

THE P☆WER OF A STORY

SPORT + SPIRIT GALA

SPONSORSHIP OPPORTUNITIES



CANADA'S SPORTS
HALL OF FAME
PANTHÉON DES
SPORTS CANADIENS



ORDER OF SPORT
ORDRE DU SPORT

MESSAGE

From Our President and CEO

The story starts the same for all of us; a ball, a pool, a puck, a pair of skates. For some, the play becomes sport, the sport becomes a personal best, and a personal best becomes competition at the highest level. The success in sport and in life opens new and different doors; supporting a charitable cause, amplifying a community project and the realization that it's not just you and a podium anymore. These are individuals who have achieved greatness and didn't stop there. They are compelled to go beyond their success and give back to their communities as builders, mentors, ambassadors, and role models. This is the Class of 2022.

Our Sport + Spirit Gala is about celebrating this new class of Champions who return value to their communities and continue to build Canada through the transformative power of sport. This evening is the beginning of another chapter as they start their journey, as future recipients of the Order of Sport award, marking their induction into Canada's Sports Hall of Fame. As we begin writing this page, we will celebrate their journey and their stories. Stories that have the power to change us, to light fires in our minds and inspire us to be better.

This diverse Class of 2022 includes Olympians, Paralympians, sport builders, sporting icons, Order of Canada recipients, educators, military veterans, national team members and World Champions. These are ordinary Canadians who have achieved extraordinary things and have remarkable stories to share. And through the lens of sport, these stories put a spotlight on important topics, personify resiliency and showcase overcoming adversity, changing the way each of us see the world and ourselves.

As Canada's only national museum of sport our role is to amplify these stories through our four pillars; curation, education, recognition, and thought leadership, providing exciting and dynamic opportunities for all Canadians to connect with the stories and lived experiences of this incredible Class.

Join us on May 12, 2022 as we take storytelling to another level.

IN SUPPORT OF

Beyond the Win Education Programs

Education is at the heart of what we do at Canada's Sports Hall of Fame. As the country's only national museum of sport, our mission is to educate all Canadians on the values, history, and culture of sport.

Each Athlete and Builder who receives the Order of Sport, and is inducted into Canada's Sports Hall of Fame, represents much more than a singular athletic achievement. They are treasured and iconic citizens of the Canadian community who are celebrated because of their contribution to the country's rich sporting narrative. Through the inspiring stories and memorabilia of prominent sport champions, Canada's Sports Hall of Fame's Beyond the Win Education Programs share the critical choices that Athletes and Builders make, and the adversity they faced on their journeys to becoming a Hall of Famer. Most importantly, these programs inspire youth to create their own great-to-good story by learning how their sport heroes go "beyond the win" to help build Canada through the transformative power of sport.

This curated education experience is designed to support and reinforce curricula, without duplicating in-class learning through unique storytelling, inspirational Hall of Famers, active participation, and one-of-a-kind artefacts. Canada's Sports Hall of Fame's exclusive programming cannot be replicated by any other cultural organization in the country since it is the only museum in Canada that tells the stories of all sports, all people, all across Canada.



CHARITABLE REGISTRATION#118828631 RR0001



EVENT CO-CHAIRS

“

I know first hand the role sport can play in ones life and the vehicle it can be for helping transform a community, a country. The stories of those who shape this country through sport are invaluable, changing for all of us the way we see the world and ourselves. I can't wait to see what stories come next.



Greg Kwong
Regional Managing Director –
Canadian Prairie Region
CBRE

Sport is critical to keeping our bodies and minds healthy, reminding us to strive for excellence, and perhaps most important, teaching us how to recover from failure. Sport is a common language. It connects us and unifies us, and the stories of ordinary Canadians who achieve extraordinary feats are inspiring for us all – and merits celebration.

”



Deborah Yedlin
President & CEO
Calgary Chamber of Commerce

SPECIAL GUESTS

Evening Host



Rod Black
Professional Storyteller & Evening
Host for the 2022 Sport + Spirit Gala

Musical Guest



NICE HORSE
Krista Wodelet, Brandi Sidoryk,
Katie Rox, Tara McLeod

PRESENTING SPONSOR

\$50,000



2022 SPORT + SPIRIT GALA - The Power of A Story

In recognition of this generous sponsorship, Canada's Sports Hall of Fame is pleased to offer the following unique benefits:

EXCLUSIVE ACCESS

- Invitation to attend the morning Media & Education Conference on May 12, 2022 announcing the Class of 2022 Inductees named for receipt of the Order of Sport Award & Induction this fall for up to eight (8) guests

