



SPONSORSHIP RECOGNITION AND REWARDS PACKAGE

2018 South Slave Arctic Winter Games



SOUTH SLAVE 2018
ARCTIC WINTER GAMES // FIND YOUR POWER



FIND YOUR POWER – JOIN THE CLUB!

We have established a club system as a way of differentiating between the level of support provided and the recognition and rewards for our Games Sponsors. You will find a detailed breakdown of the rewards and recognition for each Club at the end of this document. The total contribution (either in-kind or cash) from your company toward the 2018 Arctic Winter Games will place you as a member of one of our clubs identified below:

PRESIDENT'S CLUB:

\$250,000+

DIAMOND CLUB:

\$150,000 - \$249,999

PLATINUM CLUB:

\$50,000 - \$149,999

GOLD CLUB:

\$25,000 - \$49,999

SILVER CLUB:

\$10,000 - \$24,999

BRONZE CLUB:

\$2,019 - \$9,999

FRIENDS OF THE GAMES CLUB:

\$500 - \$2,018

Cover Photos By

Top: Sport North/Darren Horn

Left: Lars Weiss

Middle: Sport North/Darren Horn

Right: Sport North/Tammi Sikorski

CHOICES AND FLEXIBILITY

Our goal is to offer sponsors the greatest choice and flexibility when deciding what venues, sports, or components to sponsor. We have designated several venues, sports and components as “Premier” reserving their support for President’s Club members only because of the maximum exposure they offer. We allow sponsors to decide which venues, sports and components they’re most interested in associating with their organizations, based on availability. For example, if your company has a history of supporting local soccer teams, you may be more interested in sponsoring that sport than one of the other opportunities.

In addition, ask us about the ability to spread your contribution into a series of payments between now and the Games, with monthly, quarterly or annual payment options in order to help you reach the desired club sponsorship level.

PREMIER, PRIMARY, AND SECONDARY SPONSORS

Each venue, sport and component has one premier OR primary sponsor and two secondary sponsors. Primary or premier sponsorship means your company is the lead sponsor associated with that venue, sport or component, and receives title rights to that activity. For example, the 2018 Games Volunteers by Company A or the Company B Opening Ceremonies. A secondary sponsor receives signage at the venue, sport or component and is also mentioned during public address breaks at least once a day.

Join us today to receive your preferred choice of venue, sport and component. These will be sold on a first come, first served basis.

VENUE SPONSORSHIP

Your title right could look like the ‘Company C Recreation Centre’ in Hay River, or the ‘Company D Arena’ in Fort Smith. There are three premier sponsorship opportunities reserved for President’s Club members because of the high degree of visibility offered. These include:

- Fort Smith Arena
- Fort Smith Recreation Centre
- Hay River Recreation Centre
- Chief Lamalice Complex

SPORT SPONSORSHIP

There are 19 sporting events at the 2018 AWG’s of which four are “Premier” naming opportunities reserved for President’s Club members. These include:

- Arctic Sports
- Dene Games
- Futsal (version of soccer)
- Hockey

COMPONENT SPONSORSHIP

There are various components of the games that are required in order to host an event of this magnitude. Title rights to specific components are available and “Premier” opportunities include:

- AWG Cultural Galas
- Closing Ceremonies
- Opening Ceremonies
- Volunteers

The following chart shows the premier, primary and secondary sponsorship opportunities included in each club level of AWG sponsorship for cash and in-kind contributions. For the full list of venues, sports and components see pages 4-9.

SPONSOR LEVEL	VENUE SPONSORSHIP	SPORT SPONSORSHIP	COMPONENT SPONSORSHIP
PRESIDENT’S CLUB \$250,000 + (four opportunities)	One premier OR one primary, and three secondary	One premier OR one primary, three secondary	One premier OR one primary, and three secondary
DIAMOND CLUB \$150,000 - 249,999 (four opportunities)	One primary, two secondary	One primary, two secondary	One primary, two secondary
PLATINUM CLUB \$50,000 - \$149,999 (four opportunities)	One primary	One primary, one secondary	One primary, one secondary
GOLD CLUB \$25,000 - \$49,999 (five opportunities)	One secondary	One primary	One primary
SILVER CLUB \$10,000 - \$24,999 (five opportunities)	One secondary	One primary	One secondary
BRONZE CLUB \$2,019 - \$9,999 (five-ten opportunities)	One secondary (if available)	One secondary (if available)	One secondary (if available)
FRIENDS OF THE GAMES CLUB \$500 - \$2,018	N/A	N/A	N/A

SPECIFIC VENUES

In addition to signage at the venue and public address mentions, all sponsors receive the level of recognition, exposure and benefits outlined later in this document for their specific club.

