

VICTORY LAP

Sponsorship Package

**CANADIAN
SPORT
CENTRE**



**CENTRE
CANADIEN
DU SPORT**

MANITOBA



20
Years

POWERINGPODIUM
Performances
— IN MANITOBA —

Canadian Sport Centre Manitoba (CSCM) is the hub for high performance sport in our province, supporting current and aspiring Olympic and Paralympic athletes in Manitoba.

The Centre's world-class sport science team provides physiology, biomechanics, strength and conditioning, nutrition and mental health services that complement the technical training athletes receive from their coaches. The work we do is athlete-based, coach-led and expert-resourced.

Our
ATHLETES

We work with extraordinary young people who have the potential to become not only national and provincial sports heroes, but also inspirational leaders, social advocates and mentors for future generations.

"If anyone could have foreseen the Olympic success and long-term community impact of Manitoban athletes like Clara Hughes or Cindy Klassen, there would have been no investment too great."

- Jeff Powell, CSCM General Manager

Our
EXPERTS

More than ever before, reaching the extremes of human performance requires athletes to have a team of experts supporting them. Physiologists, dieticians, psychologists and the full breadth of sport science disciplines work to fine-tune every aspect of their preparation for the international stage.

Our service providers are leaders in their fields, combining their education, experience and research to deliver the highest level of care and an environment of excellence. The goal of each athlete's Integrated Support Team is to ensure they are healthy, fit and psychologically ready for optimal performance.

VICTORY LAP

SEPTEMBER 21, 2017

QUALICO FAMILY CENTRE AT ASSINIBOINE PARK

Celebrate with the Canadian Sport Centre Manitoba

*Pan Am Games Legacy Fund
returns its three millionth dollar
to Manitoba's high performance
champions*

VICTORY LAP *About*

Victory Lap is CSCM's flagship annual event that allows us to connect and celebrate the success of our athletes, alumni, coaches, builders and staff. Our goal is to build a sizeable event in the city that is recognized as the night where local sports heroes are celebrated for their outstanding athletic performances and their commitment to sport.

2017 is a milestone year for CSCM and the Pan Am Games Legacy Fund, which is set to return its three millionth dollar to the high performance sport community in Manitoba. Every year CSCM's budget benefits from a contribution of between 15 and 20 per cent coming from the Pan Am Legacy Fund. This is a significant achievement that deserves recognition and celebration as one of the many long-term benefits the '99 Games left to the City of Winnipeg, and specifically to high performance sport in the province. In fact, 2017 marks the 20th anniversary of CSCM's incorporation, a testament to the long-term vision of the '99 Games leaders and organizers.

In the future, CSCM hopes to increase the awareness of its Victory Lap event. Our target audiences and our supporting groups, will get to appreciate the value and inspiration our athletes, builders, coaches and staff bring to their communities. At the same time, we would like to see it evolve into a fundraising and networking event that can contribute to the financial sustainability of the Centre.

The event will happen in partnership with the Victory Lap Presenting Sponsor. Throughout the evening, guests will enjoy live music from local musicians and reminiscence the 1999 Pan Games and the legacy that lives on.



hors d'oeuvres

Team Jones
Curling

Target groups & **DEMOGRAPHICS**

EVENT GUESTS INCLUDE

- Winnipeg '99 organizers and Legacy Fund creators and honorary guests
- Manitoba's Olympic/Paralympic Alumni
- Civic, provincial and federal government representatives
- NSOs and PSOs, especially those sports with projected 2018 Manitoban Olympic/Paralympic representation
- Friends of the Centre (staff, board, builders, supporters and potential donors)
- Media

EVENT OVERVIEW

LOCATION Qualico Family Centre at Assiniboine Park

DATE September 21, 2017

TIME Doors Open at 6:00 p.m.
Hors d'oeuvres at 7:00 p.m.
Estimated end time 9:30 p.m.

EXPECTED ATTENDANCE 180 guests are expected

Sponsorship OPPORTUNITIES

PRESENTING *Sponsor*

1-year sponsorship \$20,000

3-year sponsorship \$15,000 per year*

* This is an exclusive sponsorship and only one will be sold.

