



WINNIPEG JETS

GALA

PRESENTED BY

Scotiabank®

December 1, 2021



IN SUPPORT OF:

**TRUE NORTH
YOUTH FOUNDATION**



One Night Makes a Difference...



This year's Winnipeg Jets Gala takes place on Wednesday, Dec. 1, once again virtually from the comfort of your own home.

Highlighted by interactive illusions by featured performer Darcy Oake, the evening will also include exclusive player content, a fireside chat hosted by TSN SportsCentre's Sara Orlesky with Winnipeg Jets Sr. Vice President & Director of Hockey Operations/Assistant General Manager Craig Heisinger and Sportsnet's Hockey Night in Canada Studio Analyst Kevin Bieksa, along with a silent auction and raffle, and more, all in support of the True North Youth Foundation.

Hosted by Project 11 ambassador and Virgin Radio's Ace Burpee, the spotlight will be on mental wellness and the work of Project 11 in Manitoba schools – the importance of which has only been emphasized as our youth have navigated the changes and challenges of the pandemic which has now infringed on three school years.

To enhance your evening, you will receive a delivery of tasty local sweets and treats sourced from Manitoba makers. Each wellness box, valued at over \$300, is designed to help you relax and indulge as you experience the show.

While we had hoped to gather again in person for our ninth annual gala, our Winnipeg Jets and Manitoba Moose players remain in a "bubble" for the 2021-22 season preventing their ability to mix and mingle with guests at a live event.

Just as Manitoba youth have relied upon the TNYF and its programs throughout the pandemic, your support of the Winnipeg Jets Gala Dinner remains significant to the work of the Winnipeg Jets Hockey Academy, Project 11 and Camp Manitou as all programs have pivoted to best support youth in new ways over the past year and a half. Remote schooling and loss of social interactions have had significant impacts on students' academics and mental wellness, making the resources of Project 11, tutoring of the WJHA, and socialization and physical activity of Camp Manitou even more essential for TNYF youth.

The work of the TNYF will be even more important in the coming years as we work to provide programming and supports to make up for opportunities lost throughout the pandemic and seek to continue building confidence and well-rounded physical, social and emotional skillsets.

We hope you will join us for another unique Winnipeg Jets Gala experience. With your help we will continue our important work to create opportunities and support networks that will empower kids and young adults to reach their full potential.

Attached is a sponsorship package which provides additional information on how you can further support the work of the TNYF.

To reserve your gift boxes or sponsorship, please contact Julie Chartier at 204.926.5524 or jchartier@tnse.com.

THANK YOU FOR YOUR SUPPORT IN A TIME WHEN IT IS NEEDED MOST.



Whether through the academic support of the Winnipeg Jets Hockey Academy, the adventure of outdoor education at Camp Manitou or the wellness curriculum of Project 11, the True North Youth Foundation impacts over 75,000 youth annually.

The True North Youth Foundation Empowers Potential in Manitoba's Youth.

The True North Youth Foundation delivers enriching educational, sports-based, and character-building programming that addresses key physical, social, emotional, and intellectual needs. The foundation's three core programs, the Winnipeg Jets Hockey Academy (WJHA), Camp Manitou, and Project 11, empower underserved youth in our community to achieve their potential through consistent health, wellness, sports, and educational programming that integrates into students' curriculum from kindergarten through Grade 12. As well as providing tools and resources, the TNYF creates a community where students are supported and encouraged in their growth and development. Through the WJHA, Project 11 and at Camp Manitou, meaningful opportunities to belong, learn and contribute set students on a positive path to continue to grow their skills, confidence, and citizenship.





Sponsorship Opportunities

The Winnipeg Jets Gala offers event partners a wide range of benefits, media exposure and an opportunity to ensure access to youth programming right here in our community.

By partnering with us, you are playing a major role in empowering potential in Manitoba's youth, alongside other community leaders. To make our vision a reality, we need partners that share our same passion for youth, education, and community.