VENUES	PROPOSED EVENTS	PREMIER/ PRIMARY SPONSORSHIP OPPORTUNITIES	SECONDARY SPONSORSHIP OPPORTUNITIES
CHIEF LAMALICE COMPLEX	Dene Games and Cultural Performances	1*	4
CHIEF SUNRISE SCHOOL	Athlete's Village	1	4
DIAMOND JENNESS SECONDARY SCHOOL	Athlete's Village Basketball	1	4
ÉCOLE BORÉALE SCHOOL	Athlete's Village	1	4
FORT SMITH ARENA	SpeedSkating Figure Skating Hockey	1*	4
FORT SMITH RECREATION CENTRE	Arctic Sports Curling Volleyball	1*	4
HARRY CAMSELL SCHOOL	Athlete's Village Badminton	1	4
HAY RIVER RECREATION CENTRE	Hockey	1*	4
JOSEPH BURR TYRELL SCHOOL	Athlete's Village Table Tennis	1	4
PRINCESS ALEXANDRA SCHOOL	Athlete's Village Badminton	1	4
P.W. KAESER HIGH SCHOOL	Athlete's Village	1	4

*PREMIER

NOTE: Additional venues are available, ask us about all of our venues currently available for sponsorship!

SPECIFIC SPORTS

In addition to signage at the event and public address mentions, all sponsors receive the recognition, exposure and benefits outlined later in this document for their specific club.

SPORT	PRIMARY SPONSORSHIP OPPORTUNITIES	SECONDARY SPONSORSHIP OPPORTUNITIES
ARCTIC SPORTS	1*	6
BADMINTON	3	6
BASKETBALL	3	6
BIATHLON SKI	3	6
BIATHLON SNOWSHOE	3	6
CROSS-COUNTRY SKIING	3	6
CURLING	3	6
DENE GAMES	1*	6
DOG MUSHING	3	6
FIGURE SKATING	3	6
FUTSAL	1*	6
GYMNASTICS	3	6
HOCKEY	1*	6
SNOWBOARDING	3	6
SNOWSHOEING	3	6
SPEED SKATING	3	6
TABLE TENNIS	3	6
VOLLEYBALL	3	6
WRESTLING	3	6

*PREMIER

SPECIFIC GAMES COMPONENTS

Contributors sponsoring the Major Games Components will have their signage posted within the location of the respective component. Sponsors of the Volunteers and Officials will have their logo displayed on associated Games clothing. Sponsors of transportation will have their logo displayed on the vehicles and airlines where possible. Contributors will receive this in addition to the level of recognition, exposure and benefits outlined later in this document for their specific level.

MAJOR GAMES COMPONENTS	INDIVIDUAL SPONSORSHIP OPPORTUNITIES	SECONDARY SPONSORSHIP OPPORTUNITIES
ARCTIC WINTER GAMES FLAME	1	3
CAFETERIAS	1	3
CLOSING CEREMONIES	1*	3
CULTURAL GALAS	1*	3
GUEST SERVICES	1	2
MAIN GAMES OFFICES	1	2
MEDIA CENTRES	1	2
MEDICAL SERVICES	1	2
MISSION STAFF HEADQUARTERS	1	2
OFFICIALS	1	2
OPENING CEREMONIES	1*	3
REGISTRATION/ ACCREDITATION	1	2
RESULTS CENTRE	1	2
SECURITY SERVICES	1	2
TRANSPORTATION	1	2
VOLUNTEERS	1*	2

*PREMIER

In addition to the components listed above there are many additional opportunities. You will receive a complete list of available components upon receipt of your signed agreement.

