



GRANDE PRAIRIE
2010
ARCTIC WINTER GAMES
DREAM ACHIEVE INSPIRE

2010 Arctic Winter Games
Sponsorship Recognition and Rewards
Effective March 2010

An international celebration of sport and culture March 6 to 13, 2010

www.awg2010.org



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THE DREAM

In 1967, two Canadians 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 their own terms.”

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

The Arctic Winter Games were designed to be unique. They sought to provide competitions of the Dene and Inuit and enable cultural exhibition and 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, the Arctic Winter Games is a circumpolar event with representatives from Alaska, Northern Alberta, Yukon, Nunavut, Nunavik, Northwest Territories, Russia, Greenland and more recently, the indigenous people of Finland and Norway. From its modest beginnings, the Games have grown to include over 2,000 athletes, coaches, mission staff, officials and cultural performers.

THE REALITY

In March 2010, Grande Prairie, Alberta will host the Arctic Winter Games. Our community will open its arms and its heart, welcoming and providing a showcase for young competitors and performers. The 2010 Arctic Winter Games plans a celebration of diversity and circumpolar friendship that will surely be remembered as a once-in-a-lifetime experience.

In addition to the participants, the 2010 Arctic Winter Games will also be attended by thousands of spectators cheering the athletes and experiencing the cultural kaleidoscope showcased each day.

THE FACTS:

- The average spending per person for out-of-town guests was \$950.00
- Operational and organizing committee spending was in excess of \$6.6 million
- Resulted in a net increase of economic activity of more than \$4.9 million throughout the Territory with just over \$3.5 million occurring in Yellowknife
- Total economic activity reached \$13.2 million, supporting over \$3.7 million in wages and salaries throughout the Territory

Source of data: Canadian Sport Tourism Alliance - 2008 Arctic Winter Games, Economic Impact Assessment, August 2008

Please join us in hosting this wonderful historic event. Become a sponsor of the 2010 Arctic Winter Games!

For sponsorship opportunities, please contact:
Linda Side, Director of Sponsorship or
Wendy Tindall, Sponsorship Development Officer at
780.538.4777 or wtindall@awg2010.org or visit our
website at www.awg2010.org.

*Rewards and Recognition may be subject to change.

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MAJOR GAMES COMPONENT SPONSORSHIP

- Contributors sponsoring in the Major Games Component will have their signage posted within the location of the Major Games Component.
- The sponsor of the Games office space will be provided with signage recognition on the outside of the building where the Games office is housed.
- Sponsors of the 2010 Arctic Winter Games volunteers and officials will have their logos displayed on the respective Games clothing for these Games components.
- Sponsors of transportation will have their logos displayed on the vehicles.
- Sponsors will receive the recognition noted above in addition to the level of recognition outlined in this Sponsorship Recognition and Rewards Package.
- Major Games Component Sponsorships can be a cash or GIK sponsorship.

Major Games Component Sponsorships include:

Opening Ceremonies.....	\$150,000
Closing Ceremonies.....	\$100,000
Cultural Gala (two nights).....	\$100,000
Athlete Bags.....	\$60,000
Accommodations	
- Beds.....	SOLD
- Sleeping Bags.....	SOLD
Transportation.....	SOLD
Volunteers	
- Lounges.....	SOLD
- Wall.....	5,000
- Clothing	
General Volunteers.....	\$50,000
Officials Clothing.....	\$50,000
Medical.....	\$20,000
Security.....	\$20,000
Catering.....	TBA
Communication Centre.....	TBA
Officials.....	TBA
Cultural Showcase (city locations).....	SOLD
Office Space.....	SOLD

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GAMES COMPONENT SPONSORSHIP

Contributors have the option to sponsor as a 2010 Arctic Winter Games Component in its entirety or as a co-sponsor. Games Component Sponsorship can be a cash or GIK sponsorship. Sponsors will receive signage recognition in addition to the level of recognition outlined in the Sponsorship Recognition and Rewards Package.

Games Components include:

- Awards/Athletes Centre.....**SOLD**
- Registration/Accreditation.....\$90,000
- Media/Results.....\$75,000
- Medical.....\$45,000
- Souvenir Booklet/Photocopying.....\$45,000
- Guest Services.....\$37,500
- Flame.....**SOLD**
- Security.....\$30,000
- Languages.....\$15,000
- Mission Headquarters.....\$12,000
- Podium.....**SOLD**

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SPORT SPECIFIC SPONSORSHIP

Sponsor a specific sport in its entirety or as a co-sponsor. Sport Sponsorship is a cash only sponsorship. Sponsors will receive signage recognition within the specific sport venue for the specific sport sponsored, in addition to the recognition corresponding to the value outlined in this Sponsorship Recognition and Rewards Package.

