



**2019 ALBERTA INDIGENOUS GAMES
SPONSORSHIP PACKAGE**

August 11-17th, 2019

2019 Alberta Indigenous Games Executive Summary

August 11-17, 2019 will bring together Indigenous youth from across Alberta to engage in one week of competitive sports, traditional games, special events, education, and cultural connection. The 6th overall Games will be the the third Games for three years in a row following 2017 and 2018 Games. It will also be the 4th Games in the last 5 years. There has been tremendous growth and momentum. In 2015 we had 480 youth registered in our Games and in 2017 we had over 1100 youth. In 2018 we held a condensed 5 sport Games for the first time as compared to the 10 sport event and we still had over 900 youth participate with over 100 different teams throughout Alberta participate.

The mandate and theme of the Alberta Indigenous Games is RECLAIMING OUR YOUTH through sport development, educational empowerment, career opportunities, and cultural connection. In that spirit, the Edmonton Native Ball Association (ENBASports) is honoured to organize the 2019 Alberta Indigenous Games. The Games will be located in the City of Edmonton, Alberta Canada.

ENBASports will build on the success of the Alberta Indigenous Games held in 2011, 2013, 2015, 2017 and 2018. They will also build upon partnerships previously established and enter into new relationships to bring thousands of Aboriginal athletes, coaches, and their families to the 2019 AIG Games.

“Body and soul heal together and individuals heal as community heals. The Alberta Indigenous Games bring together sport and thought, tradition with innovation, individuals, and community, history and the present moment, heart and soul. The event facilitates physical development and emotional growth, friendly competition and cooperative effort, just the right combination to promote healing of the body/mind.”

-Dr. Gabor Mate, M.D. Physician and Author

August 11-17th 2019 will be the first time the Games will be held over 7 days as compared to 5 day events in all previous Games. Due to the growth we anticipate over 1500 youth to participate and we need the extra time to comfortably hold each sporting event. The Games will feature role model mentors, Elders, Indigenous arts, speaking, music, dance, and other cultural gatherings affirming the theme of “Reclaiming Our Youth”.

These games will motivate and increase the physical activity participation of Aboriginal youth from across the Province of Alberta. Over 1500 youth are expected to participate in these games. All sports ages are based off of youth from ages 12-20 years old. Each sport varies on age categories

depending on what works best for each sport. With lacrosse the only one different having youth ages 10-18. 12 sports are currently being planned: Archery, Athletics (Track & Field), Basketball, Ball Hockey, Beach Volleyball, Canoeing, Cross Country, Golf, Fastpitch Softball, Lacrosse, Soccer, and Volleyball. Sport coordinators, and their staff, will be selected in collaboration with provincial sport bodies to ensure sanctioned officiating, accountability, safety, security, and professional scheduling of events. We also anticipate over 100+ volunteer positions.

The Alberta Indigenous Games will continue to promote, integrate, and infuse the Circle of Courage philosophy throughout all events of the games. All staff and volunteers will be encouraged to assist in delivering an emotionally supportive environment, to reclaim our youth through the wisdom of Indigenous culture and the amazing power of sport. A manual to foster this environment will be developed and available as a resource for athletes, coaches, staff, sponsors and volunteers.

SPONSORSHIP LEVELS

The fundraising Committee has created different levels of sponsorship to allow businesses of all levels to participate. Based on the level, sponsors will have a variety of opportunities to choose from in the way of benefits, exposure and recognition. In-Kind sponsors will only be eligible to receive the following recognition levels.

SPONSORSHIP LEVELS	SPONSORSHIP AMOUNT	RECOGNITION
Presenting Sponsor	\$50,000.00 - \$75,000.00	Page 5
Platinum Sponsor	\$25,000.00 - \$49,999.99	Page 5
Gold Sponsor	\$15,000.00 - \$24,999.99	Page 6
Silver Sponsor	\$5,000.00 - \$14,999.99	Page 6
Bronze Sponsor	\$1,000.00-\$4,999.99	Page 6
Friends of the Games	\$100.00 - \$999.99	Page 7

The following page is divided into sections of naming rights for specific venues and other naming opportunities for maximum exposure for your company. Recognition levels will be dependent on amounts listed above.

Each Sponsor Over \$5,000.00 Will Be acknowledge With Adopting a Sport or Event.

