

INFORMATION BULLETIN

Bulletin #: I2022-028
Date: April 18, 2022
To: Ontario Soccer; District Membership and Associate Members
CC: Ontario Soccer Board of Directors, Staff
From: Bjorn Osieck, Director, Business Operations
Subject: Ontario Soccer welcomes Dairy Farmers of Ontario as newest Premier Partner to present the MilkUp Ontario Cup

Ontario Soccer is elated to announce that building on the tremendous partnership success in 2021, Dairy Farmers of Ontario (DFO), the marketing group representing Ontario dairy farmers and the largest sector of Ontario agriculture, have taken the visionary step to become Ontario Soccer's newest Premier Partner.

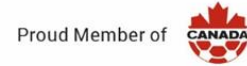
By further strengthening their engagement in youth soccer, DFO will also assume the role of new title partner of the prestigious Ontario Cup Provincial Championships, which will become known as the **MilkUp Ontario Cup**. This step will serve to further expand and enhance the scope of the MilkUP Ontario Soccer Future Leaders Program originally launched in 2021 and provide many more vibrant opportunities for additional youth leadership development.

The **MilkUp Ontario Cup**, the Provincial Soccer Championship for the LTPD Soccer for Life Stream, is the largest Club competition of its kind in Canada. One of the oldest sporting events in the country, Ontario Soccer's Ontario Cup was first staged in 1901. The **MilkUp Ontario Cup 2022** will mark the 106th edition of the competition and celebrate the arrival of DFO as the newest title partner.

Created to support the education and development of Youth leaders within Ontario Soccer, the MilkUP Ontario Soccer Future Leaders Program takes a holistic approach to leadership recognition and development, with an emphasis on growth. The program is based on three pillars of celebration, recognition and development to support Youth leaders in Ontario. Ontario Soccer is thrilled with the continued support DFO will bring to Youth leadership development.



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7601 Martin Grove Road, Vaughan ON L4L 9E4
905.264.9390 • ontariosoccer.net



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Unite.

Celebration: The [MilkUP Ontario Soccer Future Leaders Award and Education Grant](#) celebrates the outstanding achievements of Youth in the soccer community. The award strives to actively acknowledge the selfless display of civic care, pride in one's sport and leadership, an attitude of resilience and strong work ethic, and constant desire for impact and improvement. It will be awarded annually as a new addition to Ontario Soccer's prestigious annual Centre Circle Awards program.

This award will recognize young soccer leaders in their graduating year of high school in each of five regions (East, Central, South, West and Northern Ontario) for their outstanding contributions to their soccer community, as a leader, player, coach, match official, or administrator. An **Education Grant of \$2,500** per recipient will be presented along with the award to assist these youth in their educational endeavors.

NOMINATIONS NOW ACCEPTED: Don't miss the opportunity to nominate a deserving candidate in your organization by April 28 by [clicking here!](#)

Recognition: The MilkUP Ontario Soccer Future Leaders "Class of '22" recognizes the achievements and impact of Youth in the soccer community. Award winners will embody the Ontario Soccer tagline of "Play. Inspire. Unite." in both their soccer community and their home community. The "Class of '22" awardees will have an attitude of resilience, and a strong work ethic. They will have future aspirations of leadership within the 'beautiful game,' continuing their journey of soccer involvement and contribution.


This category recognizes Youth, who will continue to contribute to the local soccer community as a leader, player, coach, match official, or administrator and includes a **\$500 grant** to be used for soccer leadership education (coach, match official, etc.)

With the new inclusion of the MilkUP Ontario Cup 2022, participants in this competition will be uniquely positioned to share their soccer success stories and be recognized among the "Class of '22" recipients.

Check out the outstanding ["Class of '21" recipients](#) and do not miss out on the opportunity to take advantage of this great program, when applications open later this year.



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Development: The MilkUP Ontario Soccer Future Leaders Day @ the Summit will run in conjunction with the Ontario Soccer Summit. The Future Leaders Day will bring together Youth from across the province to develop in areas of leadership, interpersonal communication, relationship management, and more. Further updates on this Ontario Soccer flagship event will be announced in Summer of 2022.

To find out more information on how youth leaders in your organization can excel with the support of DFO and Ontario Soccer, please review the following links on [The MilkUP Ontario Soccer Future Leaders Award and Education Grant](#) and the ["Class of '22"](#).

If you have any further questions, please contact [Bjorn Osieck](#), Director Business Operations.

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