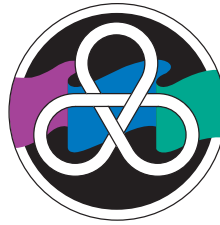


Investing in  
Northern Stars,  
Inspired by Dreams



**ARCTIC WINTER GAMES**  
**YELLOWKNIFE 2008**

Suite 101 - 5109 48th Street • Yellowknife NT • X1A 1N5

Tel: 867.765.2947 • Fax: 867.765.2948

[www.awg2008.ca](http://www.awg2008.ca)

## Investing in Northern Stars, Inspired by Dreams

### An Invitation to Sponsor the 2008 Arctic Winter Games in Yellowknife

In 1967, Yukoner Cal Smith, and Commissioners Stuart Hodgson of NWT and James Smith of Yukon had a dream. They envisioned a sporting event in which northern athletes could develop new skills and realize personal bests while competing on “their own turf, and on their own terms.”

That dream became a reality in 1970 when the first Arctic Winter Games were held in Yellowknife, Northwest Territories. Those first Games were attended by 500 athletes, participants, and coaches from the Northwest Territories, Yukon and Alaska.

The Arctic Winter Games was designed to be unique, to provide athletic competition, including the traditional sporting competitions of the Dene and Inuit, to enable cultural exhibition and to facilitate social and cultural interchange for those living in isolated, remote northern regions around the world.

As the North has grown, so have the Games. Today they are a circumpolar event with representatives from Alaska, Northern Alberta, Yukon, Nunavut, Nunavik, Northwest Territories, Russia, Greenland, and more recently it has included the indigenous people of Finland and Norway. From their modest beginnings, the Games now involve over 2,000 athletes, coaches, mission staff, officials and cultural performers. In addition to the participants, the 2008 Games will be attended by thousands of spectators cheering the athletes and experiencing the cultural kaleidoscope showcased each day.

In March 2008, the Arctic Winter Games will return to Yellowknife to celebrate the 20th anniversary of the event. The community of Yellowknife will open its arms and its heart, welcoming competitors, performers, and officials, to bring them together with those who have gone to the Games before them. The 2008 Games are planned as a celebration of diversity and circumpolar friendship as never before experienced.

At the heart of the 20th Anniversary Games' success will be close to 2,000 enthusiastic volunteers donating thousands of hours to bring this massive event to life. Their efforts will be applauded and supported by our governments and our business community as they provide a marvellous developmental opportunity for northern youth.

Please join us in hosting this historic 20th Anniversary event! Become a Corporate Sponsor of the 2008 Arctic Winter Games.



## The 2008 Arctic Winter Games Host Society

The 2008 Yellowknife Host Society is a non-profit organization, created by the City of Yellowknife to plan and execute the 2008 Arctic Winter Games. The Host Society Board of Directors, on which the Mayor of the City of Yellowknife serves as an ex-officio member, is made up of a dynamic cross-section of Yellowknife community volunteers. These community-minded individuals will contribute thousands of volunteer hours over the next two years as they plan and organize the Games.



### Board of Directors

#### Executive

President	Cathie Bolstad
Vice President	Wendy Bisaro
Treasurer	Max Hall
Secretary	Chuck Parker

Directors	Dan Daniels
	Darlene Mandeville
	Reanna Erasmus
	Grant White
	Mike Dittrich
	Dave Grundy
	David Gilday

**Ex-Officio Members:** Gordon Van Tighem, Mayor –City of Yellowknife  
Ian Legaree, AWG International Committee  
Don Sian, AWG International Committee  
Robert Hawkins, MLA Yellowknife Centre

General Manager      Dave Hurley  
Telephone: 867-765-2947  
Fax: 867-765-2948  
Cell: 867-445-8828

