



### **What's changing for players and families?**

The most visible change will be our branding. Uniforms, training kits, and gear will have a new logo. Instead, we're excited to introduce a refreshed Waterloo United brand that reflects our roots and identity. All teams, coaches, and programs will stay the same. We're also working to ensure that transition costs are minimal for families. For example, if you have an existing backpack with the old logo, we will offer rebranding at no cost.

### **Why did Waterloo United decide to part ways with BVB?**

After four years in partnership with BVB, we took time to reflect on what's best for our members and our future. While the partnership brought some great moments, it represented a single pathway that served a portion of our athletes.

We believe the best path forward for our members is to support multiple opportunities for development, under our own brand and focus. Our goal is to create broader, more inclusive development options through Canadian and North American systems, and we remain open to working with BVB in the future under a model better aligned with our goals.

### **Why make this move now?**

This was not an easy decision. It took time, reflection, and a lot of input from our board and community. But we believe it's the right move financially, culturally and developmentally.

There's deep value in building something rooted in our own identity, history, and community. We've been around for over 50 years, and this is a chance for players to proudly contribute to that legacy rather than borrowing someone else's. We're excited about this new chapter. Questions or feedback? Reach out to us anytime at [feedback@waterloounited.com](mailto:feedback@waterloounited.com).

### **Do elite athletes come through the Waterloo Minor Soccer Club? Can they reach national or professional levels?**

Absolutely. Our women's program, in particular, has seen phenomenal success over the past 5–10 years. We've produced provincial and national team athletes, had players sign pro contracts, and sent many to top-tier U.S. and Canadian university programs all through our own development system.



### **What happens to the BVB IA School of Excellence?**

For the 2024-25 season, the School of Excellence will continue as normal. Changes to the program will take effect starting in the 2025-26 season. While the program has provided value for the select number of players that participated, we recognize this is a small portion of our membership. We will continue discussions with BVB IA around future opportunities that are better suited to Waterloo United's long-term vision.

### **Is BVB IA continuing on its own?**

BVB International Academy will continue to operate independently in other regions across North America and beyond. Waterloo United's decision to step away from the affiliation will not impact our players, teams or programming in any way. While the BVB partnership offered some valuable experiences and relationships, over time it began to overshadow our club's identity and created confusion about who we are. This transition allows us to move forward with renewed focus on our own development pathways.

### **How will Waterloo United continue to create opportunities for players?**

Our focus now is on strengthening domestic and North American pathways. Many of our athletes already play in Division 1 NCAA programs, and those placements happen through strong relationships, networks, and the dedication of our staff, families, and players. We want to support kids through real, attainable pathways. That includes our League1 Ontario teams (semi-pro), the Canadian Premier League (CPL), and the newly launched National Women's Soccer League (NSL) in Canada. These are exciting and growing domestic options we want to plug into more deeply.

### **Will families see more changes in the future?**

Only on the surface. Uniforms and gear will reflect our new Waterloo United identity, and where possible, we'll offer options to rebrand existing items at no cost. The biggest changes are behind the scenes — with more funding redirected into our coaching staff, programs, and player experience. Over time, families will notice stronger coach engagement, more program support, and improved development pathways for athletes at every level.

### **Will this affect player interest or registration?**



Our goal is always to be accessible to anyone who is interested in playing soccer. While an international brand might add surface-level appeal or curiosity, in reality, only a small fraction of our 700 competitive players accessed those opportunities. Our focus is now on investing in what benefits all athletes: strong coaching, technical development, and player support systems here in our own community. That's what truly benefits athletes — not a logo on a jersey.