JULY 16-23, 2017

Funded by

Canada  

Ontario  

Toronto

Supported by

Toronto

Hosted by

Toronto 2017 NAIG Host Society
One of the largest sporting and cultural gatherings of Indigenous Peoples from across North America, celebrating the unifying power of sport.

2017 NAIG is hosting a prestigious multi-sport and cultural event celebrating Indigenous heritage, diversity over 8 days, featuring 14 sport categories.

July 16-23, 2017

World-class sport venues including:
- Allan A. Lamport Regatta Course
- Don Valley Golf Course
- Gaylord Powless Arena & Iroquois Lacrosse Arena
- Hamilton Angling and Hunting Association
- Humber College
- McMaster University
- Toronto International Trap & Skeet Club
- Toronto Pan Am Sports Centre
- Turner Park (Hamilton)
- University of Toronto Scarborough
- York University

To showcase Unity, Sport, Youth and Heritage between First Nations, Métis and non-Indigenous communities.

SPORTS INCLUDE:
- Archery
- Athletics
- Badminton
- Baseball
- Basketball
- Canoe / Kayak
- Golf
- Lacrosse
- Rifle
- Soccer
- Softball
- Volleyball
- Swimming
- Wrestling
SPONSOR OPPORTUNITIES

Custom sponsor packages available based on goals and budget.

ADVERTISING AND MARKETING

With a marketing budget of over $600,000, the 2017 NAIG Host Society can generate significant media attention for elite level sponsors.

PARTICIPATING TEAMS

Alberta
British Columbia
California
Colorado
Connecticut
Eastern Door and the North
Florida
Manitoba
New Brunswick
Newfoundland and Labrador
New York
Northwest Territories
Nova Scotia
Nunavut
Ontario
Prince Edward Island
Saskatchewan
Washington
Wisconsin
Yukon

(With over 5000 athletes, coaches and officials, and more than 2000 volunteers participating)

NAIG’S COMMITMENT

#ALLONE

The North American Indigenous Games will unite individuals and communities across North America through sport to celebrate our past (heritage), present (unity) and future (youth).
The dream to hold Games for the Indigenous Peoples began in the 1970’s.

- In 1971, the Native Summer Games held in Enoch, Alberta drew 3,000 participants competing in 13 sports and many cultural events.

- In 1973, the Western Canada Native Winter Games were held on the Blood Reserve in Kainai, Alberta.

- In 1975, a meeting of the National Indian Athletic Association was held in Reno, Nevada, where it was decided to organize Games for Indigenous Peoples. John Fletcher, a Peigan from Edmonton, Alberta, and Willie Littlechild, a Cree of the Ermineskin Tribe at Hobbema, Alberta, attended. John Fletcher is credited for his support in the decision to have the Games, as presented by Mr. Littlechild, based on the above success.

- In 1977, the dream to host large scale Indigenous Games took another step forward in Sweden at the Annual Assembly of the World Council of Indigenous Peoples. Willie Littlechild presented the motion to host International Indigenous Games. It was unanimously passed. A Brazilian elder was so moved, he presented Willie Littlechild with a war arrow representing peace in his tribe. Advising it be pointed to the ground, this arrow would direct anything evil toward the underground. It is now part of the sacred ceremonial run.

The vision of the NAIG movement is to improve the quality of life for Indigenous Peoples by supporting self-determined sports and cultural activities which encourage equal access to participation in the social/cultural/spiritual fabric of the community in which they reside and which respects Indigenous distinctiveness.

The NAIG Council is the International Governing Body for NAIG, exercising exclusive jurisdiction over all matters pertaining to the Games. In the fall of 2015, the Toronto 2017 NAIG Host Society was formed as a separate not-for-profit organization responsible for delivering the 2017 NAIG.

The 2017 NAIG logo incorporates an eagle, feather, sash and the colours of the northern lights.

- The eagle is a symbol of great significance to many Indigenous people across North America, representing strength, leadership and wisdom. The feather (First Nations), sash (Métis) and northern lights (Inuit) represent the spirit and celebration of the Games and symbolizes the coming together of all Indigenous people in unity and strength.