Mailing Address:      Suite 101  
5109 48th Street  
Yellowknife, NT X1A 1N5



# Financing the Games

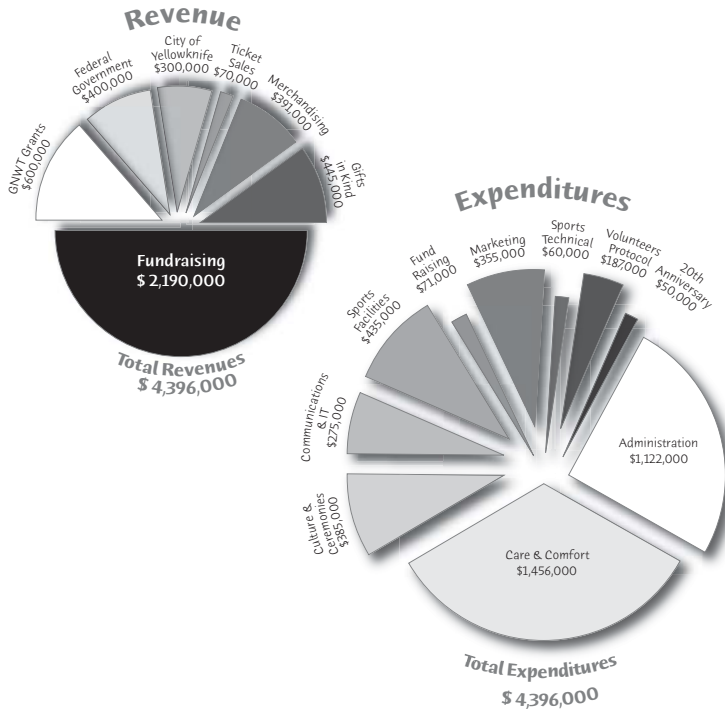
The cost to host the 2008 Arctic Winter Games is expected to be \$4.4 million. Holding the costs at this level can only be managed because of the huge number of volunteer hours that are contributed to the Games' success.

Major expenditure and financing challenges for the success of the Games include catering, transportation, accommodations, communications, security, equipment, medical supplies and staffing. Close to one-third of the financing is being provided by the Government of the Northwest Territories, the Government of Canada, and the City of Yellowknife. Understanding the enormous value of the Games to northern youth and communities, these three orders of government have partnered to continue the Games tradition.

The remaining two-thirds of the required funding will be raised through an appeal to individual and private sector contributors of cash and in-kind service. In addition, the Host Society will hold special fundraising events and it is anticipated that ticket sales to the events of the Games will generate revenues.



## 2008 Arctic Winter Games Budget



## Sponsorship and Participation: Benefits for Everyone!



### **Community Spirit**

In March 2008, Yellowknife will be the center of attention when the Games return to NWT for their 20th anniversary event! Close to 2000 volunteers will come together to contribute their time and talents for the benefit and enjoyment of others. This level of involvement by local residents and visitors, combined with the support of northern businesses and governments will be inspirational for our youth. It will again bring our community together reinforcing goodwill and demonstrating that we can accomplish great things when we work together.

### **Tourism Showcase**

The Arctic Winter Games attract significant media attention regionally, nationally and internationally. In 2006, over 200 media representatives attended and reported on the Arctic Winter Games in Kenai, Alaska. The Games will receive radio, television and print media coverage in Canada's north and on national and circumpolar networks. Past operations of the Games have included national television coverage of opening ceremonies on CBC Television, with international television agreements to carry the programming abroad. Media attention provides an opportunity to showcase our city and its first class facilities as a desirable vacation and convention centre to thousands of people. It also provides an opportunity to highlight the culture and natural beauty of NWT and its remote communities as wonderful and reachable tourist and business destinations. The NWT is a magnificent winter visitor destination and the Games provide us with an opportunity to show that to the world.

### **Economic Spin-offs**

Based on previous Games, it is estimated that participants, their friends and their families will spend an additional \$1.6M over and above the \$4.4M that will be spent to host the Games. This expenditure will circulate several times through the local and territorial economies, providing economic stimulation to numerous industries including hotels, airlines, restaurants, gift shops, galleries, general retailers, entertainment businesses and many other service providers.

