



*Corporate Sponsorship Package*

## *History of the Saskatchewan Games*

In 1972 Attorney General Roy Romanow, then Minister in charge of the Saskatchewan Youth Agency attended the first Sask Sport annual meeting. His announcement to the delegates fulfilled a dream for many people working in amateur sport in Saskatchewan - there would be Saskatchewan Games! If Saskatchewan was to maintain a respectable position in sport competitions, it was necessary to provide an incentive and competitive development program for its athletes.

The province was divided into eight games zones with Saskatoon and Regina each considered individual zones. Each zone would hold play downs to select a team to represent them. Expectations were that approximately 1,500 athletes would attend the games with over 10,000 participants involved in the zone competitions leading to the games.

Areas of responsibility were outlined. Zones would be responsible for selecting their teams and bringing them to the games site. Provincial sport governing bodies would determine the class and rules governing the competition. The Department of Culture and Youth would work with the various zone committees, sport organizations and with the host community in the planning and operation of the games.

To encourage a province wide involvement in hosting the Saskatchewan Games, the cities of Regina and Saskatoon were declared ineligible to host the games, as these centres have the ability to host other major games.

Four Saskatchewan cities submitted invitations to host the 1972 Saskatchewan Games. Moose Jaw was selected and formed an organization to prepare for the event. The 16 sports for the first Saskatchewan Games held August 31 to September 3, 1972 included: baseball, canoeing, cycling, diving, field hockey, lacrosse, lawn bowling, rowing, shooting, soccer, softball, swimming, tennis, track and field, water polo and water skiing.

The games were a success and set the stage for the first Saskatchewan Winter Games. Three cities bid for the games. The Site Selection Committee recommended North Battleford. The 1974 Games were held March 4-9 and involved 14 sports: badminton, fencing, figure skating, gymnastics, handgun, hockey, judo, skiing, speed skating, synchronized swimming, table tennis, volleyball, weightlifting and wrestling.

The concept of the games had proven successful. One cycle had been completed with biennial games staged alternately in summer and winter.

Help us in bringing the games to Moose Jaw for the fourth time in its history!

# *Principles of the Winter Games*

## *Purpose*

- To provide an opportunity for the provinces developing athletes, coaches and officials to participate in a multi sport event in preparation for a higher level of competition.

## *Goals*

- To provide an athlete-centered multi sport experience that compliments provincial sport governing bodies, long term athlete and coach developmental plans, generally in the LTAD 'Train to Train' stage of development.
- To identify Saskatchewan participants with the potential to advance to higher levels of competition.(Provincial Team, National Competitions, Canada Games, Western Canada Summer Games, North American Indigenous Games).
- To enhance community development through a sport legacy of upgraded equipment, facilities, experienced officials, cultural understanding and appreciation.
- To motivate participants to achieve higher level of sport skill and physical well being.
- To promote athlete, coach and official development programs within all Districts in the province.
- To provide a provincial showcase which increases public awareness and support for amateur sport in Saskatchewan.
- To generate economic and tourism benefits within the host community and surrounding area.

The Saskatchewan Games Program is a developmental tool used by Provincial Sport Governing Bodies (PSGBs) which aids in the comprehensive growth and development of athletes, coaches, officials and all participants in sport. District teams are selected by the Provincial Sports Governing Bodies and managed by the Districts.

## *2010 Saskatchewan Winter Games*

### **Moose Jaw Office:**

72 High Street East  
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F: 306 693-3612



## *DIAMOND SPONSOR*

The Diamond Sponsor category is reserved for contributors who choose to donate a sum of **\$50,000 or more** to the Moose Jaw 2010 Winter Games in the form of direct cash, gifts-in-kind, or a combination of both.

### *BENEFITS*

- Invitation to deliver a Personal Message at one of our Ceremonies
- Company Logo on winter games Official Merchandise
- Public Address/ Special Presentations
- Your Company Logo included in all Print Advertising
- Participation in Medal Presentations
- Logo Published on our Website with link to your Company's home page
- Title Sport Recognition
- Use of Winter Games Logo
- Use of Winter Games Mascot
- Your Company's promotional materials are able to be inserted into the Athletes Packages
- Invitation to All Special Events
- Your Company will be recognized at Cultural Events happening during the week of the Games
- Prominent advertising in the Moose Jaw 2010 Winter Games Official Program
- Invitation to attend all Press Conferences
- Recognition in the Games Newsletter
- Certificate of Appreciation
- 8 VIP Passes to the Winter Games

*Our Young Developing Athletes... Training for the Future!*



## *PLATINUM SPONSOR*

The Platinum Sponsor category is reserved for contributors who choose to donate a sum between **\$30,000 - \$49,999** to the Moose Jaw 2010 Winter Games in the form of direct cash, gifts-in-kind, or a combination of both.