**Signage based on approval by the 2010 Grande Prairie Arctic Winter Games Host Society.*

Sport Sponsorships include:

- Arctic Sports.....½ **SOLD (\$30,000 remaining)**
- Hockey.....\$50,000
- Dene Games.....**SOLD**
- Figure Skating.....½ **SOLD (\$15,000 remaining)**
- Basketball.....\$25,000
- Speed Skating.....\$25,000
- Alpine Skiing.....½ **SOLD (\$10,000 remaining)**
- Cross-Country Skiing.....½ **SOLD (\$10,000 remaining)**
- Freestyle Skiing.....**SOLD**
- Gymnastics.....\$20,000
- Indoor Soccer.....**SOLD**
- Snowboarding.....**SOLD**
- Badminton.....\$15,000
- Curling.....**SOLD**
- Dog Mushing.....**SOLD**
- Ski Biathlon.....\$15,000
- Volleyball.....**SOLD**
- Snowshoe Biathlon.....½ **SOLD (\$5,000 remaining)**
- Snowshoeing.....**SOLD**
- Table Tennis.....\$10,000
- Wrestling.....\$10,000

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VENUE SPONSORSHIP

Sponsor a venue in its entirety or share a venue with other sponsors. Venue sponsorship is a cash only sponsorship. All contributors sponsoring or co-sponsoring a specific venue will have signage recognition in addition to the corresponding value benefits outlined in this Sponsorship Recognition and Rewards Package.

**These are subject to change as more venues become available.*

**Signage based on approval by the 2010 Grande Prairie Arctic Winter Games Host Society.*

Venue Sponsorships include:

• Canada Games Arena.....	\$100,000
• Coca Cola Centre.....	\$60,000
• Crystal Gardens.....	\$60,000
• Nitehawk Ski Hill.....	\$40,000
• Grande Prairie Soccer Association/Leisure Centre.....	\$30,000
• GPRC Gymnasium.....	\$30,000
• Wapiti Nordic Ski Club.....	½ SOLD
• Douglas J Cardinal Theatre.....	SOLD
• Muskoseepi Park.....	\$25,000
• Grande Prairie Curling Club.....	\$20,000
• Grande Prairie Gymnastics Club.....	\$20,000
• Evergreen Park.....	½ SOLD (\$5000 remaining)
• Leisure Centre.....	\$10,000

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DIAMOND CLUB

\$200,000+

Diamond Club Sponsors will receive the following rewards and recognition:

Diamond Club Rewards

- Right to use "Official Games Sponsor" designation with the 2010 Arctic Winter Games logo
- 2010 Arctic Winter Games Medal Presenter
- Invitation to all Host Society VIP events
- Sponsorship Recognition at Host Society VIP Hospitality Suites
- Eight passes to the Cultural Gala
- Opportunity to purchase advance tickets for Cultural Gala
- Recognition at Opening and Closing Ceremonies
- Four VIP Parking Passes
- Eight tickets to Opening and Closing Ceremonies
- Ten passes to all sporting events
- Opportunity to purchase advance tickets for Opening and Closing Ceremonies
- Sponsorship Honour Roll at each venue
- Use of the 2010 Arctic Winter Games Mascot at a corporate event
- Eight passes to VIP hospitality suites
- Special Recognition Plaque
- Use of the 2010 Arctic Winter Games logo in your print advertising
- Certificate of Appreciation
- Post Games Sponsorship Party
- Eight 2010 Arctic Winter Games pins
- Eight Collectors Lapel Pins
- Preferred Supplier

Diamond Club Recognition

- Full-page advertisement in the 2010 Arctic Winter Games event guide
- Logo recognition in the DVD jacket for the athletes souvenir DVD
- A profile of your company and its involvement in the Games on the Host Society website
- Recognition by Host Society in all paid print advertising
- Your logo listed on the Host Society website, with a link to your corporate website
- Listed as a sponsor in Ulu News, the daily newspaper of the Arctic Winter Games
- *Your company logo in the Participants Welcome Handbook

**Pending sponsorship agreement confirmed by January 10, 2010.*

Preferred Supplier: In the event of a tender offering, the 2010 Arctic Winter Games Host Society will ensure every effort is made to include the sponsor in the list of prospective vendors. All supplier selections will follow the financial policies of the Host Society. The 'passes to all sporting events' does not include medal rounds.

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PRESIDENT'S CLUB \$150,000 - \$199,999

President's Club Sponsors will receive the following rewards and recognition:

President's Club Rewards

- Right to use "Official Games Sponsor" designation with the 2010 Arctic Winter Games logo
- 2010 Arctic Winter Games Medal Presenter
- Invitation to all Host Society VIP events
- Sponsorship Recognition at Host Society VIP Hospitality Suites
- Six passes to the Cultural Gala
- Opportunity to purchase advance tickets for Cultural Gala
- Recognition at Opening and Closing Ceremonies
- Three VIP Parking Passes
- Eight passes to all sporting events
- Six tickets to Opening and Closing Ceremonies
- Opportunity to purchase advance tickets for Opening and Closing Ceremonies
- Sponsorship Honour Roll at each venue
- Use of the 2010 Arctic Winter Games Mascot at a corporate event
- Six passes to VIP hospitality suites
- Special Recognition Plaque
- Use of the 2010 Arctic Winter Games logo in your print advertising
- Certificate of Appreciation
- Post Games Sponsorship Party
- Six 2010 Arctic Winter Games pins
- Six Collectors Lapel Pins
- Preferred Supplier