### **Cash Contributions / Sponsorship**

Cash contributions will provide the majority of the Host Society's non-governmental funding needs. All contributions are gratefully accepted. Because of the lead-time before the games, contributors may choose to spread their contributions over the three years (2006, 2007, and 2008).

Contributors will be encouraged to direct their cash contribution toward sponsorship of specific Arctic Winter Games venues, major games components or sport specific. Specific sponsorship provides additional opportunities for contributors to advertise your organization as an outstanding corporate citizen.



## Sponsorship Opportunities

Sponsorships are available in four major categories:

Venues • Major Games Components • Games Components • Sport Specific

Contributors have the option to sponsor a category in its entirety or share a category with other contributors where noted. All contributors sponsoring or co-sponsoring a specific category will have signage recognition in addition to the benefits outlined in the Sponsorship Recognition and Rewards Package.

### Venue Sponsorship Opportunities

All contributors sponsoring or co-sponsoring a specific venue will have their signage posted at the entrance to that venue, in addition to the level of recognition outlined in the Sponsorship Recognition and Rewards Package.

Venue	Venue Events	Individual Sponsorships Available	Individual Co-Sponsorship (Max 3)	Total Contribution
Multiplex \$75,000 Value	Opening Ceremonies Closing Ceremonies Gymnastics Medical Hockey Speed Skating Figure Skating	3	\$25,000	\$75,000
Olympic Arena \$25,000 Value	Speed Skating Figure Skating Hockey	2	\$12,500	\$25,000
Shorty Brown Arena \$10,000 Value	Hockey	2	\$5,000	\$10,000
YK Community Arena \$10,000 Value	Hockey	2	\$5,000	\$10,000
St. Joe's School \$5,000 Value	Table Tennis	2	\$2,500	\$5,000



2008 ARCTIC WINTER GAMES • YELLOWKNIFE

Venue	Venue Events	Individual Sponsorships Available	Individual Co-Sponsorship (Max 3)	Total Contribution
NACC \$75,000 Value	Cultural	2	\$37,500	\$75,000
Curling Club \$7,500 Value	Curling	2	\$3,750	\$7,500
Ski Club \$15,000 Value	X Country Skiing Ski Biathlon Snowshoe Biathlon	2	\$7,500	\$15,000
Multiplex - Gymnastics Club \$10,000 Value	Gymnastics	2	\$5,000	\$10,000
St Patrick High School Gym \$15,000 Value	Indoor Soccer Basketball	2	\$7,500	\$15,000
Weledeh School Gym \$10,000 Value	Volleyball	2	\$5,000	\$10,000
J.H. Sissons Gym \$5,000 Value	Wrestling	2	\$2,500	\$5,000
Range Lake North School Gym \$15,000 Value	Arctic Sports	2	\$7,500	\$15,000
N'dilo School \$10,000 Value	Dene Games	2	\$5,000	\$10,000
Sir John Franklin High School Gym \$5,000 Value	Badminton	2	\$2,500	\$5,000



## Major Games Component Sponsorship Opportunities

Contributors sponsoring the major Games components of opening and closing ceremonies, cultural events, communications, athletes' accommodations, food venue (catering), transportation and office space will have their signage posted within the location of the major Games component.

The sponsor of the office space will be provided with signage recognition on the outside of the building where the Games office is housed.

Sponsors of the volunteers and officials games components will have their logo displayed on the respective Games clothing for these Games components.

Sponsors of transportation will have their logo displayed on the vehicles.

Contributors will receive the recognition noted above in addition to the level of recognition outlined in the Sponsor Recognition and Rewards Package.

