



WINNIPEG JETS

# GALA



IN SUPPORT OF:



**TRUE NORTH  
YOUTH FOUNDATION**



## *The 6th Annual Winnipeg Jets*

# *Gala*

---

The Winnipeg Jets Gala Dinner is a unique event for hockey enthusiasts and Foundation friends. Last year, the Winnipeg Jets Gala Dinner raised over \$360,000 for the True North Youth Foundation; giving over 850 underserved children the opportunity to experience summer camp at Camp Manitou, having a presence in 600 classrooms through Project 11 curriculum, and providing access to the Winnipeg Jets Hockey Academy for over 775 children.

The annual Winnipeg Jets Gala Dinner is held on the ice at Bell MTS Place and attracts over 950 professionals, businesses and supporters at this unique event.

Mingle with players and coaches from the Winnipeg Jets and Manitoba Moose while partaking in an exquisite meal and entertainment throughout the evening. The event includes a raffle as well as a silent auction featuring unique once-in-a-lifetime Winnipeg Jets experiences.

---

*November 7, 2018*

**Bell MTS Place, 300 Portage Avenue**  
Cocktails 6 p.m. • Dinner 7 p.m. • Show 9 p.m. • Business Attire



**TRUE NORTH  
YOUTH FOUNDATION**



WINNIPEG JETS

# GALA

## *How does the True North Youth Foundation empower potential in Manitoban youth?*

The True North Youth Foundation (TNYF) dedicates resources to developing and operating programs that support youth in Manitoba. The TNYF collaborates with external partners in business, government, education, and other sectors to reach more youth, more often in our community. TNYF assists youth to achieve their full physical, social, emotional and intellectual potential by providing or partnering with others to provide consistent, innovative, viable, successful programs that offer underserved youth in Manitoba the opportunities they need to fulfill their ultimate potential.

The TNYF promotes the growth and development of young people by providing programs that assist underserved youth in Manitoba with educational opportunities that help build life skills and shape character while promoting physical and mental wellness. By connecting with youth year round and following them through their academic careers, connections to their schools and communities are increased resulting in increased school attendance as well as graduation rates.

Through three continuously growing program, the Foundation positively impacts the lives of thousands.



During the Foundation's first 22 years of existence it has provided over \$17.5 million of funding to youth based initiatives across the Province of Manitoba.



**The Winnipeg Jets Hockey Academy** enables over 775 children who have few recreational options to participate in a hockey skills program that incorporates community volunteers and university students as instructors and positive role models. Participation barriers are removed by providing equipment, transportation, nutrition, and qualified on ice instruction to all academy participants. The program offers both a daytime and after school component which enables students from grade 2 through high school to learn the basics of hockey and increase their connection to their school.



**Project 11** is a curricular resource available to schools in Manitoba for grades 5 through 8. Over 400 classrooms participate in the program. In addition, kindergarten to grade 4 curriculum is currently being developed and will be piloted in September 2018.



**Camp Manitou** provides a wide range of activities, challenging educational programming, and the perfect environment to step out of the everyday and connect with nature. Camp Manitou creates a fun and safe environment for campers to take positive risks so they can develop friendships, camp skills, self-confidence, and increased respect for themselves, the community, and the environment. Over 5.2 million has been invested in refurbishing the camp since 2015.

*November 7, 2018*

**Bell MTS Place, 300 Portage Avenue**  
Cocktails 6 p.m. • Dinner 7 p.m. • Show 9 p.m. • Business Attire



**TRUE NORTH  
YOUTH FOUNDATION**



## *The Winnipeg Jets Gala Dinner provides your organization with:*

- Opportunity to mingle with current Winnipeg Jets players and Jets Alumni as well as network with over 950 business professionals from prominent organizations, various community leaders and key decision makers.
- An opportunity to build and reinforce strategic relationships from a broad network of organizations in the public and private sectors.
- Maximum exposure at a premier event devoted to those involved in helping underserved Manitoban youth.
- Branding opportunities including visibility on the Winnipeg Jets Gala Dinner website and associated marketing materials.
- The opportunity to align your brand with a unique, dynamic event that will empower potential in thousands of youth.



## *Benefits*

- Your brand/logo will be featured on marketing materials and seen by over 950 attendees.
- Your brand/logo will be exposed to over 25,000 visitors on the Gala Dinner website.
- True North Youth Foundation has Social Media Reach on Facebook, Twitter, and Instagram of over 4,300 fans and will be re-tweeted and shared by the Winnipeg Jets Twitter account that has over 530,000 followers and over 389,000 Facebook likes.
- Your brand/logo will be included in the "Thank you" ad in the Saturday edition of the Winnipeg Free Press following the event, that will be seen by a readership of over 234,000 adults.
- The post event email will be sent to a database of approximately 65,000 Jets Mail recipients.
- Press release distributed to 250 members of the media.

