



WINNIPEG JETS

# GALA

PRESENTED BY

**Scotiabank®**

**November 15, 2022**



IN SUPPORT OF:

**TRUE NORTH  
YOUTH FOUNDATION**





# One Night Makes a Difference...

The Winnipeg Jets Gala on Tuesday, November 15 will celebrate the induction of Teemu Selanne and Teppo Numminen into the Winnipeg Jets Hall of Fame. Held on the floor of Canada Life Centre, the gala will be an in-person event for the first time since 2019. Along with honouring Selanne and Numminen, the gala will provide fans with a night of mingling with current Winnipeg Jets and Manitoba Moose players and coaches, and the opportunity to bid on unique Winnipeg Jets and Manitoba Moose experiences.

The evening will be hosted by Project 11 ambassador and Virgin radio's Ace Burpee. The show consists of special remarks, interviews, a silent auction, raffle, and a hot stove hosted by Winnipeg Jets' Sara Orlesky featuring Selanne, Numminen and other Winnipeg Jets alumni, all in support of the True North Youth Foundation.

We hope you will join us for our tenth annual gala – you will not want to miss out on this fantastic and unique evening! With your help, we will continue our important work of empowering youth and providing an environment where kids can learn and grow, build self-confidence, and develop physical and intellectual skillsets that cultivate leadership, citizenship, and equip them for a bright and successful future.

To reserve tickets or sponsorship packages, please contact Julie Chartier at 204.926.5524 or [jchartier@tnse.com](mailto:jchartier@tnse.com).

**THANK YOU FOR YOUR SUPPORT.**







Over the past 26 years, the TNYF has provided over \$29 million of funding for youth-based initiatives across the Province of Manitoba.

*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 87,000 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.



