

# BUILDING A DREAM



**emsa**

Community and Club

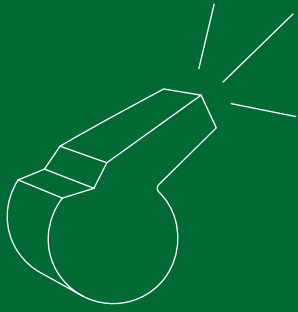






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WE BELIEVE  
IN YOUTH  
SPORTS



## A MESSAGE FROM EMSA

As we look back on the history of youth soccer in Edmonton, we see tremendous growth and success. What cannot be denied is the correlation between the success of our young players and the facilities available to support them.

Our teams comprise of over 25,000 children and youth throughout Edmonton and surrounding area and this number grows each year. In our winter city, indoor fields are crucial to year-round activity and training and as we encourage more kids to play and get involved, it is our responsibility to have the facilities to support them and sustain this celebrated participation and grow with them.

Our kids have dreams, and we have dreams for them.

We are asking your support as we plan to build the EMSA Regional Indoor Centre.



### HISTORY OF EMSA

## We are strong advocates for the transformative power of youth sports.

We firmly believe in the profound impact that engaging in sports activities can have on shaping character, building confidence, and fostering social consciousness among young individuals. Our commitment extends not only to ensuring that every child has the opportunity to experience the benefits of playing sports on the field, but off the field as well.

Edmonton Minor Soccer Association (EMSA) operates as a not-for-profit organization dedicated to nurturing the youth soccer programs in our city. Supporting children and youth from Edmonton and its surrounding areas, our programs continue to witness substantial growth each passing year.

In pursuit of our mission, we have meticulously designed programs that cater to varying skill levels, ensuring inclusivity and accessibility for all. Our dedication doesn't stop there — we are resolute in guaranteeing the availability of suitable playing fields, recognizing that the physical environment plays a crucial role in a child's sporting experience.

At the heart of EMSA's success are the more than 4,000 volunteers who generously contribute their time, serving as coaches and organizers. These dedicated individuals play a pivotal role in bringing our youth soccer programs to life, embodying the spirit of community involvement and fostering a sense of camaraderie among participants.

EMSA's unwavering commitment to youth sports not only reflects our belief in the positive impact on individual development, but also underscores our dedication to creating a thriving community where every child can participate and flourish through the world of sports.



### **AMONI THOMAS**

Amoni was a part of the Edmonton West Warriors since he was old enough to join the team. His allegiance to the Warriors has been unwavering, influenced by his older brother's involvement with the 2003 team. Amoni Thomas has recently transitioned to the Vancouver Whitecaps Academy in August 2022, and we are delighted to witness this significant step in his journey.

### **BRIAN ANANIAS**

Edmonton Warriors player Brian Ananias signed his first pro contract for Radnik Bijeljina Football Club in Bijeljina, Bosnia and Herzegovina. He has also trained with the Vancouver Whitecaps Academy. He is one of EMSA's 2003 players who went to Nationals. We are so proud of his accomplishments and success in his career.

### **ALPHONSO DAVIES**

Alphonso Davies is a well-known name not only in Canada, but now across the world. Before he began his professional career with the Vancouver Whitecaps FC, he played in the North EMSA zone for Xtreme, and then moved to the Strikers and St Albert. By 2017, he was named one of the 60 best young soccer talents in the world and has already set countless records. He now plays

for FC Bayern Munich and has been with the club since 2019. In the 2022 FIFA World Cup, Davies was called up to play and proudly scored Canada's first-ever World Cup goal. He is an example of not only incredible talent, but unwavering resilience and dedication as he inspires young players today.

### **ERIN MCLEOD**

An outstanding goalkeeper from Edmonton, McLeod has been a mainstay in the Canadian national team. Born in St. Albert, her performances in major tournaments have been crucial for Canada, and she has been a significant figure in promoting women's soccer in Edmonton.

### **STEPHANIE LABBÉ**

Stephanie Labbé is a goalkeeper who played for the Canadian national team and was a key player in international competitions, including the Olympics and World Cup. In her youth, she played for the EMSA Spruce Grove Saints and Mill Woods Warriors and in her professional career went on to bring home both a bronze and gold Olympic Medals. She is known for her remarkable goalkeeping skills and has been a role model for young soccer players in Edmonton and across Canada.