Major Event	Number of Sponsors	Sponsorship Cost
Opening Ceremonies	1	\$75,000
Closing Ceremonies	1	\$75,000
Cultural events	1	\$100,000
Office space	1	\$200,000
Volunteers	1	\$100,000
Officials	1	\$60,000
Communications Centre	1	\$180,000
Accommodation	3	\$75,000 each or \$225,000 for Total Sponsorship
Catering	3	\$75,000 each or \$225,000 for Total Sponsorship
Transportation	3	\$75,000 each or \$225,000 for Total Sponsorship



## Games Component Sponsorship

Contributors have the option to sponsor a Games component in its entirety or as an individual co-sponsor. Contributors will receive signage recognition in addition to the level of recognition outlined in the Sponsor Recognition and Rewards Package.

Component	Total Sponsorship	Individual Sponsors	Individual Co-Contribution
Awards/Athletes Center	\$75,000	3	\$ 25,000
Media/Results	\$50,000	4	\$12,500
Medical	\$30,000	4	\$ 7,500
Registration/Accreditation	\$60,000	5	\$12,000
Security	\$20,000	4	\$ 5,000
Mission Headquarters	\$ 8,000	2	\$ 4,000
Souvenir Booklet / Photocopying	\$30,000	5	\$ 6,000
Guest Services	\$25,000	5	\$ 5,000
Languages	\$10,000	2	\$ 5,000
Flame	\$30,000	2	\$15,000



## Sport Specific Sponsorship

Contributors have the option to sponsor a specific sport in its entirety or as an individual co-sponsor. Contributors will receive signage recognition within the specific sport venue for the specific sport sponsored, in addition to the level of recognition outlined in the Sponsor Recognition and Rewards Package.

Sport	Total Sponsorship	Individual Sponsors	Individual Co-Contribution
Arctic Sports	\$40,000	4	\$10,000
Badminton	\$10,000	2	\$ 5,000
Basketball	\$25,000	4	\$ 6,250
Biathlon (Ski & Snowshoe)	\$10,000	4	\$ 2,500
Cross-Country Skiing	\$25,000	4	\$ 6,250
Curling	\$10,000	2	\$ 5,000
Dene Games	\$25,000	4	\$ 6,250
Dog Mushing	\$25,000	4	\$ 6,250
Figure Skating	\$40,000	4	\$ 10,000
Gymnastics	\$25,000	4	\$ 6,250
Hockey	\$40,000	4	\$10,000
Indoor Soccer	\$40,000	4	\$ 10,000
Snowboarding	\$10,000	2	\$ 5,000
Snowshoeing	\$10,000	2	\$ 5,000
Speed Skating	\$25,000	4	\$ 6,250
Table Tennis	\$10,000	2	\$ 5,000
Volleyball	\$25,000	4	\$6,250
Wrestling	\$10,000	2	\$ 5,000



## In Kind Donations: Goods or Services

For many businesses, providing goods or services is the ideal way to contribute to a great community event while attracting attention to the business services or products you provide. Many items and services will be needed to make the Games successful. The value of your donation will gain your organization recognition as detailed in our Sponsor Recognition Package.

Here are just some of the many items we will need help with...

- Advertising services (print, radio, TV)
- Air transportation of people and freight
- Banquet facilities
- Building supplies
- Carpentry
- Catering
- Communications equipment
- Computer equipment
- Cots / beds
- Decorations
- Entertainment / sound equipment
- Expediting
- Fabrication shop space
- Food and refreshments
- Food and beverages
- Gift items
- Jackets (apparel)
- Laundry facilities
- Lighting systems
- Lodging
- Media air time
- Medical supplies
- Moving
- Office equipment and supplies
- Office furniture
- Office space / renovations
- Photography services
- Printing services
- Scoreboards
- Signage
- Sleeping bags
- Sports equipment
- Transportation (cars/trucks/vans/buses)
- Uniforms
- Video production
- Warehouse space
- Web design and maintenance



## Sponsor Recognition and Rewards Package

The business community has a strong history of contributing significantly to the success of the Arctic Winter Games. The Arctic Winter Games Host Committee must raise \$2.6 million through the generosity of individuals and corporations alike, so we look forward to talking to you about your contribution to the Games. Whether you can provide goods and services in kind, or cash, your contribution will ensure our success and your good corporate citizenship will be appropriately recognized and rewarded.

