



HOCKEY NWT FEMALE DEVELOPMENT WEEKEND

Yellowknife Multiplex
February 15-18, 2024

**SPONSORSHIP
OPPORTUNITIES**

THE WHY?

When a girl chooses to play sports, what she will gain goes far beyond the pitch, court or arena. Through positive sport experiences, girls are more likely to reap the benefits of sport participation and grow into confident and motivated leaders.

A recent Canadian Women In Sport study found that 90% of girls believe sport benefits their physical and mental health, and one of the top two reasons girls aged 7 to 16 choose to play and stay in sport are to make friends and to be part of a team.

Despite the benefits to participate, 1 in 3 girls are dropping out of sport by adolescence. Factors include access to programming, transportation, cost, climate & environment and a lack of role-modelling.

Communities with a dispersed population; in remote settings and in Indigenous communities are even more prevalent to experiencing these barriers.

The Female Hockey Development Weekend will offer participants a barrier-free weekend, uniting girls of all ages through skill sessions, games, workshops, and training, to provide a positive and inclusive space for women and girls to (re)engage in sport as a player, coach, official or fan of Canada's greatest game.





OVERALL OBJECTIVES

REMOVE BARRIERS

- SUPPORT YOUTH AND SPORT LEADERS FROM ACROSS THE TERRITORY
- ASSIST IN EQUALIZING DEVELOPMENT OPPORTUNITIES
- ENHANCE ACCESSIBILITY TO HOCKEY

CREATE A RUNWAY

- ENHANCE LEADERSHIP DEVELOPMENT FOR COACHES AND OFFICIALS
- ENHANCE ACCESS TO OTHER OPPORTUNITIES AND EXPERIENCES
- ENGAGE WITH COMMUNITY PARTNERS AND STRENGTHEN RELATIONSHIPS

EMPOWER YOUTH

- ENHANCE CONFIDENCE, SELF-ESTEEM, AND OPPORTUNITIES THROUGH SPORT
- IMPROVE HEALTH, EDUCATION AND MOTIVATION TO STAY INVOLVED IN SPORT
- ENHANCE ACCESS TO POSITIVE ROLE MODELS, ENCOURAGE YOUNG GIRLS TO SET GOALS AND CHASE THEIR DREAMS

ENJOY HOCKEY

- ENHANCE INDIVIDUAL TECHNICAL AND TACTICAL SKILL DEVELOPMENT
- OFFER FREE OR SUBSIDIZED PROGRAMS FOR YOUTH TO JOIN HOCKEY
- DELIVER PROGRAMMING IN A SAFE AND FUN MANNER THAT WILL INSTILL A PASSION FOR YOUNG GIRLS TO STAY IN SPORT

OVERCOMING OBSTACLES, ACHIEVING SUCCESS,

TOGETHER.

#WEAREALLTEAMNT

WHAT WILL BE INCLUDED?

HOCKEY IS FOR EVERYONE

- 4-days of on & off-ice programming with Guest Instructors
- Skill Sessions
- Goalie Sessions
- Coach and Officiating workshops & clinics
- Team building activities
- SNOWGLOBE Hockey Game

COMMUNITY CONNECTIONS

- Engagement with Hockey Canada Alumni
- School Visits
- Networking Opportunities

SPIRITUAL & SELF AWARENESS

- Mental health & well-being sessions
- Cultural activities & celebration





SPONSORSHIP OPPORTUNITIES

PLATINUM

\$50,000

- RECOGNIZED AS SPONSORING SESSIONS AT THE EVENT FACEBOOK COVER FOR THE MONTH OF FEBRUARY
- RECOGNITION ON HOCKEY NWT WEBSITE AND SOCIAL MEDIA
- SPEAKING OPPORTUNITY
- MEET & GREET WITH HOCKEY CANADA ALUMNI AND SPECIAL GUESTS
- SIGNAGE AROUND THE MULTIPLEX IN LEAD-UP AND DURING THE EVENT
- LOGO ON TRAINING APPAREL WORN BY HOCKEY ATHLETES ATTENDING THE 2024 ARCTIC WINTER GAMES
- HOCKEY NWT GIFTING

