



WINNIPEG JETS

# GALA

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IN SUPPORT OF



**TRUE NORTH  
YOUTH FOUNDATION**



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## *The 7th Annual Winnipeg Jets*

# *Gala*

The Winnipeg Jets Gala Dinner is a unique event for hockey enthusiasts and friends of the True North Youth Foundation (TNYF) and Winnipeg Jets. Last year, the dinner raised over \$340,000 for the TNYF which contributed to providing more than 7,500 summer camp day experiences at Camp Manitou, offering the Project 11 curriculum to 1,200 classrooms, and allowing more than 825 children to participate in the Winnipeg Jets Hockey Academy.

The annual Winnipeg Jets Gala Dinner is held at ice level at Bell MTS Place and attracts over 900 professionals, businesses and supporters. Enjoy this unique opportunity to mingle with players and coaches from the Winnipeg Jets and Manitoba Moose while participating in an exquisite meal and *fun money* casino. The event includes a raffle as well as a silent auction featuring once-in-a-lifetime Winnipeg Jets experiences and merchandise.

“At Scotiabank, we believe that everyone needs a team. Just like in the game of hockey, we’re all better when we work together. That’s why we are proud to help champion the work of True North Youth Foundation to develop and operate programs that support underserved youth reach their infinite potential.”

**Josh Lawson, Vice President & Market Lead, Commercial Banking, Scotiabank & Roynat Capital**



**October 23, 2019**  
Bell MTS Place, 300 Portage Avenue

COCKTAILS 5:30 P.M. • DINNER 6:30 P.M.  
CASINO 8:30-10 P.M. • BUSINESS ATTIRE



**TRUE NORTH  
YOUTH FOUNDATION**



## How does the True North Youth Foundation empower potential?

The True North Youth Foundation promotes the growth and development of young people by delivering programs that assist underserved youth in Manitoba and provide educational opportunities that help build life skills and shape character while promoting physical and mental wellness. The TNYF prides itself on creating meaningful opportunities for youth by offering learning and adventure, celebrating inclusion, and providing an opportunity to cultivate connections, self-esteem, and physical, intellectual and social skillsets.

Thousands of children are empowered to realize their full potential through TNYF's three continuously growing programs which guide youth on a journey of self-discovery in a safe and caring environment that allows young people to be themselves and experience a high degree of independence.



**The Winnipeg Jets Hockey Academy** enables over 825 youth 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. The program offers both a daytime and after school component which enables students from Grade 2 through high school to both learn the basics of hockey and take advantage of opportunities that support their academics. The WJHA is about more than hockey; the program fosters leadership and citizenship as student athletes are shown many different possibilities for their future through an assortment of field trips, visits to post-secondary institutions, career counselling and various volunteer opportunities.



**Project 11** is a curricular resource available to schools in Manitoba for kindergarten to Grade 8. Over 1,200 classrooms participate in the program which teaches resiliency and positive coping skills. Through Project 11 the classroom becomes a community where students learn about and openly discuss mental wellness.



**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 keeps days jam-packed with activities, learning and fun. It's a place where kids are able to leave their troubles behind to simply be kids, bond, make friendships and make memories that will last a lifetime.

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.



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Over the past 23 years,  
the TNYF has provided  
over \$21 million of  
funding for youth-based  
initiatives across the  
Province of Manitoba.



# Gold Sponsor

Sponsorship of the 2019 Winnipeg Jets Gala Dinner is an excellent opportunity to partner with the Winnipeg Jets to help underserved youth in our community improve their quality of life.

## **GOLD SPONSOR - \$30,000 (1 AVAILABLE)**

- VIP seating and two tables of eight (8) tickets with one current Winnipeg Jets player/coach/management and their guest at each table
- Third sponsor choice of player/coach/management to sit at the two VIP tables for the evening (two selections total)
- Exclusive reception for you and your guests hosted by Mark Chipman, Kevin Cheveldayoff, Paul Maurice and Pascal Vincent.
- Two authentic autographed Winnipeg Jets jerseys
- Tickets for four to experience a Winnipeg Jets game from a Press Box suite 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 Gold Sponsorship of the 2020 Winnipeg Jets Gala Dinner

## **Pre-Event Promotion**

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

## **On-Site Acknowledgment & Promotion**

- A full page ad within the program
- Emcee recognition as Gold Sponsor during the event
- Employee volunteer opportunity at the event
- Sponsor video loop exposure
- Listing with logo in the event program
- Your company name will be displayed on your table sign

## **Post-Event Promotion**

- Thank you and acknowledgement in the TNYF e-newsletter
- Post-event recognition on Twitter and Facebook

## **Tax Benefit**

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

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## *Silver Sponsor*

Sponsorship of the 2019 Winnipeg Jets Gala Dinner is an excellent opportunity to partner with the Winnipeg Jets to help underserved youth in our community improve their quality of life.