We have designed a Sponsorship Recognition and Rewards Package that fits the contribution capabilities of businesses both big and small. It provides a high degree of visibility to ensure your sponsorship is recognized by all who are interested in the Games and by those who do business in the circumpolar world.

Please take the time to consider the sponsorship categories listed below and the opportunities that each provides. We look forward to having your company as one of our proud sponsors.



## LEVEL 1 President's Club

**\$200,000 +**

President's Club Sponsors will be distinguished as "Official Games Sponsors" and will receive the following:

### President's Club Rewards:

- Right to use "Official Games Sponsor" designation with AWG logo
- Sponsorship Recognition at Host Society VIP Hospitality Suites
- Medal Presenter
- Invitation to all VIP events
- Opportunity to purchase advance tickets to Cultural Showcase
- Recognition at Opening and Closing Ceremonies
- Four complimentary passes to Cultural Showcase
- Four complimentary tickets to Opening and Closing Ceremonies
- VIP Parking Passes
- Four complimentary passes to all sporting events
- Sponsorship Honour Roll at each venue
- Use of Arctic Winter Games Mascot at a corporate event
- Opportunity to purchase advance tickets for Opening and Closing Ceremonies
- Access to VIP hospitality suites
- Special Recognition Plaque presented at a VIP event
- Use of Arctic Winter Games logo in your advertising and promotional materials
- Right to use "Official Supplier" designation in association with AWG logo
- Collector's lapel pins
- Certificate of appreciation
- 20th Anniversary Games pin
- Recognition on Sponsor Page on AWG website

### President's Club Recognition:

- Recognition by Host Society in all paid print advertising
- Full- page advertisement in the Arctic Winter Games event guide
- Half-page ad in each edition of Ulu News, the daily newspaper of the Arctic Winter Games
- Your company logo in the Participants' Welcome Handbook
- Logo recognition in the DVD jacket for the athletes' souvenir DVD
- Your logo listed on the Host Society website Sponsor Recognition page, with a link to your corporate website
- A profile of your company and its involvement in the Games as part of the Sponsor's Recognition pages on the Host Society website.



## Diamond Club

LEVEL 2

**\$150,000 - \$199,999**

Diamond Club Sponsors will receive the following sponsorship rewards and recognition:

### Diamond Club Rewards:

- Medal Presenter
- Invitation to all VIP events
- Opportunity to purchase advance tickets to Cultural Showcase
- Recognition at Opening and Closing Ceremonies
- Four complimentary passes to Cultural Showcase
- Four complimentary tickets to Opening and Closing Ceremonies
- VIP parking passes
- Four complimentary passes to all sporting Events
- Sponsorship Honour Roll at each venue
- Use of Arctic Winter Games Mascot at a corporate event
- Opportunity to purchase advance tickets for Opening and Closing Ceremonies
- Access to VIP hospitality suites
- Permanent Recognition at Multiplex on 20th Games Anniversary Plaque
- Special Recognition Plaque presented at a VIP Event
- Use of Arctic Winter Games logo in your advertising and promotional materials
- Right to use "Official Supplier" designation in association with AWG logo
- Collector's lapel pins
- Certificate of Appreciation
- 20th Anniversary Games pin
- Recognition on Sponsor Page on AWG website

### Diamond Club Recognition:

- Recognition by Host Society in all paid print advertising
- 3/4 Page advertisement in the Arctic Winter Games event guide
- 1/4 Page advertisement in each edition of Ulu News, the daily newspaper of the Arctic Winter Games
- Your company logo in the Participants' Welcome Handbook
- Logo recognition in the DVD jacket for the athletes' souvenir DVD and
- Your logo listed on the Host Society website Sponsor Recognition page, with a link to your corporate website.