### **ASMIR BEGOVIĆ**

Asmir started playing in EMSA for SW Sting in his youth and in his professional career advanced to play in the Premier League as one of their best goalies. In 2013, he became the fifth goaltender to score a goal in the Premier League and currently holds the record for second-longest goal scored in football history. We're proud to have been part of his soccer journey.

### **TOSAINT RICKETTS**

Tosaint Ricketts started playing soccer in the EMSA South West zone playing for SW Sting and Juventus. Throughout his professional career he played for 10 clubs in seven countries and represented Canada on the men's national team from 2011-2020 before he retired in 2023.

### **DAVE GANTAR**

David Gantar was one of the highest-ranking referees in Canada and both played and coached in EMSA. He has been a Canadian National Referee since 2004 and became a FIFA Referee in 2011. In his first year as a FIFA ref, he officiated one major tournament, the CONCACAF Champions League, and 2014 FIFA World Cup Qualification. In 2019, Gantar was the match official for the debut game in the Canadian Premier League.

# SUCCESS



## **SOCCER IN EDMONTON**

Soccer is the most popular sport for young Canadians to play, according to a recent study. In a city where winter prevails for more than half of the year, the advantages of indoor soccer are evident.

Over the past few years, the demand for indoor soccer programs in the Edmonton area has skyrocketed, leading to the development of numerous indoor fields. The EMSA winter indoor league also has teams participating from Fort St. John, Grande Prairie and Red Deer, so our facilities serve players from cities far beyond Edmonton.

In terms of available facilities, the Edmonton Soccer Centre West, equipped with four indoor fields, has been joined by the East and South Soccer Centres, each with four fields. Additionally, Sherwood Park, Spruce Grove, Fort Saskatchewan, and most recently, St. Albert, have embraced the trend by incorporating indoor fields. Our community has transitioned from having just one indoor

field to an impressive total of 19 fields in under two decades serving Edmonton and its surrounding areas. **But this isn't enough.**

This growth mirrors the increasing interest from thousands of players, with the numbers continuing to grow each day, and we need a facility that can sustain this growth.

Delivering a top-notch soccer facility for Edmonton's youth remains one of our Association's top objectives. With an increased demand for youth soccer, from minis to U19, paired with an ongoing need for facility and programming options across the city, this investment in infrastructure positions Edmonton as not only a leader in its commitment to enhancing the sport's performance and development, but also allows our facility to be a community asset that has the power to impact some of the most important lives around us — our youth.

**Together, we can not only build a one-of-a-kind facility that helps to empower and instill confidence into our youth but celebrates and connects our communities as well.**

# Y E G



“Engaging youth in sports not only promotes physical health but also fosters important life skills such as teamwork, leadership, and discipline.”

**INDIGENOUS SPORT  
COUNCIL ALBERTA**



“This facility will not only have positive impact for the local community but also for the sport of soccer provincial wide. This project will increase the economical impact for community as more provincial events could be held in the area with this facility.”

**AB SOCCER ASSOCIATION**



## **ABOUT THE PROJECT:** EMSA Regional Soccer Centre

EMSA is excited to embark on a transformative initiative to build the EMSA Regional Indoor Centre, a much-needed facility that will redefine not only soccer in Edmonton, but youth soccer specifically. To bring this vision to life, we are actively seeking community sponsors who share our passion for fostering athletic talent and community development.