GOLD

\$20,000

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HOCKEY NWT SOCIAL MEDIA

- AVERAGE POST REACH 25,000 VIEWS
- AVERAGE ENGAGEMENT OF 15,000
- 64% OF FOLLOWERS IDENTIFY AS FEMALE
- DAILY SOCIAL MEDIA POSTING



SPONSORSHIP OPPORTUNITIES

SILVER

\$5,000

- MEET & GREET WITH HOCKEY CANADA ALUMNI AND SPECIAL GUESTS
- RECOGNITION ON HOCKEY NWT WEBSITE AND SOCIAL MEDIA
- SIGNAGE AROUND THE MULTIPLEX IN LEADUP AND DURING THE EVENT

BRONZE

\$2,500

- RECOGNITION ON HOCKEY NWT WEBSITE AND SOCIAL MEDIA
- SIGNAGE AROUND THE MULTIPLEX IN LEADUP AND DURING THE EVENT

COMMUNITY

\$1,000

- SIGNAGE AROUND THE MULTIPLEX IN LEADUP AND DURING THE EVENT

COACH

\$500

- SIGNAGE AROUND THE MULTIPLEX IN LEADUP AND DURING THE EVENT

OVERCOMING OBSTACLES, ACHIEVING SUCCESS,

TOGETHER.

#WEAREALLTEAMNWT



MEET OUR TEAM



KYLE KUGLER,
EXECUTIVE DIRECTOR



KAYLEE GRANT,
CO-LEAD



SHAKITA JENSEN,
CO-LEAD



COLLEEN ZORN,
HNWT DIRECTOR



KACEE MACLEAN,
HNWT DIRECTOR



THOR GOHL,
HNWT MEDIA



MELISSA KIDD,
YKMHA DIRECTOR

HOCKEY NWT BOARD OF DIRECTORS

- STU IMPETT
- KACEE MACLEAN
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- CHRIS GRUBEN
- CHRIS OPHEIM
- MIKE LALONDE
- THORSTEN GOHL
- PENNIE POKIAK
- COLLEEN ZORN
- ROB GAU



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327C Old Airport Road, Yellowknife, NT



**make
hockey
more**

January 2024

Subject: 2024 Female Development Weekend



Dear Potential Sponsor,

We are seeking your support in helping to raise funds for youth hockey programs across the Northwest Territories to support our Inaugural Female Development Weekend to be held at Yellowknife's Multiplex between February 15-18, 2024. This event will be highlighted by Canada's entry into the Girls Global Game, the northern installment will affectionately be titled the Snow Globe Game taking place on February 17, 2024.

Through this letter, the *Female Development Weekend* planning committee invites you to become a sponsor for the event. Sponsorship offers an excellent opportunity to increase the visibility of your organization and as a participating sponsor, your company will be mentioned in various media outlets and with signage the day of the event.

Your sponsorship is greatly appreciated; please indicate your preferred method of sponsorship:

- I'm interested in supplying a major item for the silent auction
- Please contact me regarding sponsorship opportunities
- I'm unable to attend, but please accept my donation

We feel that your organization would be an appropriate fit as a sponsor, and urge you to consider this invitation to participate. It offers a cost-effective publicity opportunity in addition to great networking opportunities, along with the support of a great cause, to remove barriers to get more women and girls engaged in the sport of hockey.

Thank you for your consideration. Please return the enclosed sponsorship form and payment. We look forward to seeing you at the rink between February 15-18, 2024.

Sincerely,

A handwritten signature in blue ink that reads "Kyle Kugler".

Kyle Kugler
Executive Director
Hockey North / Hockey NWT
kylek@hockeynorth.ca
867.446.8890