800
VIRTUAL
ATTENDEES



257,000
VISITORS ON THE
TNYF WEBSITE



1,547,500+
FOLLOWERS ON INSTAGRAM,
FACEBOOK AND TWITTER



80,500
JETS MAIL
RECIPIENTS

“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



Platinum Sponsor



RECEIVES

- 20 gift boxes, delivered to your door or your choice of up to 10 locations
- A Winnipeg Jets coach or player will deliver gift boxes to a location of your choice
- Exclusive pre-event virtual show for you and your guests
- Two (2) authentic autographed Winnipeg Jets jerseys

PRE-EVENT PROMOTION

- Company logo on the Gala webpage
- Two social media posts

EVENT ACKNOWLEDGEMENT & PROMOTION

- A full-page ad (back inside cover) within the digital Gala program
- Emcee recognition as Platinum Sponsor during the event
- Opportunity to include promotional materials and/or product samples in all gift boxes
- 30 second promotional video to be played once throughout the virtual gala
- Sponsor video loop exposure pre, post and during virtual event

POST-EVENT PROMOTION

- Thank you and acknowledgement in the TNYF e-newsletter
- Recognition in the TNYF 2022 Annual Report
- Post-event recognition on Twitter and Facebook

TAX BENEFIT

- Business acknowledgement letter for full sponsorship amount. A corporation may deduct 100% of a sponsorship fee as a business expense under section 18 of the ITA.

Your investment sponsors two Winnipeg Jets Hockey Academy teams to participate in the Winnipeg Minor Hockey League.

Investment - \$40,000



Gold Sponsor



RECEIVES

- 20 gift boxes, delivered to your door or your choice of up to 10 locations
- Secure your sponsorship by November 5, 2021 and be entered for the opportunity to have a Winnipeg Jets coach or player will deliver gift boxes to a location of your choice
- Exclusive pre-event virtual show for you and your guests
- Two (2) authentic autographed Winnipeg Jets jerseys

PRE-EVENT PROMOTION

- Brand/logo recognition on the Gala webpage
- One social media post

EVENT ACKNOWLEDGEMENT & PROMOTION

- A full-page ad within the digital Gala program
- Emcee recognition as Gold Sponsor during the event
- Sponsor video loop exposure pre, post and during virtual event

POST-EVENT PROMOTION

- Thank you and acknowledgement in the TNYF e-newsletter
- Recognition in the TNYF 2022 Annual Report
- Post-event recognition on Twitter and Facebook

TAX BENEFIT

- Business acknowledgement letter for full sponsorship amount. A corporation may deduct 100% of a sponsorship fee as a business expense under section 18 of the ITA.

Your investment sponsors one Winnipeg Jets Hockey Academy team to participate in the Winnipeg Minor Hockey League.

Investment - \$25,000



Silver Sponsor



RECEIVES:

- 10 gift boxes, delivered to your door or your choice of up to five locations
- Exclusive pre-event virtual show for you and your guests
- Secure your sponsorship by November 5, 2021 and be entered for the opportunity to have a Winnipeg Jets coach or player will deliver Gift boxes to one location of your choice

PRE-EVENT PROMOTION

- Brand/logo recognition on the Gala webpage
- One social media post

EVENT ACKNOWLEDGEMENT & PROMOTION

- A half page ad within the digital Gala program
- Sponsor video loop exposure pre, post and during virtual event

POST-EVENT PROMOTION

- Thank you and acknowledgement in the TNYF e-newsletter
- Recognition in the TNYF 2022 Annual Report

TAX BENEFIT

- Business acknowledgement letter for full sponsorship amount. A corporation may deduct 100% of a sponsorship fee as a business expense under section 18 of the ITA.

Your investment brings Project 11 to 25 classrooms in Manitoba.

Investment - \$15,000



Sponsorship Opportunities

Sponsorship of the 2021 virtual Winnipeg Jets Gala Dinner is an excellent opportunity to partner with the True North Youth Foundation to help underserved youth in our community improve their quality of life.

BRONZE SPONSOR - \$8,000

- 10 gift boxes, delivered to your door or your choice of up to five locations
- Exclusive pre-event virtual show for you and your guests
- Secure your sponsorship by November 5, 2021 and be entered for the opportunity to have a Winnipeg Jets coach or player will deliver gift boxes to one location of your choice

Your investment provides 30 children with a week of day camp.

STERLING SPONSOR - \$5,000

- 10 gift boxes, delivered to your door or your choice of up to five locations
- Secure your sponsorship by November 5, 2021 and be entered for the opportunity to have a Winnipeg Jets coach or player will deliver gift boxes to one location of your choice

Your investment provides 10 children with a week of overnight camp.