## LEVEL 3 **Platinum Club**

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**\$100,000 - \$149,999**

Platinum Club Sponsors will receive the following rewards and recognition:

### **Platinum Club Rewards:**

- Recognition at Opening and Closing Ceremonies
- Four complimentary passes to Cultural Showcase
- Four complimentary tickets to Opening and Closing Ceremonies
- VIP parking passes
- Four complimentary passes to all sporting events
- Sponsorship Honour Roll at each venue
- Use of Arctic Winter Games Mascot at a corporate event
- Opportunity to purchase advance tickets for Opening and Closing Ceremonies
- Access to VIP hospitality suites
- Special Recognition Plaque presented at a VIP event
- Use of Arctic Winter Games logo in your advertising and promotional materials
- Right to use "Official Supplier" designation in association with AWG logo
- Collector's lapel pins
- Certificate of Appreciation
- 20th Anniversary Games pin
- Recognition on Sponsor Page on AWG website

### **Platinum Club Recognition:**

- 1/2 page advertisement in the Arctic Winter Games event guide
- 1/8 page advertisement in each edition of Ulu News, the daily newspaper of the Arctic Winter Games
- Your company's logo in the Participants' Welcome Handbook and
- Your logo listed on the Host Society website Sponsor Recognition page, with a link to your corporate website.



## Gold Club

LEVEL 4

**\$60,000 - \$99,999**

The Gold Club Sponsors will receive the following rewards and recognition:

### Gold Club Rewards:

- Sponsorship Honour Roll at each venue
- Use of Arctic Winter Games Mascot at a corporate event
- Opportunity to purchase advance tickets for Opening and Closing Ceremonies
- Access to VIP hospitality suites
- Special Recognition Plaque presented at a VIP event
- Use of Arctic Winter Games logo in your advertising and promotional materials
- Right to use "Official Supplier" designation in association with AWG logo
- Collector's lapel pins
- Certificate of Appreciation
- 20th Anniversary Games pin
- Recognition on Sponsor Page on AWG website

### Gold Club Recognition:

- 1/4 page advertisement in the Arctic Winter Games event guide
- Listed as sponsor in Ulu News, the daily newspaper of the Arctic Winter Games
- Your company's logo in the Participants' Welcome Handbook and
- Your logo listed on the Host Society website Sponsor Recognition page, with a link to your corporate website.



## LEVEL 5 Silver Club

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**\$20,000 - \$59,999**

The Silver Club Sponsors will receive the following rewards and recognition:

### **Silver Club Rewards:**

- Access to VIP hospitality suites
- Special Recognition Plaque presented at a VIP event
- Use of Arctic Winter Games logo in your advertising and promotional materials
- Right to use “Official Supplier” designation in association with AWG logo
- Collector’s lapel pins
- Certificate of Appreciation
- 20th Anniversary Games pin
- Recognition on Sponsor Page on AWG website

### **Silver Club Recognition:**

- Listed as sponsor in Ulu News, the daily newspaper of the Arctic Winter Games;
- Your company’s logo in the Participants’ Welcome Handbook; and
- Your logo listed on the Host Society website Sponsor Recognition page, with a link to your corporate website.



## Bronze Club

LEVEL 6

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**\$5,000 - \$19,999**

The Bronze Club Sponsors will receive the following rewards and recognition:

### **Bronze Club Rewards:**

- Use of Arctic Winter Games logo in your advertising and promotional materials
- Right to use “Official Supplier” designation in association with AWG logo
- Collector’s lapel pins
- Certificate of Appreciation
- 20th Anniversary Games pin
- Recognition on Sponsor Page on AWG website

### **Bronze Club Recognition:**

- Listed as sponsor in Ulu News, the daily newspaper of the Arctic Winter Games;
- Your company’s logo in the Participants’ Welcome Handbook; and
- Corporate name listed on the Host Society website Sponsor Recognition page.

