



August 8, 2017

Mayor Fred Eisenberger  
City of Hamilton  
City Hall  
71 Main Street West  
Hamilton, ON L8P 4Y5

Dear Mayor Eisenberger

**RE: Soccer Opportunity for Hamilton and Tim Hortons Field**

We enjoyed the meeting last week as we discussed professional soccer and the opportunities available to the City of Hamilton and Tim Hortons Field. As mentioned during our meeting, our organization and Bob Young have been working diligently with the Canadian Soccer Association for many years to help execute their vision and their strategic plan relating to professional soccer. That strategic plan identifies a domestic Canadian Professional League as a critical piece of success for soccer in our country. We have been thrilled and excited to have worked with the CSA, hand in hand to bring this vision and opportunity to fruition.

The league in question will be called the Canadian Premier League (CPL), and it has already been sanctioned as the sole and exclusive domestic professional league for Canada. Our organization is proud of the role we have played in this exciting endeavour to date, and hold the exclusive rights to exhibit professional soccer in Hamilton at Tim Hortons Field, as per sanctioning by the CSA.

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## Global Governance of Professional Soccer and the Canadian Premier League

The Canadian Soccer Association is one of 41 members of CONCACAF, the Confederation of North America, Central America and the Caribbean Association of Football. CONCACAF is one of six Confederations worldwide that constitute FIFA, the global governing body of soccer.

Unlike other professional leagues we are familiar with in North America; professional soccer is governed by a global authority in FIFA. Each member Association, Canada being one of 211 in total, belong to one of the six Confederations. All decisions made regarding professional soccer and international soccer is governed through the specific country's association, their Confederation and FIFA.

After years of planning and collaboration with the CSA, CONCACAF and FIFA, the CPL was officially sanctioned as Canada's league on May 6<sup>th</sup>, 2017. That exciting news was matched by the great news that Hamilton was formally sanctioned as one of the two founding members of the CPL. The sanctioning of Hamilton as a founding member was described by members of the CSA board as being; "an exemplary member that demonstrates precisely the type of ownership, ambition and structure we are looking for as a founding members".

As previously mentioned, this news of sanctioning has been met with tremendous enthusiasm across the Country and will result in the league being operational as soon as possible. With that launch and the completion of an integral part of the CSA's strategic plan, it will have a dramatic and significant positive impact on professional soccer in Canada. The core tenet of our partnership with the CSA is the development of home grown Canadian players that not only will encourage continued and increased participation at the youth level, but will have a tremendous impact on the quality of our International teams as we develop that talent in our own domestic league.

## Soccer Opportunities and Tim Hortons Field

As Tim Hortons Field was built for the Pan-Am games and had to have met FIFA standards as a soccer stadium, it seems only appropriate that a professional soccer team would fulfill a legacy component of the City's great facility. While soccer has always been a dominant sport at the youth level in terms of registration and participation, it is one of few sports in our Country that continues to see growth at all levels. In Hamilton alone there are more than 25,000 registered players and no doubt that results in more than 100,000 Hamiltonians and their families involved in the sport in some capacity. Participation in soccer has a broad appeal that impacts all ages, genders and cultures. Because of that broad appeal

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and lack of encumbrances to participation, it can have a tremendous impact on our youth, regardless of their socio economic background. That results in a great opportunity to use soccer in our community and at the City’s great facility, as a great resource to help youth health and wellness and continue to combat childhood obesity.

In addition, clearly professional soccer will only increase the use of Tim Hortons Field by the greater community and region. That greater use and the execution of the plan to make Hamilton and Tim Hortons Field a destination for soccer, will only foster more employment opportunities at Tim Hortons Field. Not only will there be a full schedule of professional matches, but having a formally sanctioned professional team, would result in more international matches, more friendly professional soccer exhibits and generally put Hamilton on the map in the North American soccer environment. We, like the City of Hamilton, are proud of Tim Hortons Field and are committed to making Hamilton a great soccer destination. We are partners of the CSA and will work diligently with them and their governing bodies to make Hamilton the “Canadian” home of professional and international soccer in Southern Ontario.