President's Club Recognition

- Recognition by Host Society in all paid print advertising
- A profile of your company and its involvement in the Games on the Host Society website
- Half-page advertisement in the 2010 Arctic Winter Games event guide
- Your logo listed on the Host Society website, with a link to your corporate website
- Listed as a sponsor in Ulu News, the daily newspaper of the Arctic Winter Games
- *Your company logo in the Participants Welcome Handbook

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PLATINUM CLUB

\$100,000 - \$149,999

Platinum Club Sponsors will receive the following rewards and recognition:

Platinum Club Rewards

- Recognition at Opening and Closing Ceremonies
- Two VIP Parking Passes
- Six passes to all sporting events
- Four passes to the Cultural Gala
- Four tickets to Opening and Closing Ceremonies
- Opportunity to purchase advance tickets for Opening and Closing Ceremonies
- Sponsorship Honour Roll at each venue
- Use of the 2010 Arctic Winter Games Mascot at a corporate event
- Special Recognition Plaque
- Four passes to VIP hospitality suites
- Use of the 2010 Arctic Winter Games logo in your print advertising
- Certificate of Appreciation
- Post Games Sponsorship Party
- Four 2010 Arctic Winter Games pins
- Four Collectors Lapel Pins
- Preferred Supplier

Platinum Club Recognition

- Quarter-page advertisement in the 2010 Arctic Winter Games event guide
- Your logo listed on the Host Society website, with a link to your corporate website
- Listed as a sponsor in Ulu News, the daily newspaper of the Arctic Winter Games
- *Your company's logo in the Participants Welcome Handbook

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GOLD CLUB

\$60,000 - \$99,999

Gold Club Sponsors will receive the following rewards and recognition:

Gold Club Rewards

- Sponsorship Honour Roll at each venue
- Use of the 2010 Arctic Winter Games Mascot at a corporate event
- Four passes to Opening and Closing Ceremonies
- Opportunity to purchase advance tickets for Opening and Closing Ceremonies
- Special Recognition Plaque
- Four passes to VIP hospitality suites
- Six passes to all sporting events
- Use of the 2010 Arctic Winter Games logo in your print advertising
- Certificate of Appreciation
- Post Games Sponsorship Party
- Four 2010 Arctic Winter Games pins
- Four Collectors Lapel Pins
- Preferred Supplier

Gold Club Recognition

- Quarter-page advertisement in the 2010 Arctic Winter Games Event Guide
- Your logo listed on the Host Society website, with a link to your corporate website
- Listed as a sponsor in Ulu News, the daily newspaper of the Arctic Winter Games
- *Your company's logo in the Participants Welcome Handbook

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SILVER CLUB

\$20,000 - \$59,999

Silver Club Sponsors will receive the following rewards and recognition:

Silver Club Rewards

- Special Recognition Plaque
- Four passes to VIP hospitality suites
- Six passes to all sporting events
- Use of the 2010 Arctic Winter Games logo in print advertising
- Certificate of Appreciation
- Post Games Sponsorship Party
- Four 2010 Arctic Winter Games pins
- Four Collectors Lapel Pins
- Preferred Supplier

Silver Club Recognition

- Your logo listed on the Host Society website , with a link to your corporate website
- Listed as a sponsor in Ulu News, the daily newspaper of the Arctic Winter Games
- *Your company's logo in the Participants Welcome Handbook

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BRONZE CLUB

\$5,000 - \$19,999

Bronze Club Sponsors will receive the following rewards and recognition:

Bronze Club Rewards

- Use of the 2010 Arctic Winter Games logo in your print advertising
- Certificate of Appreciation
- Post Games Sponsorship Party
- Four 2010 Arctic Winter Games pins
- Four Collectors Lapel Pins
- Four passes to all sporting events
- Preferred Supplier

Bronze Club Recognition

- Corporate name listed on the Host Society website
- Listed as a sponsor in Ulu News, the daily newspaper of the Arctic Winter Games
- *Your company's logo in the Participants Welcome Handbook

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FRIENDS OF THE GAMES

\$1,000 - \$4,999

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

- Certificate of Appreciation
- Post Games Sponsorship Party
- Two 2010 Arctic Winter Games pins
- Two Collectors Lapel Pins
- Corporate name listed on the Host Society website
- Two passes to all sporting events

GAMES BOOSTER

\$500 - \$999

Games Boosters will receive the following rewards and recognition:

- Two 2010 Arctic Winter Games pins
- Corporate name listed on the Host Society website
- Two passes to all sporting events

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