- The colours seek to represent the emotions that the Games evoke: inspiration, kinship, passion, determination, courage, harmony and will.
KEY THEMES FOR 2017 NAIG
To showcase Unity, Sport, Youth and Heritage between Indigenous and non-Indigenous communities, the North American Indigenous Games (NAIG) is presenting a world class multi-sport and cultural event celebrating the tremendous power of sport. Hosted every three years, the Toronto 2017 NAIG Host Society wants to ensure that the 2017 Games revenues meet budget requirements while delivering the best in-class, high quality Games experience possible.

As many organizations are seeking both fundraising and sponsorship support, the Toronto 2017 NAIG Host Society respects that each partner dollar contributed bears the responsibility to deliver the NAIG experience to North America, while providing partners with benefits of value.

A Games of this size brings significant economic influence to the region. We hope that you will join the NAIG team not only because it’s good for the community, but because it will provide a positive and lasting impact to your organization.

The current cultural and political context lends the Games an unprecedented level of support, particularly with the celebration of Canada’s 150 birthday in the upcoming year. 2017 will be a pivotal year for Indigenous communities across North America, and the Games are an excellent opportunity to celebrate heritage, reaffirm present successes and look forward to the next 150 years. While the Games will benefit and strengthen Indigenous communities for years to come, they will also serve as a catalyst for products, services, communication platforms, engagement opportunities and relationship building.

There is strength in numbers but we also know that each organization has a unique identity and individual needs. We look forward to working with you to develop an opportunity that is perfectly suited to you and reflects your organizations goals, interests and investment capabilities.

Our partner opportunities are fully customizable and represent more than just dollars and cents. They represent strong and lasting connections that will positively impact your brand reputation at an international level.

**OUR GAMES ARE CENTRED AROUND FOUR CORE THEMES:**

**UNITY**

The 2017 NAIG is an opportunity to celebrate the rich cultural heritage and diversity, as one, united in sport: past, present and future. The Greater Toronto Area (GTA) represents one of the most diverse regions in North America, and was historically a gathering place for many Indigenous communities. An ideal location to strengthen relationships between First Nation, Inuit, Métis and non-Indigenous communities.

**SPORT**

Participating in sport fosters leadership, integrity and sportsmanship; developing key values and skills, while making lifelong friendships. The 2017 NAIG will be an athlete-centered Games, providing athletes with an experience they will never forget. It also allows the GTA to showcase it’s commitment to sport and cultural diversity, through it’s world-class venues, vibrant sports scene and rich cultural make-up. More importantly, the Games act as a stepping stone for young Indigenous athletes, who will return home to their communities as heroes.

**YOUTH**

The 2017 NAIG will provide activities and opportunities for everyone, with a special emphasis on youth. A central tenant of the NAIG movement is to celebrate the power of sport to uplift, empower and motivate youth to a brighter and richer future. The legacy of the 2017 NAIG will live far beyond the athletes and the competitions, living on in our hearts and minds, inspiring future generations to come.

**HERITAGE**

Our rich sports history plays a significant role in what it means to be Canadian. We will leverage Canada’s Sesquicentennial (1867-2017) as an opportunity to share our Indigenous heritage with Canadian’s across the country. Special ceremonies and cultural events will celebrate and reflect on our nation’s unique history, sharing stories of spirit and passion. Giving thanks.
WHY SPONSOR NAIG?

BRAND IMAGE

Strengthen brand image and enhance company’s credibility by association. This would result in brand loyalty bump towards company’s product and services.

COMMUNITY INVESTMENT

Building new and deeper community network and corporate social responsibility with cost effective investment. Companies that get involved in local events will spark more human interest and send a message to attendees that they are genuinely interested in providing support.

EMPLOYEE ENGAGEMENT

Companies that show generosity for a cause motivates current employees and appeals to potential employees. This results in a retention increase, fostering of talent and the teaching of new skills.