In closing, one incredibly exciting component to the future of soccer in Canada and in Hamilton is the looming CONCACAF bid of the 2026 World Cup. This fabulous event could see several FIFA World Cup games played in Canada. Each game is equivalent to a Grey Cup with much broader international exposure. It’s not only the games themselves that create great opportunity; there is the need for the creation of international training centers for the competing World Cup teams. We believe this represents a great opportunity for Hamilton and the Tiger-Cats to work collaboratively to attempt to secure a training facility which would bring significant economic impact and a legacy venue to our City.

We look forward to finalizing the License Agreement and making all of these exciting things happen in our great City.

Yours truly  
**Hamilton Tiger-Cats Football Club**

Douglas Rye  
**Executive Vice President**  
Cc: **Chris Murray, John McGrane**





Hamilton Tiger-Cats Football Club | 1 Jarvis St. Hamilton, ON L8R 3J2 | 905-547-2287 | ticcats.ca

**WE ARE**  
TIGER-CATS FOOTBALL



## APPENDIX A



June 5, 2017

Mayor Fred Eisenberger  
Councilor Judi Partridge  
cc: Greg Crone  
-by e-mail-

Dear Mayor Eisenberger and Councilor Partridge,

On May 6<sup>th</sup> of 2017, The Canadian Premier League received formal sanctioning to become the sole and exclusive sanctioned professional soccer league in Canada. The CPL has been working diligently for four years, with the Canadian Soccer Association (CSA), CONCACAF and FIFA, to bring Canada's domestic league to fruition and May 6<sup>th</sup> was a landmark day for soccer in our great country. We are anticipating a launch in 2018, and are working with 12 ownership groups from coast to coast who are thrilled to have the opportunity to work hand in hand with the CSA to ensure Canada can become a great soccer nation.

While the news about the sanctioning of the CPL was incredibly well received not just in Canada, but around the global world of soccer, we were surprised to read the media discussion last week regarding the future of professional soccer in Hamilton and at Tim Hortons Field. We thought it would be appropriate at this time to advise, in writing, that the Hamilton Tiger-Cats and their ownership, have been selected and granted the exclusive rights to exhibit professional soccer in Hamilton and the region for the period of no less than 10 years, ending in 2027.

As the domestic sanctioned league by the Canadian Soccer Association, the only professional soccer that can be sanctioned and exhibited in Hamilton must be granted by the CPL and approved by the CSA. As outlined, those rights are exclusively held by the Hamilton Tiger-Cats ownership.

As a league, we are excited and optimistic about the future of the CPL in Hamilton and with the Hamilton Tiger-Cats. We are thrilled to be associated with Bob Young and his team who have a proven track record of taking care of a beloved Hamilton institution and have shown great leadership on this soccer project. They have become a well respected soccer organization not only within the CPL, but by the CSA, and the leadership of CONCACAF and FIFA. We look forward to them being integral partners in the future of soccer in Canada and in Hamilton. I would also be happy to facilitate any discussions with the Canadian Soccer Association, CONCACAF or FIFA, the three governing bodies of global and Canadian soccer.

Despite all of the great news and recognition of both Hamilton and the CPL in recent months, the surprising recent public speculation and comments regarding professional soccer in Hamilton are potentially damaging to the launch of the Hamilton team and the CPL. It has cast a temporary shadow on our hope that Hamilton and Tim Hortons Field can become a truly dynamic soccer City and facility with domestic and international soccer opportunities. Please do let me know at your earliest convenience if I can help provide additional clarity on this matter.

Sincerely,

Paul Beirne  
President  
Canadian Premier League

Canadian Premier League – 204 King St E, Suite 102, Toronto, ON

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