HOSPITALITY

- Two (2) tables at the Sport + Spirit Gala on May 12, 2022 (8 seats per table = 16 total)
- Invitation to the Reception for all table guests (16 total)
- Premium table placement
- Hall of Famer hosting opportunity at your table (upon request and subject to availability) *If you wish to host a Hall of Famer as one of the guests at your table, we would be happy to coordinate.*

ON-SITE RECOGNITION

- Prominent logo placement on-site at Media & Education Conference (Ampersand, Calgary) and Gala (Hyatt, Calgary) venues
- Recognition on video screen at entrance to Reception
- Custom commemorative item distributed to every guest at the Sport + Spirit Gala with sponsor logo
- Logo recognition on screens during event
- Verbal recognition as the Presenting Sponsor from the main podium
- Sponsor recognition on your table sign at the event
- Additional branding opportunities or on-site activations to be negotiated

MARKETING OPPORTUNITIES

- Company name/logo on the Sport + Spirit Gala invitation
- Logo recognition in Sport + Spirit Gala print ads (if applicable)
- Recognition as the Presenting Sponsor in all media communications pertaining to the Sport + Spirit Gala
- Logo recognition on orderofsport.ca/gala
- Recognition in Canada's Sports Hall of Fame's Sport + Spirit Gala post event e-newsletter
- Logo recognition in Canada's Sports Hall of Fame's Annual Report
- Mention on Canada's Sports Hall of Fame & Order of Sport social media channels

RECEPTION/DINNER SPONSOR

\$30,000



EXCLUSIVE SPONSOR OF THE STAND UP RECEPTION/DINNER

In recognition of this generous sponsorship, Canada's Sports Hall of Fame is pleased to offer the following unique benefits:

HOSPITALITY

- Invitation to attend the morning Media & Education Conference on May 12, 2022 announcing the Class of 2022 Inductees named for receipt of the Order of Sport Award & Induction this fall for up to eight (8) guests
- Two (2) tables at the Sport + Spirit Gala on May 12, 2022 (16 seats)
- Invitation to the Reception for all table guests (8 total)
- Premium table placement
- Hall of Famer hosting opportunity at your table (upon request and subject to availability) *If you wish to host a Hall of Famer as one of the guests at your table, we would be happy to coordinate.*

ON-SITE RECOGNITION

- Prominent logo placement on-site at Media & Education Conference (Ampersand, Calgary) and Gala (Hyatt, Calgary) venues
- Recognition on video screen at entrance to Reception
- Video recognition in entrance to Reception
- Logo recognition on screens during Reception
- Speaking opportunity during Reception
- Verbal recognition as the Reception Sponsor from the main podium
- Sponsor recognition on your table sign at the event
- Additional branding opportunities or on-site activations to be negotiated

MARKETING OPPORTUNITIES

- Company name/logo on the Sport + Spirit Gala invitation
- Logo recognition in Sport + Spirit Gala print ads (if applicable)
- Recognition as the Reception Sponsor in all media communications pertaining to the Sport + Spirit Gala
- Logo recognition on orderofsport.ca/gala
- Recognition in Canada's Sports Hall of Fame's Sport + Spirit Gala post event e-newsletter
- Logo recognition in Canada's Sports Hall of Fame's Annual Report
- Mention on Canada's Sports Hall of Fame & Order of Sport social media channels



POWER OF A STORY SPONSOR

\$15,000

ONE AVAILABLE

STORYTELLING WITH THE CLASS OF 2022; INDUCTEES JOIN ROD BLACK TO SHARE STORIES LESS KNOWN & THE POWER THEY HAD ON THEIR JOURNEY

In recognition of this generous sponsorship, Canada's Sports Hall of Fame is pleased to offer the following unique benefits:

HOSPITALITY

- One (1) table at the Sport + Spirit Gala on May 12, 2022 (8 seats)
- Invitation to the Reception for all table guests (8 total)
- Premium table placement
- Hall of Famer hosting opportunity at your table (upon request and subject to availability) *If you wish to host a Hall of Famer as one of the guests at your table, we would be happy to coordinate*

ON-SITE RECOGNITION

- Verbal recognition as the Power of A Story sponsor from the main podium
- Logo recognition on screens at entrance to Gala
- Logo recognition on screens during segment
- Sponsor recognition on your table sign at the event
- Additional branding opportunities or on-site activations to be negotiated

