



WINNIPEG JETS

GALA

PRESENTED BY

Scotiabank®

January 18, 2024



IN SUPPORT OF:

TRUE NORTH
YOUTH FOUNDATION



One Night Makes a Difference...

The Winnipeg Jets Gala on Thursday, January 18 will be an opportunity to mingle with current Winnipeg Jets and Manitoba Moose players and coaches as they host a fun money casino. The show consists of special remarks, interviews, a raffle, and a silent auction featuring once-in-a-lifetime experiences and memorabilia.

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.

THANK YOU FOR YOUR SUPPORT.





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 111,000 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



47
GRADUATES



20
PARTICIPATING
SCHOOLS



88,000+
MANITOBA
STUDENTS



1,156
TRAINED
MANITOBA
TEACHERS



1,349
RURAL
CLASSROOMS



529
MANITOBA
SCHOOLS



7,788
SUMMER
CAMPER DAYS



1,075
WJHA STUDENT
ATHLETE CAMPER
DAYS



195
SPRING BREAK
CAMPER DAYS



11,800+
SCHOOL + RENTAL
CAMPER DAYS



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
attendees



247,200
visitors on the
TNYF website



587,000+
Followers on
Instagram, facebook
and Twitter



50,000+
Jets Mail
Recipients

“In Canada, hockey is so much more than a sport. It’s a game that inspires us, whether we play ourselves, watch our children play, or are simply dedicated fans cheering on our favourite team. That’s why we are proud to help champion the work of the True North Foundation to develop and operate programs that support underserved youth reach their infinite potential.”

ALFONSO MOVILLA,
Regional Vice President Prairie Region, Scotiabank

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	●	●	●	●			
	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 tnyf.ca/events/gala-dinner	●	●	●	●	●	●	
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 gala 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	●	●	●	●	●	●	
	Post event recognition on TNYF social media	●	●	●				
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 2022 Winnipeg Jets Gala Sponsors

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Long-term support of the WJHA creates bright future for youth

Christmas entered the Winnipeg Jets Hockey Academy (WJHA) in Grade 4. Through the WJHA she found her passion for hockey and soon set her sights on being a goalie. Her involvement in the WJHA and her interest in hockey kept her connected to school and engaged in academics. With the WJHA's tutoring support she brought up her grades and improved her focus in the classroom. Christmas continued to excel at hockey, became a standout performer in the WJHA's minor program, and has been recognized more broadly for the skills she's developed both on and off the ice. In the 2019-20 season she was one of just 15 North American youth accepted to be a member of the NHL Power Players Youth Advisory Board. In this forum, she enthusiastically lent her voice to advise the league on hockey-related topics important to her generation and share ideas to help attract more youth

to the sport. Christmas continued to develop her leadership skills and take advantage of every opportunity the program afforded, including as a Camp Manitou and WJHA volunteer. She is also contributing to Project 11's high school curriculum as a consultant in its development. Christmas has grown to become, not only an elite athlete, but a mentor that younger WJHA student athletes look up to. Just having graduated from Balmoral Hall on a scholarship, only brighter things are in her future. A post-secondary hockey scholarship to Connecticut's Albertus Magnus College would not have been on the radar without the structure and supports of the WJHA, but thanks to the program's long-term commitment to her growth and success, Christmas is flourishing and looking forward to a new and exciting chapter in her life.



“Christmas would not have the honour of getting this amazing opportunity without the WJHA and more importantly, (WJHA Director, Murray Cobb). It's absolutely so surreal for me right now – my kid going to an amazing school with the best of the best against the best of the best. The stuff you (the WJHA) strive to instill in these kids really does work.”

DARRYL,
Christmas' father

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



**TRUE NORTH
YOUTH FOUNDATION**

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TNYF Charitable Tax Registration Number: 888769478 RR0001