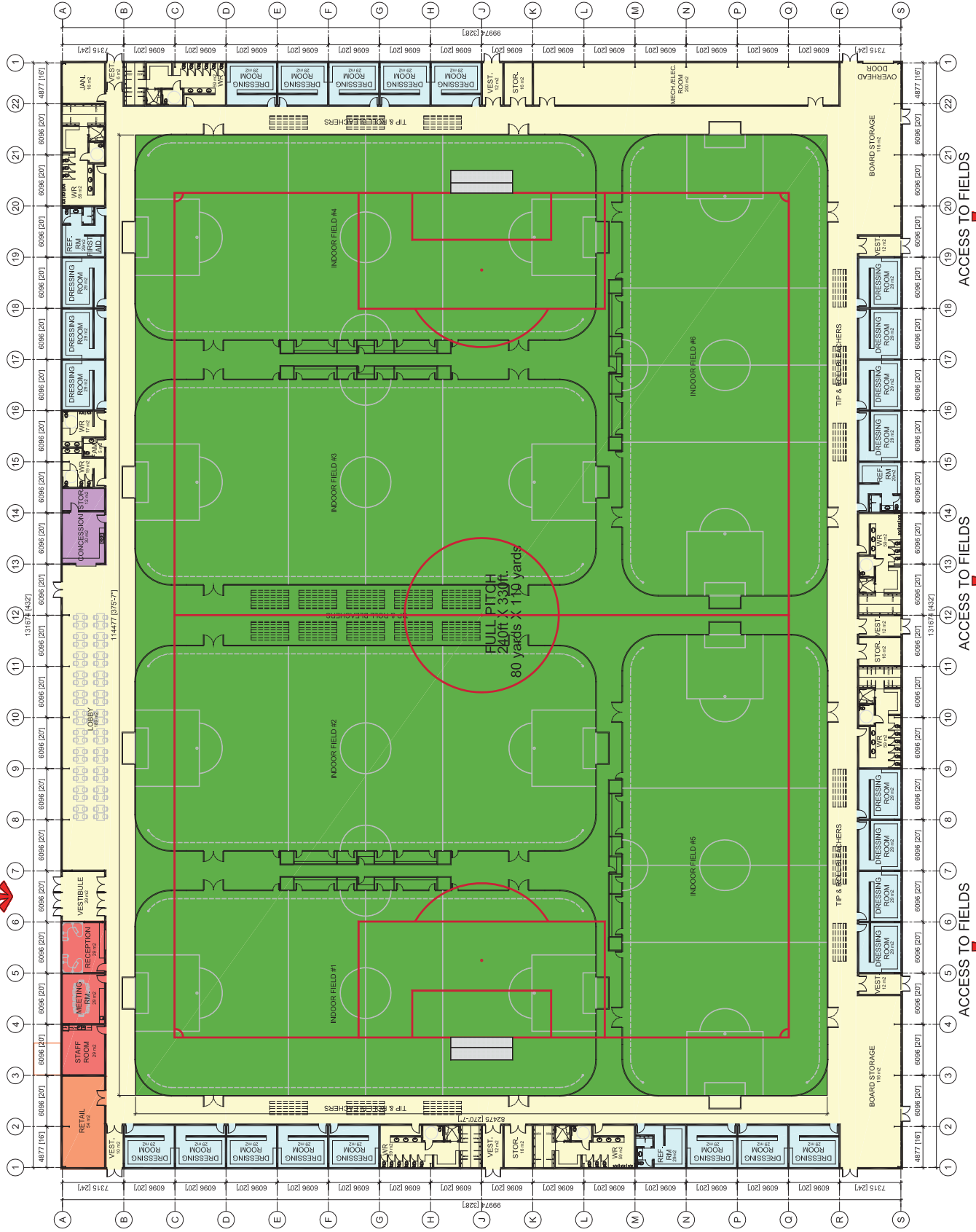
The EMSA Regional Indoor Centre will serve as a hub for soccer enthusiasts and contribute significantly to our community's overall well-being. Through sports, confidence, problem-solving skills, resilience, cooperation and so many more invaluable attributes are encouraged in our youth.

**By investing in this project, sponsors will play a pivotal role in shaping the future of kids in Edmonton and surrounding areas,** providing them with a top-tier facility to hone their skills, promote physical well-being, and instill values of teamwork and discipline.

We invite businesses and individuals alike to join us in this endeavour, because together, we can build a brighter future for our youth and elevate the spirit of Edmonton through the power of soccer.

To bring this vision to life, we need your support. The amount of money raised for the project will directly affect which design we can build.

**MAIN ENTRY**



**GROSS AREA**  
 Pre-Eng Structure: 13,256 m<sup>2</sup> (142,686 sq.ft)



## COMPARABLE FACILITIES

### Edmonton Soccer Dome

The Edmonton Soccer Dome stands as the largest sports dome in Canada, boasting an expansive playing surface spanning 135,000 square feet. This state-of-the-art air-supported structure, sits atop a FIFA Quality Pro-approved artificial turf surface.

The realization of the Edmonton Scottish Society's vision for a top-notch sports facility was a journey that began long before the facility opened its doors to the public. Renowned for the excellence of their outdoor grass fields, the Edmonton Scottish Society took proactive steps to bring the dream of the Edmonton Soccer Dome to fruition, providing a year-round, non-boarded play environment for sports enthusiasts.