MARKETING OPPORTUNITIES

- Company name/logo on the Sport + Spirit Gala invitation
- Name/logo recognition in Sport + Spirit Gala print ads (if applicable)
- Recognition as the Power of A Story sponsor in all media communications pertaining to the Sport + Spirit Gala
- Logo recognition on orderofsport.ca/gala
- Recognition in Canada's Sports Hall of Fame's Sport + Spirit Gala post event e-newsletter
- Mention on Canada's Sports Hall of Fame & Order of Sport social media channels



MUSICAL GUEST SPONSOR

\$10,000



LIVE PERFORMANCE SPONSOR

In recognition of this generous sponsorship, Canada's Sports Hall of Fame is pleased to offer the following unique benefits:

HOSPITALITY

- Four (4) tickets to the Sport + Spirit Charity Gala on May 12, 2022
- Invitation to the Reception for all four guests
- Premium seating placement

MARKETING OPPORTUNITIES

- Company name/logo on the Sport + Spirit Gala invitation
- Logo recognition on orderofsport.ca/gala
- Recognition in Canada's Sports Hall of Fame's Sport + Spirit Gala post event e-newsletter
- Mention on Canada's Sports Hall of Fame & Order of Sport social media channels

ON-SITE RECOGNITION

- Verbal recognition as the Musical Guest Sponsor from the main podium
- Logo recognition on screens during performance
- Additional branding opportunities or on-site activations to be negotiated

MEDIA & EDUCATION CONFERENCE SPONSOR

\$5,000



HELP UNVEIL THE CLASS OF 2022 TO MEDIA & STUDENTS

In recognition of this generous sponsorship, Canada's Sports Hall of Fame is pleased to offer the following unique benefits:

HOSPITALITY

- Two (2) tickets to the Sport + Spirit Charity Gala on May 12, 2022
- Invitation to the Reception for all guests (2 total)
- Premium seating placement

ON-SITE RECOGNITION

- Verbal recognition as the Media & Education Conference sponsor from the main podium during Conference
- Logo recognition on screens during Conference
- Logo recognition on printed collateral at Conference (if applicable)

MARKETING OPPORTUNITIES

- Company name/logo as the Media & Education Conference sponsor on all media correspondence
- Name/logo recognition at the Sport + Spirit Gala Media & Education Conference on May 12, 2022
- Mention on Canada's Sports Hall of Fame & Order of Sport social media channels

SUPPORT THE STORIES OF THE CLASS OF 2022

\$5,000

**MULTIPLE
AVAILABLE**

HELP ENSURE THE CLASS OF 2022'S STORIES REACH YOUTH ACROSS CANADA

In recognition of this generous charitable gift, Canada's Sports Hall of Fame is pleased to offer the following unique benefits:

THE IMPACT

The story of an Inductee, their journey to this moment as future recipients of the Order of Sport award is filled with invaluable lessons and Canada's Sports Hall of Fame provides unique and dynamic educational opportunities to students across Canada through its Beyond the Win Education Programs. As a supporter of the Power of A Story, you will help ensure that the stories of the Class of 2022 are shared with youth across Canada, at no cost to schools.

RECOGNITION OPPORTUNITIES

- Logo/name on "Power of a Story" digital exhibit at event
- Two tickets for event
- Charitable tax receipt for 75% of the gift amount

FOR MORE INFORMATION ABOUT THE EVENT OR SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

Misty Kolozetti
Vice President, Marketing, Fund Development & Communications
mkolozetti@cshof.ca
403.776.1086



CELEBRATE AT THE 2022 SPORT + SPIRIT GALA

5:00 PM Stand Up Reception/Dinner | 7:00 PM Formal Program | 9:00 PM Dessert & Mingle

**TO PURCHASE TICKETS, VISIT
ORDEROFSPORT.CA/GALA OR CONTACT:**

Ruth Cowan
Stakeholder Engagement/Executive Assistant
gala@cshof.ca
403.776.1083

TABLE PURCHASE

\$3,500

- One (1) table for you and your guests at the Sport + Spirit Gala on May 12, 2022 (8 seats)
- Reception for all table guests (8 total)
- Corporate branding on table (if requested)
- Charitable tax receipt for 50% of table purchase

SINGLE TICKET

\$350

- One (1) ticket for attendance at the Sport + Spirit Gala on May 12, 2022
- Charitable tax receipt for 50% of ticket purchase

Canada's Sports Hall of Fame supports a wider community and looks forward to individuals and groups joining us to build Canada through sport. Individuals can be seated with other ticket holders upon request, pending availability, up to one week in advance of the event.

**IF YOU ARE UNABLE TO ATTEND,
DONATE TO SUPPORT THE EVENT:**

orderofsport.ca/donate

CHARITABLE REGISTRATION#118828631 RR0001