NAMING OPPORTUNITIES

ADOPT-AN-EVENT	AMOUNT
Eagle Staff Run	\$2,000.00
Elders/Cultural Village	\$5,000.00
Opening Ceremonies	\$7,000.00
Volunteer Recognition	\$5,000.00
Closing Ceremonies	\$2,000.00
ADOPT-A-VENUE	AMOUNT
Athlete Village	\$5,000.00
ADOPT-A-SPORT	AMOUNT
Archery	\$5,000.00
Athletics	\$7,000.00
Ball Hockey	\$7,000.00
Basketball	\$10,000.00
Canoeing	\$2,000.00
Golf	\$2,000.00
Lacrosse	\$5,000.00
Soccer	\$2,000.00
Softball	\$7,000.00
Volleyball	\$7,000.00
ADOPT-A-PUBLICATION	AMOUNT
Identification Tags	\$3,000.00
Website/Facebook Marketing	\$7,000.00
Souvenir Program	\$10,000.00
CLOTHING & MEDALS	AMOUNT

Volunteer Clothing	\$2,000.00
Games Medals	\$8,000.00
T-Shirt Sponsor	\$10,000.00
Circle of Courage Awards	\$5,000.00
Water	\$2,000.00
FOOD SERVICES	\$6,000.00

RECOGNITION

Presenting Sponsor (\$50,000-\$75,000.00)

Media Signage Advertising	<ul style="list-style-type: none"> • Inclusion in Global TV coverage (TBD) • Full-Page Advertisement in Souvenir Program • Primary placement on all banners (2) 6’x16’ & (4) 4’ x 10’ • Name & logo on AIG Facebook page (we have over 5,000 likes on our page so lots of exposure) • Company name associated with all advertisement. • “The 2019 Alberta Indigenous Games presented by _____”
Opportunities	<ul style="list-style-type: none"> • Special Guest Speaker at Opening Ceremonies.

Platinum Sponsor (\$25,000.00 - \$49,999)

Media Signage Advertising	<ul style="list-style-type: none"> • Inclusion in Global TV coverage (TBD) • Full-Page Advertisement in Souvenir Program • Placement on all banners (2) 6’x16’ & (4) 4’ x 10’ • Name & logo on AIG Facebook page (we have over 5,000 likes on our page so lots of exposure)
Opportunities	<ul style="list-style-type: none"> • Special Guest Speaker at Opening Ceremonies.

Gold Sponsor (\$15,000.00 - \$24,999.99)

Media Signage Advertising	<ul style="list-style-type: none">• Inclusion in Global TV coverage (TBD)• Full-Page Advertisement in Souvenir Program• Placement on all banners (2) 6'x16' & (4) 4' x 10'• Name & logo on AIG Facebook page (we have over 5,000 likes on our page so lots of exposure)
Opportunities	<ul style="list-style-type: none">• Special Guest Speaker at Opening Ceremonies.

Silver Sponsor (\$5,000.00 - \$14,999.99)

Media Signage Advertising	<ul style="list-style-type: none">• Inclusion in Global TV coverage (TBD)• Full-Page Advertisement in Souvenir Program• Placement on all banners (2) 6'x16' & (4) 4' x 10'• Name & logo on AIG Facebook page (we have over 5,000 likes on our page so lots of exposure)
Opportunities	<ul style="list-style-type: none">• Special Guest Speaker at Opening Ceremonies.

Bronze Sponsor (\$1,000.00 - \$4,999.99)

Media Signage Advertising	<ul style="list-style-type: none">• Inclusion in Global TV coverage (TBD)• Full-Page Advertisement in Souvenir Program• Placement on all banners (2) 6'x16' & (4) 4' x 10'• Name & logo on AIG Facebook page (we have over 5,000 likes on our page so lots of exposure)
Opportunities	<ul style="list-style-type: none">• Special Guest Speaker at Opening Ceremonies.

Friend of the Games (\$100.00-\$999.99)

	<ul style="list-style-type: none">• Name listed in the official games program• Name listed on the games website.
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GIFTS IN KIND

Gifts in Kind are essential to the success of the Games. If your company is in a position to offer any of the items listed below, please do not hesitate to contact us.

FACILITIES	<ul style="list-style-type: none">• Tables & Chairs• Tents-Gazebos• Garbage receptacles• Stages, lighting, sound system• Portable washrooms• Janitorial supplies
TRANSPORTATION	<ul style="list-style-type: none">• Courtesy vehicles
FOOD SERVICES	<ul style="list-style-type: none">• Dry Goods• Frozen Food• Water & other beverages
ADMINISTRATION	<ul style="list-style-type: none">• Office supplies & equipment• Volunteers



We would be pleased to meet with your representatives to discuss your involvement in the Games. Deadline for all Sponsorships will be May 15th, 2019

Cheques Payable to:

ENBA Sports

3323 107 Street NW Edmonton, Alberta T6J-3C8

Contact:

Jacob Hendy, CEO

Alberta Indigenous Games 2019

jhendysr@gmail.com

Cell (780) 803-1917

www.albertaindigenousgames.ca

www.facebook.com/2019AIG