BUSINESS DEVELOPMENT

Customized sales opportunities exist, in addition to opportunities for product awareness, drive to website or retail, sampling programs, etc. which can be incorporated into custom sponsor packages.
NAIG SPONSOR CATEGORIES
PRESENTING SPONSOR (EXCLUSIVITY AVAILABLE) ($250K+)

- Recognition as Presenting Sponsor in all communications
- Logo placements in all communication platforms (including on-site signage)
- Category Exclusivity
- Use of NAIG logos, images or trademarks
- Presentation opportunities at Medal Ceremonies
- VIP reception attendance and special seating at events
- On-site sampling/sales and display rights (where applicable)
- PA Announcement bumpers
- Advertising within event program
- Inclusion in media campaigns and advertisements

PLATINUM LEVEL (3-5 PER) ($150K+)

- Recognition as Platinum Partner in all communications
- Logo placements in all communication platforms (including on-site signage)
- Category Exclusivity
- Use of NAIG logos, images or trademarks
- VIP reception attendance and special seating at events
- On-site sampling and display rights (where applicable)
- PA Announcement bumpers
- Advertising within event program
- Inclusion in media campaigns and advertisements

HOST FIRST NATION PARTNER ($75K - $125K)

- Recognition as Host First Nation in all communications
- Logo placements in all communication platforms (including on-site signage)
- Use of NAIG logos, images or trademarks
- VIP reception attendance and special seating at events
- PA Announcement bumpers
- Profile on NAIG website
EAGLE LEVEL (3-5 PER)  
($50K - $100K)

- Logo placements in some communication platforms
- Category Exclusivity available
- Use of NAIG logos, images or trademarks
- VIP reception attendance and special seating at events
- Advertising within event program

HAWK LEVEL (3-5 PER) 
($25K - $50K)

- Logo placements in some communication platforms
- Use of NAIG logos, images or trademarks
- VIP reception attendance and special seating at events
- Advertising within event program

COMMUNITY TOUR PARTNER  
($25K - $50K)

- Naming Rights to the NAIG Community Tour
- On-site signage
- On-site display and sampling rights (where applicable)
- PA Announcement bumpers

CULTURAL VILLAGE PARTNER  
($25K - $50K)

- Naming Rights to the NAIG Cultural Village
- On-site signage
- On-site display and sampling/selling rights
- VIP seating to all cultural events
- PA Announcement bumpers
CULTURAL EVENT PARTNERS
($15K - $25K) *CONCERTS, FESTIVALS, ETC.*

- Naming Rights to cultural events
- On-site signage
- VIP seating to cultural event
- PA Announcement bumpers

SPECIAL EVENT PARTNERS
($15K - $25K) *ONE YEAR OUT, OPENING/CLOSING CEREMONIES, LANCE RUN, MEDAL CEREMONIES, ETC.*

- Naming Rights to a special event
- On-site signage
- VIP seating to special event
- PA Announcement bumpers

VOLUNTEER PARTNERS (1-3)
($15K - $25K)

- Logo on volunteer apparel
- Tickets
- Recognition on NAIG website and within programs
- Recognition during volunteer thank-you event
- Product sampling opportunities to volunteers

EDUCATION PARTNER
($15K - $25K)

- Naming rights to the NAIG Education Program
- Logo placement within NAIG Education Program materials
- Tickets
- Recognition on NAIG website and within programs
OFFICIAL SUPPLIERS (5-10) ($10K - $25K)

- Official Supplier Status
- Opportunity to provide contra
- Use of NAIG logos, images or trademarks

GAMEDAY PARTNERS (3-5) ($10K - $25K)

- On-site signage
- On-site display and sampling rights (where applicable)
- PA Announcement bumpers
- Special seating to Gameday events

MEDIA PARTNER(S)

- Recognition of Media Partner in all communications
- Logo placements in all communication platforms
- Use of NAIG logos, images or trademarks
- VIP reception attendance and special seating at events
- Opportunity to provide contra

FRIENDS OF THE GAMES (UNLIMITED)

*VARIOUS DONATION LEVELS

- Tickets
- NAIG apparel
- Recognition on NAIG website and within programs (based on donation level)