EACH BRONZE AND STERLING SPONSOR RECEIVES:

PRE-EVENT PROMOTION

- Brand/logo recognition on the Gala webpage

EVENT ACKNOWLEDGEMENT & PROMOTION

- Listing with logo in the digital event program

POST-EVENT PROMOTION

- Thank you and acknowledgement in the TNYF e-newsletter
- Recognition in the TNYF 2022 Annual Report

TAX BENEFIT FOR SPONSORSHIP

- Business acknowledgement letter for full sponsorship amount. A corporation may deduct 100% of a sponsorship fee as a business expense under section 18 of the ITA.

GIFT BOXES: DELIVERED RIGHT TO YOUR DOOR!

Enjoy a delivery of tasty local sweets, treats and gifts sourced from Manitoba businesses. Each wellness gift box, valued at over \$350, is designed to be complimentary to help you relax as you experience the show.

The boxes are designed to ensure unique indulgences within the same household or business and will be delivered to your home or office.

*COUPLE PACKAGE - \$1,000

- 2 gift boxes
- Listing in the digital event program
- Charitable tax receipt for eligible portion (value of \$400)

FAMILY PACKAGE - \$1,500

- 2 gift boxes and 2 youth gift boxes
- Each youth gift box is filled with Winnipeg Jets souvenirs as well as a few local sweets and delights.
- Listing in the digital event program
- Charitable tax receipt for eligible portion (value of \$600)

**All gift boxes are sold in groups of two or more.*



Other Ways to Get Involved

ADVERTISE WITH US

The True North Youth Foundation is now offering advertising opportunities in our evening program. The program will be distributed to all sponsors and guests, as well as uploaded electronically on our website and social media for outside guests to view leading up to the gala and post event. Advertising with us is a great way to showcase your brand while supporting youth in Manitoba.

Full Page Ad: \$600 Half Page Ad: \$350

PHILANTHROPIC DONATIONS

Your generous gift to the True North Youth Foundation will have a significant impact on thousands of youth in Manitoba. All business and personal donations will be issued a business acknowledgement letter or tax receipt as per CRA Guidelines. Gifts will be listed in the digital event program.

SILENT AUCTION DONATION

Donations of products, services or gift certificate to the mobile auction help shape one of the most exciting parts of the evening! This year's auction will reach thousands of Winnipeg and area households – a great way to showcase your brand. Hint: the most popular and sought-after items include local travel, autographed memorabilia, spa services, and unique items or experiences.

EVENT ACKNOWLEDGEMENT & PROMOTION

- Company name listed in the digital event program
- Company name and donated prize featured on the digital auction platform

Our 2021 silent auction features mobile bidding and will be available to both gala guests and the general public, meaning your items will be seen by and bid on by thousands more than in a traditional silent auction!

NOT ABLE TO PARTICIPATE ON WEDNESDAY, DECEMBER 1, 2021?

That's OK! You can still support us! You will receive a link to the virtual gala and the delivery of your gift boxes will take place on a different day.

Special Thanks to the 2020 Winnipeg Jets Gala Sponsors

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FOUNDATION **W**



Turning stressors into goals

Living with Asperger Syndrome and multiple anxiety disorders, 13-year-old Winnipeg Jets Hockey Academy student Chase is constantly facing internal battles that affect his confidence and mental health. He carries that with him on the ice in the WJHA too, where he endlessly worries about letting his teammates down, disappointing his coaches, or making a mistake. Along with his family, Chase's WJHA coaches have worked hard to turn those stressors into goals, whether that be holding the blue line or skating faster than at the last game. By setting attainable goals that contribute to the success of the team, Chase has been able to quantify his own development and success, leading to increased confidence in himself, and inspiring his teammates and coaches along the way. That increased confidence has turned hockey into a real highlight for Chase, so much so that it became something he dearly missed throughout the pandemic.

“Being a part of the WJHA has forced me to face my fears and get to know people, make friends and be part of a team. They have taught me how to exercise and improve my skills and work on my mental health.”

Chase,
WJHA Student

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

To confirm your participation or sponsorship, please contact:
Julie Chartier at 204.926.5524 or email jchartier@tnse.com



**TRUE NORTH
YOUTH FOUNDATION**

True North Youth Foundation
600 - 223 Carlton Street
Winnipeg, Manitoba R3C 0V4
TNFY.ca

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