IN-KIND REQUIREMENTS

The 2018 SSAWG requires various goods and services to run a successful event. Your donation of any in-kind items will be rewarded based on your club level of sponsorship.

Here are just a few of the many items we will need:

- Advertising services (print, radio, TV)
- Lodging
- Air transportation of people and freight
- Office equipment and supplies
- Banquet facilities
- Medical supplies
- Building and construction supplies
- Moving support
- Carpentry services
- Media air time
- Broadcasting services
- IT services
- Catering services
- Office furniture
- Communications equipment (mobile phones, radio's)
- Office space
- Facility/Equipment rental
- Computer equipment
- Photography services
- Cots/beds
- Printing services
- Decorations
- Human Resources
- Entertainment/sound equipment
- Signage
- Shipping/Expediting
- Sleeping bags
- Laundry facilities
- Sport Facility Set-up and Maintenance
- Sports equipment and supplies
- Snow Removal
- Food and beverages
- Janitorial equipment/supplies
- Lighting systems
- Paper Products
- Gift items
- Video production
- Jackets/Vests (apparel)
- Warehouse space
- Ground Transportation (cars/trucks/vans/buses)

REWARDS AND RECOGNITION BENEFITS

In addition to your Premier, Primary, or Secondary sponsorship choices, each club is entitled to the benefits and rewards as outlined on the following pages.

See table on pages 12-15.



Dida G.Heilmann Photo



SportNorth/Darren Horn Photo



SportNorth/Darren Horn Photo



Vagn Hansen Photo



Claus Andersen-Aagaard Photo

DESCRIPTION OF REWARD ENTITLEMENT	PRESIDENT'S CLUB \$250,000+	DIAMOND CLUB \$150,000 - \$249,999	PLATINUM CLUB \$50,000 - \$149,999	GOLD CLUB \$25,000 - 49,999	SILVER CLUB \$10,000 - \$24,999	BRONZE CLUB \$2,019- \$9,999	FRIENDS OF THE GAMES \$500 - \$2,018
ADVERTISEMENTS IN THE AWG ULU NEWS (DAILYAWG NEWSPAPER)	3/4 Page	1/2 Page	1/4 Page	1/4 Page	1/8 Page		
LOGO PLACED WITH CHOSEN VENUES, SPORTS AND COMPONENTS ON WEBSITE, WITH LINKS TO YOUR CORPORATE WEBSITE	Yes	Yes	Yes	Yes	Yes	Yes	
LINK FROM SSAWG WEBSITE TO YOUR COPORATE WEBSITE AND A COMPANY PROFILE	Yes	Yes	Yes	Yes	Yes	Yes	
SPONSORSHIP HONOUR ROLL AT EACH VENUE	Yes	Yes	Yes	Yes	Yes	Yes	
RECOGNITION WITHIN ATHLETES WELCOME HANDBOOK	Logo	Logo	Logo	Logo	Logo	Logo	
RECOGNITION ON SPONSOR PAGE ON AWG WEBSITE	Logo	Logo	Logo	Logo	Logo	Logo	Name
RECOGNITION WITHIN ATHLETES SOUVENIR VIDEO	Logo	Logo	Logo	Logo	Logo	Logo	Name
ADVERTISEMENTS IN THE AWG EVENT GUIDE	Full Page	Full Page	3/4 Page	1/2 Page	1/4 Page	Name	Name
COMPLIMENTARY TICKETS TO OPENING AND CLOSING CEREMONIES	10 Passes	8 Passes	6 Passes				
COMPLIMENTARY PASSES TO ONE CULTURAL GALA	8 Passes	6 Passes	4 Passes				
OPPORTUNITY TO PURCHASE ADVANCED TICKETS	Yes	Yes	Yes	Yes	Yes		
COLLECTOR'S 25TH ANNIVERSARY PIN	Yes	Yes	Yes	Yes	Yes	Yes	Yes
RIGHT TO USE "PROUD SUPPORTER" DESIGNATION IN ASSOCIATION WITH SSAWG LOGO (WITH HOST SOCIETY APPROVAL)	Yes	Yes	Yes	Yes	Yes	Yes	Yes



SOUTH 2
SLAVE 0
1
8
Arctic Winter Games
FIND YOUR POWER