**700**  
STUDENT  
ATHLETES



**140**  
MINOR HOCKEY  
PLAYERS



**37**  
GRADUATES



**20**  
PARTICIPATING  
SCHOOLS



**74,000+**  
MANITOBA  
STUDENTS



**3,182**  
TRAINED  
MANITOBA  
TEACHERS



**1,053**  
RURAL  
CLASSROOMS



**465**  
MANITOBA  
SCHOOLS



**5,707**  
SUMMER  
GROUPS



**1,001**  
WJHA STUDENT  
ATHLETE  
CAMPER



**160**  
SPRING BREAK  
CAMPER DAYS



**5,700+**  
SCHOOL + RENTAL  
CAMPER DAYS



TRUE NORTH  
YOUTH FOUNDATION

NOVEMBER 15, 2022



# 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**  
MAIL  
ATTENDEES



**247,200**  
VISITORS ON THE  
TNYF WEBSITE



**1,353,400+**  
FOLLOWERS ON INSTAGRAM,  
FACEBOOK AND TWITTER



**60,000**  
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



# Sponsorship Benefits

WINNIPEG JETS GALA SPONSORSHIP BENEFITS		PRESENTING SOLD	PLATINUM \$40,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$8,000	STERLING 6,000	TABLE \$5,000
SPONSORSHIP BENEFITS	VIP seating table of eight tickets (plus one current Winnipeg Jets player/ coach/management and their guest)	2	2	2				
	Preferred seating table of eight tickets (plus one current Winnipeg Jets player/ coach/management and their guest)				●	●		
	Preferred seating table of eight tickets (plus one current Manitoba Moose player/ coach/management and their guest)	●	●				●	
	First Choice of player/coach/management to sit at your table	●						
	Second Choice of player/coach/management to sit at your table		●					
	Third Choice of player/coach/management to sit at your table			●				
	One entry into the random draw for Winnipeg Jets player/coach/management to sit at your table				●	●		
	One entry into the random draw for Manitoba Moose player/coach/management to sit at your table						●	
	Table of ten tickets							●
	Exclusive VIP reception for you and your guests hosted by the 2022-23 Winnipeg Jets Coaching Staff	●	●	●	●			
	Two Autographed Authentic Winnipeg Jets Jerseys	●	●	●				
PRE-EVENT PROMOTION	Company logo on all marketing materials (Electronic invitations, in arena led branding during three (3) Winnipeg Jets pre-season games, social media announcements, media releases and on the gala webpage)	●						
	Brand/logo recognition on the gala page at <a href="https://tnyf.ca/events/gala-dinner">tnyf.ca/events/gala-dinner</a>	●	●	●	●	●	●	
ON-SITE ACKNOWLEDGEMENT AND PROMOTION	A full-page ad (front inside cover) within the gala program	●						
	A full-page ad (back inside cover) within the gala program		●					
	A full-page ad within the gala program			●				
	A half page ad within the game program				●			
	Option to include a welcome message in the gala program	●						
	Emcee recognition of sponsorship during the event including logo on the event's main screens	●	●	●				
	Live Tweets recognizing sponsorship throughout the event	●						
	Opportunity to have a representative speak at the gala on behalf of your organization	●						
	Opportunity to present the hotstove		●					
	Sponsor Video Loop exposure during the event	●	●	●	●			
	Company name will be displayed on your table sign	●	●	●	●	●	●	●
	Listing with logo in the event program	●	●	●	●	●	●	
	Listing with name in the event program							●
POST-EVENT PROMOTION	Brand/logo featured in the event re-cap video	●						
	Thank you and acknowledgement in the TNYF newsletter	●	●	●	●	●	●	
	Recognition in the TNYF 2023 Annual Report	●	●	●	●	●	●	
	Post event recognition on TNYF social media	●	●	●				
	First right of refusal of sponsorship level of the 2023 Winnipeg Jets Gala	●	●	●	●			
TAX BENEFIT	A business confirmation letter will be issued confirming 100% of the sponsorship value as a promotional expense	●	●	●	●	●	●	
	Charitable tax receipt for eligible portion (Value of \$1000)							●





# 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

*The 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!*

# Special Thanks to the 2021 Winnipeg Jets Gala Sponsors

## PRESENTING SPONSOR

**Scotiabank®**

## SILVER SPONSOR

**BellMTS**



JAMES RICHARDSON & SONS, LIMITED  
ESTABLISHED 1857  
AND AFFILIATED COMPANIES

canada **life**™

## RAFFLE



## BEVERAGE

**NTRL**  
**Jüid**  
VODKA. SODA. JUICE.

## AUCTION

**Birchwood**  
LUXURY



## BRONZE SPONSOR



**PRICE**



## STERLING SPONSOR

**CONVIRON**



Boschman Wealth  
Management







## Paying it forward

Aedyn was first introduced to Camp Manitou as a Winnipeg Jets Hockey Academy student athlete. The opportunity kept Aedyn connected with the program during the summer months and introduced him to many new activities and experiences.

While he has plenty of memories to look back on as a camper, it's the way he felt at camp that continues to have the most impact on him. The nurturing environment fostered by his camp leaders made him feel safe, accepted, and free to explore.

When the opportunity arose to continue his camp journey as a volunteer, Aedyn discovered he could create the same sense

of belonging for other kids. Now a staff member, he finds fulfillment in the meaningful connections he makes with campers and cherishes the impact he has on shaping kids' positive experiences and their own memories of camp.

Now 19, Aedyn's sights are set on a future career that will make the most of the skillsets he's developed at Camp Manitou. He sees his relationship building skills, his experience working with children of all personalities and abilities, and his capacity to effectively resolve conflict and quickly adapt to changing situations as assets to a career as a first responder.



*“Learning to work with others and the ability to network are transferrable skills I use as a camp leader everyday. As a camper, volunteer and now a staff member, I’ve made friends and connections at camp that will last a lifetime and I’m happy to know that I’m able to provide that same opportunity to children of the next generation.”*

**Aedyn**  
Camp Manitou Activity Leader

**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 Aedyn 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@tnsf.com](mailto:jchartier@tnsf.com)



**TRUE NORTH  
YOUTH FOUNDATION**

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TNYF Charitable Tax Registration Number: 888769478 RR0001