### The Saskatoon Sports Centre Inc. (SSCI)

Formally established as a non-profit corporation in 1993, the Saskatoon Sports Centre Inc. (SSCI) originated when representatives from Saskatoon Adult Soccer Inc. (SASI) and Saskatoon Youth Soccer Inc. (SYSI) formed a committee aimed at fundraising for the construction of an indoor soccer facility. With the collaborative support of the City of Saskatoon, various organizations, and individuals, the Saskatoon Kinsmen/Henk Ruys Soccer Centre celebrated its inaugural game in 1998. Since then, SSCI has proudly served as the home for over 10,000 soccer players annually, contributing significantly to the growth and vibrancy of the sport in the community. In 2003, the soccer community recognized the need for further growth, concluding that an additional facility was essential. The design incorporated a single indoor facility along with two outdoor artificial grass fields and hardcourt surfaces to cater to the evolving needs of the soccer enthusiasts. Now, SSCI owns and operates the two world-class facilities that enjoy over 1.4 million visitors annually.

Learn more about the facility:

[www.saskatoonsoccer.com](http://www.saskatoonsoccer.com)

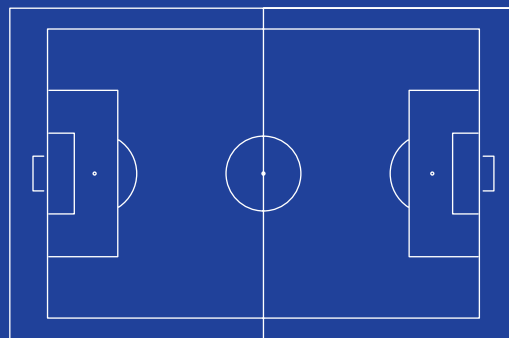
[www.edmontonsoccerdome.com](http://www.edmontonsoccerdome.com)

# SPONSORSHIP OPPORTUNITIES

**Sponsorships and donations will not only affect the build of the facility, but also help us budget for many expenses throughout the year such as:** purchasing equipment and uniforms, field and facility maintenance, paying our local referees and officials (typically high school students), and maybe most importantly, helping to keep sports affordable for families, regardless of financial status.

Please reach out to Dragos Niculescu to discuss how to become an EMSA facility sponsor. Big or small, your donation will create impact that will be measured for generations to come.

**Pending your budget and specific interests, custom sponsorship packages can be designed. Areas of opportunity consist of, but are not limited to:**



**NAMING RIGHTS**  
(fields, jerseys, and more)

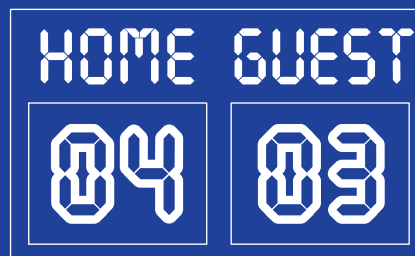


**PRESENTING AND SUPPORTING SPONSORSHIP ALIGNMENTS**



**BRAND INTEGRATIONS**

**YEAR-LONG LOGO EXPOSURE**  
(banners, posters, signage, etc.)



**TOURNAMENTS**



**SAMPLING, GIVEAWAY, AND COUPONING OPPORTUNITIES AND MORE!**  
In-kind donations are also welcome.

# BENEFITS

## **BENEFITS FOR SPONSORS**

Your partnership in bringing this vision to life is key to the development of our kids into the future leaders that they are meant to be. Countless studies show the value of sport for youth and the benefits associated with accessible facilities and resources.

In addition to the recognition your sponsorship will bring in the public eye, it will also position you as a community builder with ties to an organization dedicated to building leadership, teamwork, and determination in our youth.

EMSA sponsors provide a path for every player, helping to offer programs that provide a fun, safe and healthy environment for players at every level of the game. Through this accessibility made possible by you, our sponsors act as a direct influence on our members being able to fulfill their goals — both on and off the field of play.

Aside from whatever sponsorship package you choose, sponsors will also receive ongoing recognition in our ongoing external communications, such as newsletters, facility press releases, and website exposure. On top of that, we promise you a front row seat whenever you want to come out and cheer our players on.

Come join the thousands of Edmonton kids having a ball.

# THANK YOU

EMSA extends its heartfelt gratitude to all those who have supported EMSA and youth sports in our community over the years as well as those who are generously considering sponsoring the EMSA Regional Indoor Centre. Your support not only signifies a commitment to the growth and development of our organization but also, more importantly, it showcases a dedication to the well-being and enrichment of our community and its youth soccer players.

With your partnership, we are poised to create a dynamic hub that will serve as a catalyst for fostering talent, promoting sportsmanship, and instilling valuable life skills in our young athletes. **Together, we are shaping a brighter future for the community and contributing to the thriving legacy of youth soccer.** Thank you for believing in the power of sport and investing in the dreams of tomorrow's champions.



