



## What is CanadaRED?

CanadaRED is Canada Soccer's official fan membership program.

## Is there a cost?

The original CanadaRED membership program will continue to be offered as a free service for all fans and will connect fans with the following benefits:

- Monthly CanadaRED newsletter
  - Presale access to National Team home match tickets \*
  - Updates on Canada Soccer programming and product launches
- \* Subject to availability.

CanadaRED+WHITE is an enhanced program that is accessible through a \$50 annual fee that delivers a series of unparalleled benefits including:

- Advance presale access to National Team home match tickets \*
- Access to FIFA World Cup ticket allotment \*
- Merchandise discount at CanadaSoccerStore.com
- Invitations to CanadaRED+WHITE member-only events
- Access to exclusive Canada Soccer content
- Access to exclusive and special edition merchandise

\* Subject to availability

## What else is changing?

We will be adding two new tiers later in 2022: CanadaRED+GOLD, as well as Canada RED+BLACK. Check back for updates.

## Do I need to re-register if I'm already part of the CanadaRED program?

You do not need to re-register if you are already a member of the original CanadaRED basic program. With over 85,000 Canadians already registered for CanadaRED, the original program remains a free service for all fans and existing memberships are maintained. Existing CanadaRED members looking to upgrade to CanadaRED+WHITE will need to sign-up for the enhanced program.

## How does it work for ticketing?

All CanadaRED members will receive presale access to all Canada Soccer National Team home match tickets. This presale access will proceed with a tiered approach:

- CanadaRED+WHITE members will receive individualized presale codes which provide exclusive early access to purchase tickets. Each individualized code will facilitate a one-time purchase



- CanadaRED members will receive access through a shared code for a general presale window in advance of tickets going on sale to the public

The membership program is the best way for fans to access tickets for all of Canada Soccer's Women's and Men's National Team home matches and helps to ensure that all home matches will support Canada with a sea of CanadaRED.

### **How is this better than the old system for ticketing?**

Each individualized code for CanadaRED+WHITE members will facilitate a one-time purchase, further helping to ensure that Canada's home matches will continue to feature a sea of CanadaRED.

### **Is this different from the Voyageurs?**

Yes. Canada's long-standing National Team supporters group the Voyageurs will continue to support Canada Soccer's National Teams and offer its members access to exclusive Voyageurs seating sections for all of Canada Soccer's National Team home matches. For more information on the Voyageurs visit <https://www.thevoyageurs.org/>.

### **Where does the money go?**

Every dollar collected is reinvested into Canada Soccer programs that benefit our National Teams as well as Development initiatives across the country.

### **Why do this?**

We are building a movement, and that begins with each of you. The CanadaRED fan membership program helps us deepen our relationships with our fans across the country and around the world, and supports the delivery of programs and initiatives that help promote and develop soccer in Canada.