



The Allstate Soccer Show – Event Volunteer Description

October 8, 2023: 11am – 5pm (TBC)

BMO Centre at Stampede Park, Calgary, AB

Event Summary

The Allstate Soccer Show [TASS] is the only annual consumer soccer show in Canada, designed to celebrate the beautiful game with its fans. This year, it will take place in Calgary after a successful return to an in-person event in Toronto last year.

The show is comprised of four main areas:

1. Meet & Greet with soccer players for autographs and selfies
2. Main Stage featuring soccer players panels and Q&As
3. Fun Zone filled with soccer-themed activations
4. Expo area for exhibitors/vendors

Allstate produces the event and leverages its sponsorships with Canada Soccer, Canadian Premier League, CF Montréal and Toronto FC to provide players and content. This year, Alberta Soccer and Calgary Minor Soccer Association will also join in the fun. For more information about the event, visit: soccershow.ca.

Brand Ambassador Volunteer Role Summary

TASS is seeking volunteers to act as Brand Ambassadors at the event. It's a great opportunity for those who are studying event management to gain some valuable and fun experience.

Specifically, we're looking for student volunteers to work working at:

- The Fun Zone and Continental Tire Skills Field — running the fun soccer activations and contests (e.g., inflatables and other kicking games)
- The Main Stage - helping with crowd control, especially during the panels' Q&A sessions
- The Meet & Greet area — helping to manage the line-ups for player autographs

What We're Looking For?

- People who love to engage with other people, are outgoing and comfortable in an consumer/public-facing role
- Like to have fun, but are also responsible and take/follow direction well
- It helps if you like and know soccer but it's definitely not a pre-requisite (we might place people who know soccer with certain activations but there are roles for those who don't know the sport) but want the experience)
- Are available to commit 7 hours on a fun event day, from 10:am - 5:00pm (one hour is for training in situation before the event opens) and for a one-hour pre-event Zoom training the week of the event

We'll provide a staff event t-shirt, lunch and some swag. Plus, volunteers will gain some valuable event activation experience and should have a lot of fun too.

If you are interested in volunteering for TASS, please contact Carol Starr at carol@mkem.ca.