## Friends of the Games

LEVEL 7

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**\$1,000 - \$4,999**

Friends of the Games will receive the following rewards and recognition:

- Collector’s lapel pins
- Certificate of Appreciation
- 20th Anniversary Games pin
- Corporate name listed on the Host Society website Sponsor Recognition page.

## Games Booster

LEVEL 8

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**\$50 - \$999**

The Games Boosters will receive the following:

- 20th Anniversary Games pin
- Recognition as games booster on Sponsor Recognition Page.



# Sponsorship Rewards Summary

## Sponsorship Level

Description of Reward	Donation (in \$)	1	2	3	4	5	6	7	8
Right to use "Official Games Sponsor" designation with AWG logo	200,000 +	X							
Sponsorship recognition at Host Society VIP Hospitality suites		X							
Medal presenter	150,000 - 199,999	X	X						
Invitation to all VIP events		X	X						
Opportunity to purchase advance tickets to Cultural Showcase		X	X						
Recognition at Opening and Closing Ceremonies	100,000 - 149,999	X	X	X					
Four complimentary passes to Cultural Showcase		X	X	X					
Four complimentary tickets to Opening and Closing Ceremonies		X	X	X					
VIP parking passes		X	X	X					
Four complimentary passes to all sporting events		X	X	X					
Sponsorship Honour Roll at each venue	60,000 - 99,999	X	X	X	X				
Use of Arctic Winter Games Mascot		X	X	X	X				
Opportunity to purchase advance tickets for Opening and Closing Ceremonies		X	X	X	X				
Access to VIP hospitality suites	20,000 - 59,999	X	X	X	X	X			
Special recognition plaque presented at a VIP event		X	X	X	X	X			
Use of Arctic Winter Games logo in advertising and promotional materials	5,000 - 19,999	X	X	X	X	X	X		
Right to use "Official Supplier" designation in association with AWG Logo		X	X	X	X	X	X		
Collector's lapel pins	1000 - 4999	X	X	X	X	X	X	X	
Certificate of Appreciation		X	X	X	X	X	X	X	
20th Anniversary Games pin	50 - 999	X	X	X	X	X	X	X	X
Recognized on Sponsor Page on AWG website		X	X	X	X	X	X	X	X



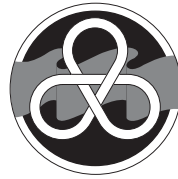
# Sponsorship Recognition Summary

## Sponsorship Level

Recognition Opportunities	1	2	3	4	5	6	7	8
<b>Advertising Placed by Host Society</b>								
Sponsorship recognition in all purchased print advertising	x	x						
<b>Games Publications</b>								
Full page advertising in AWG event guide	x							
3/4 page advertising in AWG event guide		x						
1/2 page advertising in AWG event guide			x					
1/4 page advertising in AWG event guide				x				
1/2 page ad in daily Ulu news	x							
1/4 page ad in daily Ulu news		x						
1/8 page ad in daily Ulu News			x					
Listed sponsor in daily Ulu News				x	x	x		
Corporate logo in Participants Welcome Handbook	x	x	x	x	x	x		
Logo recognition in the jacket of souvenir DVD for participants	x	x	x	x	x			
<b>Internet</b>								
Company profile and level of contribution to the Games on Host Society website	x							
Logo on Host Society home page and link to your corporate web site	x	x						
Logo listed on Host Society Sponsor Recognition page with link to your corporate site	x	x	x	x	x			
Corporate name listed on Host Society's Sponsor recognition page						x	x	
Recognition as Games Booster section of Donor Recognition web page								x

# See you at the games

March 9-15, 2008!



**ARCTIC WINTER GAMES  
YELLOWKNIFE 2008**

*Photos courtesy of Sport North and Janet Pacey*