# Letters of Support

“Health and Well-being: Access to sports facilities is essential for the overall health and well-being of community members. The facility can serve as a catalyst for promoting healthier lifestyles and addressing health disparities.”

**INDIGENOUS SPORT COUNCIL ALBERTA**

“Soccer is not just a sport; it brings communities together and promotes a healthy lifestyle. A dedicated soccer center will provide our youth with a safe and inclusive space to develop their skills, instilling discipline, teamwork, leadership qualities and so much more positive attributes. Not only that, but it will encourage physical activity which is very important in youth today.”

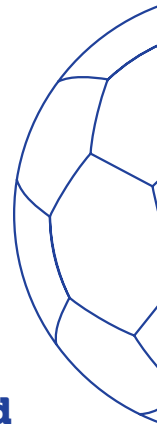
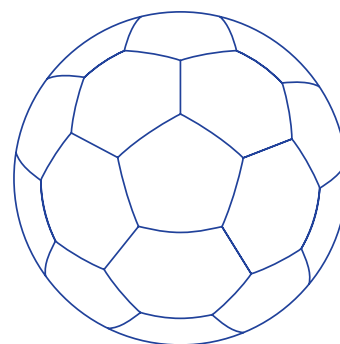
**EMSA SPRUCE GROVE**

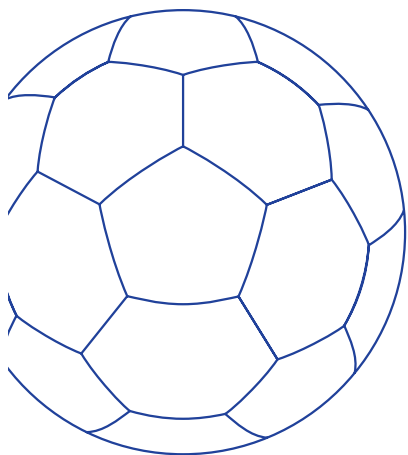
“The impact and benefits of a new facility will be realized by the entire Capital Region, including over 500 Phoenix FC families annually from Strathcona County. Access to enhanced indoor facilities would provide our members with increased opportunities for development and league play throughout the year. Furthermore, it would contribute to the overall growth and sustainability of soccer in our community.”

**SHERWOOD PARK DISTRICT SOCCER ASSOCIATION**

“This will enable EMSA South and EMSA to accommodate its projected growth and field requirements. The addition of the fields at the Regional Indoor Center is vital in continuing to grow our program. This is a great investment for the Northern Alberta Region at a very reasonable cost.”

**EMSA SOUTH**





**“With our over 5000 annual members, we are continuing to see our programming grow at all levels, including Youth, Adult Major League and the League1 Pro-Am Adult franchises. As such, we are in desperate need for more feasible training and playing solutions for these programs and the over 134 teams that accompany them.”**

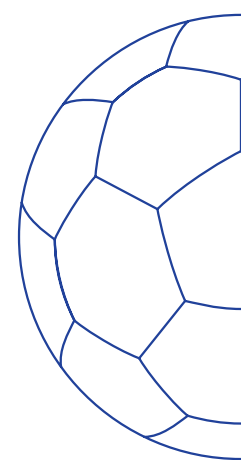
**ST. ALBERT SOCCER ASSOCIATION**

**“Soccer registration in the Edmonton area in the last few years has grown significantly. This has led to a shortage of facilities and fields for the Edmonton and area teams to play on. This year alone the last two Edmonton soccer tournaments have **had to turn 60 to 100 teams away. This is due to the lack of facilities in the area** and a higher number of player registrations. Tournaments for any soccer team are a great way to bond and grow as a team, a chance to be able to play against other teams you may not otherwise get a chance to play during league play.”**

**FORT SASKATCHEWAN SOCCER**

**“An Indoor Dome in Edmonton will be an extremely important amenity in our community, and we support the need for additional indoor facilities that can be enjoyed by the community for generations to come. This facility will not only have positive impact for the local community but also for the sport of soccer provincial wide. This project will increase the economical impact for community as more provincial events could be held in the area with this facility.”**

**ASA**





**GET IN TOUCH**  
**Build dreams**  
**with us.**

If you're interested being part of the EMSA Regional Indoor Centre as a sponsor or want more information, contact us today:

Phone: 780 916 7977

Email: [dragosn@emsamain.com](mailto:dragosn@emsamain.com)