### *BENEFITS*

- Your Company Logo included in all Print Advertising
- Participation in Medal Presentations
- Logo Published on our Website with link to your Company's home page
- Title Sport Recognition
- Use of Winter Games Logo
- Use of Winter Games Mascot
- Your Company's promotional materials are able to be inserted into the Athletes Packages
- Invitation to All Special Events
- Your Company will be recognized at Cultural Events happening during the week of the Games
- Prominent advertising in the Moose Jaw 2010 Winter Games Official Program
- Invitation to attend all Press Conferences
- Recognition in the Games Newsletter
- Certificate of Appreciation
- 6 VIP Passes to the Winter Games

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## *GOLD SPONSOR*

The Gold Sponsor category is reserved for contributors who choose to donate a sum between \$20,000 - \$29,999 to the Moose Jaw 2010 Winter Games in the form of direct cash, gifts-in-kind, or a combination of both.

## *BENEFITS*

- Logo Published on our Website with link to your Company's home page
- Title Sport Recognition
- Use of Winter Games Logo
- Use of Winter Games Mascot
- Your Company's promotional materials are able to be inserted into the Athletes Packages
- Invitation to All Special Events
- Your Company will be recognized at Cultural Events happening during the week of the Games
- Prominent advertising in the Moose Jaw 2010 Winter Games Official Program
- Invitation to attend all Media Conferences
- Recognition in the Games Newsletter
- Certificate of Appreciation
- 4 VIP Passes to the Winter Games

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## *SILVER SPONSOR*

The Silver Sponsor category is reserved for contributors who choose to donate a sum between **\$10,000 - \$19,999** to the Moose Jaw 2010 Winter Games in the form of direct cash, gifts-in-kind, or a combination of both.

### *BENEFITS*

- Your Company's promotional materials are able to be inserted into the Athletes Packages
- Invitation to All Special Events
- Your Company will be recognized at Cultural Events happening during the week of the Games
- Prominent advertising in the Moose Jaw 2010 Winter Games Official Program
- Invitation to attend all Media Conferences
- Logo Published on our Website
- Recognition in the Games Newsletter
- Certificate of Appreciation
- 2 VIP Passes to the Winter Games

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## *BRONZE SPONSOR*

The Bronze Sponsor category is reserved for contributors who choose to donate a sum between **\$5,000 - \$9,999** to the Moose Jaw 2010 Winter Games in the form of direct cash, gifts-in-kind, or a combination of both.

### *BENEFITS*

- Prominent advertising in the Moose Jaw 2010 Winter Games Official Program
- Invitation to attend all Media Conferences
- Recognition in the Games Newsletter
- Logo Published on our website
- Certificate of Appreciation
- 4 Tickets to 6 Winter Games sporting events

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## *FRIENDS OF THE GAMES SPONSOR- PATRON*

The Friends of the Games Sponsor – Patron category is reserved for contributors who choose to donate a sum between **\$1,501 - \$4,999** to the Moose Jaw 2010 Winter Games in the form of direct cash, gifts-in-kind, or a combination of both.

### *BENEFITS*

- Recognition in the Games Newsletter
- Certificate of Appreciation
- Company listed on our website
- 4 Tickets to 3 Winter Games sporting events

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## *FRIENDS OF THE GAMES SPONSOR*

The Friends of the Games Sponsor category is reserved for contributors who choose to donate a sum between **\$100 - \$1,500** to the Moose Jaw 2010 Winter Games in the form of direct cash, gifts-in-kind, or a combination of both.

### *BENEFITS*

- Recognition in the Games Newsletter
- Certificate of Appreciation
- Company listed on our website
- 2 Tickets to 2 Winter Games sporting events

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## *2010 Saskatchewan Winter Games Executive Committee*

**Chair - Tony Dreger**

**Vice Chair - Todd Sharpe**

**Treasurer - Vic Tyerman**

**Secretary - Darlene Guy**

**Elected City Council Representative - Dawn Luhning**

**City Parks & Recreation Representative - Barb Fysh**

**Saskatchewan Games Council Representative – Lorne Lasuita**

## *2010 Saskatchewan Winter Games Board of Directors*

**Athlete Services Director - Diane Therrian**

**Logistics Director – Pat Meuse**

**Venues Director - TBD**

**Ceremonies & Protocol Director - Glenn Hagel**

**Cultural Events Director - Russ McKnight**

**Information & Technology – Barry Stewart**

**Volunteers Director - Melinda Lee**

**Administrative & Finance - Margaret Moran**

**Marketing & Promotions - Roberta Sather**

**Sports Director - Mike Hudey & Lloyd Friesen**

**Friends of the Games Director - Dawn Luhning & Corey Nyhagen**

## *2010 Saskatchewan Winter Games Staff*

**Games Manager – Ted Schaeffer**

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