Includes right of first refusal

BENEFITS

- Logo recognition on all Victory Lap promotions and on night of event materials
- Opportunity to provide a quote for both the Victory Lap promotional and post event media releases
- Opportunity to bring greetings at Victory Lap
- One corporate lounge at Victory Lap
- Recognition in two of CSCM's social media posts (combination of Facebook, Twitter & LinkedIn)
- Plus General Sponsorship Benefits

CELEBRATION *Sponsor*

1-year sponsorship \$10,000

3-year sponsorship \$7,500 per year*

*Includes right of first refusal

BENEFITS

- Logo recognition on all Victory Lap promotional and night of event materials
- Four tickets to Victory Lap
- Plus General Sponsorship Benefits

General SPONSORSHIP BENEFITS

BENEFITS

Applicable to both presenting and celebration level sponsors

- Logo recognition at CSCM offices
- Logo recognition in CSCM's annual report
- Right to promote organization/ company as a "Proud Partner of CSCM"
- Logo recognition on CSCM's website, on cscm.ca/sponsors/ and any pages related to the Victory Lap sponsorship
- CSCM "Like" and "Follow" on the sponsors social media networks.

The sponsors "liking" or "following" of CSCM would be greatly appreciated

PLEASE NOTE:

CSCM is not permitted to pursue sponsorship relationships or otherwise sell marketing rights in relation to the COPSI (Canadian Olympic and Paralympic Sport Institute) Network and associated marks. In order to ensure proper separation from COPSI Network initiatives, Individual Network Members (such as CSCM) are to designate local level sponsors as "Proud Partners" of their particular organization (ex. "Proud Partner of CSCM")

TICKETS

Early Bird

\$125

Available
until July 31, 2017

Full Price

\$150

Corporate Lounges of 8

\$1200

Available
until July 31, 2017
Full Price: \$1,500

Tickets will be sold at an early bird price of \$125 per person for purchases before July 31, 2017 and a full ticket price of \$150 thereafter. Purchased tickets will be partially tax receiptable in accordance with CRA regulations. Up to 15 tickets will be complimentary for honorary guests and CSCM staff.

Corporate lounges of 8 will be available at an early bird rate of \$1,200 per designated area until July 31st. Full price of \$1,500 will apply starting August 1st. These will include a larger tax receipt, name mention online, in social media, and at the event.

Given our growth rate with each event and the longer planning timeline we are working with, we project a complete sellout to reach the maximum venue capacity of 180 guests.

We will send email invitations to a targeted list of guests, and aggressively promote the event publicly through our social channels, website and email newsletter. CSCM staff and board will be encouraged to help get the word out to their friends and professional connections.

This will be a "ticketless" event, meaning guests will not have to print off anything, but instead will give their name at the door. We will have a guest list to facilitate this.

Food & **DRINK**

Complementary drink tickets will be provided upon arrival. Cash-bar, and courtesy non-alcoholic drink options will be available. Hors d'oeuvres will be served at tall cocktail tables with bar-style stools scattered throughout the space to provoke a welcoming and friendly-networking atmosphere.

Formal **PROGRAM**

The formal program and theme name for the event will be determined at a future date and once the presenting sponsor and the desired performances have been confirmed.

Book Your Tickets Today!



Victoria Tachinski
Athletics
Photo: Cory Aronec Photography

Support CSCM

CSCM was created as a legacy of the 1999 Pan American Games held in Winnipeg. Today, 85% of the Centre's funding is fluid, with only 15% coming from the Pan Am Legacy. Fluidity is not conducive to success or growth - for the Centre or our athletes.

We need your help to create a stable, sustainable future, ensuring long-term athlete development and allowing us to expand our capacity and impact.

CSCM is a registered Canadian amateur athletic association, #88853 5432 RR0001

Donor benefits may include a tax receipt, corporate visibility or experiential opportunities. Benefits are dependent on the size of gift and are in accordance with Canada Revenue Agency regulations.

Help support our future champions and role models.



POWERINGPODIUM
Performances
— IN MANITOBA —

Contact **INFORMATION**

For more information about supporting CSCM and sponsorship opportunities, please contact:

Stephanie Lambert

DEVELOPMENT MANAGER
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