*November 7, 2018*

**Bell MTS Place, 300 Portage Avenue**  
Cocktails 6 p.m. • Dinner 7 p.m. • Show 9 p.m. • Business Attire



**TRUE NORTH  
YOUTH FOUNDATION**

# Sponsorships & Donations

Sponsorship of the 2018 Winnipeg Jets Gala Dinner is an excellent opportunity to partner with the Winnipeg Jets and to help underserved children in our community improve their quality of life. There are several areas of sponsorship available.



## SILVER SPONSOR - \$15,000

- VIP seating and a table of Eight (8) tickets with 1 current Winnipeg Jets player/coach/management and their guest at each table
- One entry in the random draw for player/coach/management selection to sit at your table for the evening
- Attendance of 8 people to an exclusive pre-Gala reception with Winnipeg Jets players, coaches and management
- Attendance of 2 people to a game day skate and a Winnipeg Jets home game in the Press Box with a pre-game dinner in the Press Box
- A business confirmation letter will be issued confirming 100% of the sponsorship value as a promotional expense
- First right of refusal for the silver sponsorship of the 2019 Winnipeg Jets Gala Dinner

### Pre-Event Promotion

- Brand/Logo recognition and web-link on the Gala page at [tnyf.ca/events/gala-dinner](http://tnyf.ca/events/gala-dinner)

### On-Site Acknowledgment & Promotion

- Half Page ad in the evening program
- Sponsor video loop exposure
- Your company name will be displayed on your table sign

### Post-Event Promotion

- Company Logo in Thank You Ad in the Winnipeg Free Press
- Thank you in the Foundation e-newsletter

## BRONZE SPONSOR - \$7,500

- Preferred seating and a table of Eight (8) tickets with 1 current Winnipeg Jets player/coach/management and their guest
- One entry in the random draw for player/coach/management selection to sit at your table for the evening
- Attendance of 2 people to an exclusive pre-Gala reception with Winnipeg Jets players, coaches and management
- A business confirmation letter will be issued confirming 100% of the sponsorship value as a promotional expense

### Pre-Event Promotion

- Brand/Logo recognition and web-link on the Gala page at [tnyf.ca/events/gala-dinner](http://tnyf.ca/events/gala-dinner)

### On-Site Acknowledgment & Promotion

- Listing with logo in the evening program
- Your company name will be displayed on your table sign

### Post-Event Promotion

- Thank you in the Foundation e-newsletter

## STERLING SPONSOR - \$6,000

- Preferred seating and a table of Eight (8) tickets with 1 current Manitoba Moose player/coach/management and their guest
- One entry in the random draw for player/coach/management selection to sit at your table for the evening
- Attendance of 2 people to an exclusive pre-Gala reception with Winnipeg Jets as well as Manitoba Moose players, coaches and management
- A business confirmation letter will be issued confirming 100% of the sponsorship value as a promotional expense

### Pre-Event Promotion

- Brand/Logo recognition and web-link on the Gala page at [tnyf.ca/events/gala-dinner](http://tnyf.ca/events/gala-dinner)

### On-Site Acknowledgment & Promotion

- Listing with logo in the evening program
- Your company name will be displayed on your table sign

### Post-Event Promotion

- Thank you in the Foundation e-newsletter

## TABLE DONATION - \$5,000

- Table of Ten (10) tickets
- Listing in the evening program
- Your company name will be displayed on your table sign

## ALL SPONSORSHIPS:

### Tax Benefit

- A corporation may deduct 100% of a sponsorship fee as a business expenses under section 18 of the ITA

*If you would like to sponsor the Winnipeg Jets Gala Dinner and are unable to attend the event, you can donate the table back to the Foundation. The seats will be given to children from the Winnipeg Jets Hockey Academy. For further details, please contact: Julie Chartier at 204.926.5524 or email [jchartier@tnse.com](mailto:jchartier@tnse.com).*

## THE BENEFITS OF CASH DONATION

- Listing in the evening program
- Receive a charitable tax receipt for 100% of the amount donated

November 7, 2018

Bell MTS Place, 300 Portage Avenue  
Cocktails 6 p.m. • Dinner 7 p.m. • Show 9 p.m. • Business Attire



TRUE NORTH  
YOUTH FOUNDATION

# Special Thanks to the 2017 Winnipeg Jets Gala Sponsors

Presenting Sponsor



Platinum Sponsor



Silver Sponsor



Bronze Sponsor



Sterling Sponsor



November 7, 2018

Bell MTS Place, 300 Portage Avenue  
Cocktails 6 p.m. • Dinner 7 p.m. • Show 9 p.m. • Business Attire



TRUE NORTH  
YOUTH FOUNDATION

# *Confirm your Sponsorship Today!*

Contact Julie Chartier at 204.926.5524 or email [jchartier@tnse.com](mailto:jchartier@tnse.com)

---

True North Youth Foundation  
345 Graham Avenue  
Winnipeg, Manitoba R3C 5S6



**TRUE NORTH  
YOUTH FOUNDATION**