### **SILVER SPONSOR - \$15,000**

- VIP seating and one (1) table of eight (8) tickets with one current Winnipeg Jets player/coach/management and their guest
- One entry in to the random draw for Winnipeg Jets player/coach/management representative to sit at your table
- Tickets for two to experience a Winnipeg Jets game from a Press Box suite 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 Silver Sponsorship of the 2020 Winnipeg Jets Gala Dinner

### **Pre-Event Promotion**

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

### **On-Site Acknowledgment & Promotion**

- A half page ad within the program
- Sponsor video loop exposure
- Listing with logo in the event program
- Your company name will be displayed on your table sign

### **Post-Event Promotion**

- Thank you and acknowledgement in the TNYF e-newsletter

### **Tax Benefit**

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



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# Sponsorships & Donations

Sponsorship of the 2019 Winnipeg Jets Gala Dinner is an excellent opportunity to partner with the Winnipeg Jets to help underserved youth in our community improve their quality of life.



## BRONZE SPONSOR - \$8,000

- Preferred seating and a table of eight (8) tickets with one current Winnipeg Jets player/coach/management and their guest at each table
- One entry in to the random draw for Winnipeg Jets player/coach/management representative to sit at your table
- A business confirmation letter will be issued confirming 100% of the sponsorship value as a promotional expense

### Pre-Event Promotion

- Brand/logo recognition 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 event program
- Your company name will be displayed on your table sign

### Post-Event Promotion

- Thank you in the Foundation e-newsletter

### Tax Benefit

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

## 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 Manitoba Moose player/coach/management selection to sit at your table for the evening
- A business confirmation letter will be issued confirming 100% of the sponsorship value as a promotional expense

### Pre-Event Promotion

- Brand/logo recognition 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 event program
- Your company name will be displayed on your table sign

### Post-Event Promotion

- Thank you and acknowledgement in the TNYF e-newsletter

### Tax Benefit

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

## TABLE SPONSORSHIP - \$5,000

- Table of ten (10) tickets
- Listing in the event program
- Your company name will be displayed on your table sign
- Charitable tax receipt for eligible portion (value of \$1,000)

## SILENT AUCTION DONATION

- One of the highlights of the Gala is the popular silent auction. Items donated in the past have included gift cards, golf foursomes, sports tickets and autographed memorabilia, spa services, vacation packages and opportunities for unique experiences.

### Recognition and Benefits

- On-Site Acknowledgement & Promotion
- Company name listed in the event program
- Company name and donated prize featured on the digital auction platform

### DONATION

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

*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).*



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# Special Thanks to the 2018 Winnipeg Jets Gala Sponsors

Presenting Sponsor



Platinum Sponsor



Silver Sponsor



Bronze Sponsor



Sterling Sponsor





Support the True North Youth Foundation by attending the Winnipeg Jets Gala Dinner and help create a sense of community and belonging that empowers youth like Cody to discover their passion and realize that they can achieve their ultimate potential.



## *Cody's Story*

As a member of the Winnipeg Jets Hockey Academy (WJHA), Cody's experience included a week at Camp Manitou each summer since the True North Youth Foundation began operating camp. Thanks to the combined experiences and mentorship of the WJHA and Camp Manitou, Cody had come a long way from the seven-year-old who didn't like school and who struggled academically and with making friends. Cody stood out as a leader and he was hired as a junior activity leader the last two summers, allowing him to further build on the skills he had developed as a camper. Through the experience Cody discovered a newfound passion of working with kids and is now attending post-secondary and exploring the possibility of becoming a teacher.

“The program has made me want to give back to the community, I just want to be a part of what's happening, here.”

Cody D, graduate of the Winnipeg Jets Hockey Academy

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## **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

[TNYF.ca](http://TNYF.ca)

TNYF Charitable Tax Registration Number: 888769478 RR0001



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