



WINNIPEG JETS

GALA

PRESENTED BY
Scotiabank.

February 5, 2025



IN SUPPORT OF:
**TRUE NORTH
YOUTH FOUNDATION**



One Night Makes a Difference...

The Winnipeg Jets Gala on Wednesday, February 5 will be an opportunity to mingle with current Winnipeg Jets players and coaches as they host a fun money casino. The evening will be led by Project 11 ambassador and Virgin radio's Ace Burpee on the event level of Canada Life Centre. The show consists of special remarks, interviews, a raffle, and a silent auction featuring once-in-a-lifetime experiences and memorabilia.

We hope you will join us for our twelfth annual gala -you will not want to miss out on this fantastic and unique evening!

With your help, we will continue our important work of empowering youth and providing an environment where kids can learn and grow, build self-confidence, and develop physical and intellectual skillsets that cultivate leadership, citizenship, and equip them for a bright and successful future.

To reserve tickets or sponsorship packages, please contact Julie Chartier at 204.926.5524 or jchartier@tnse.com.

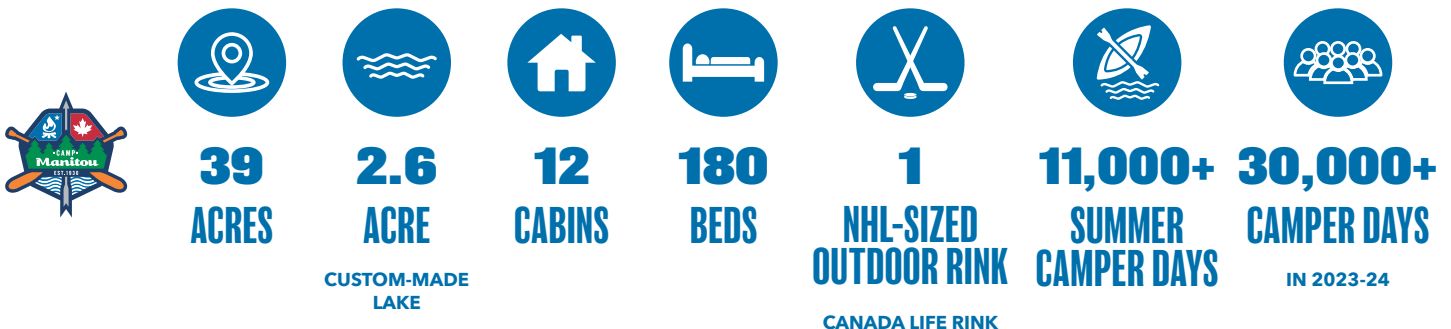
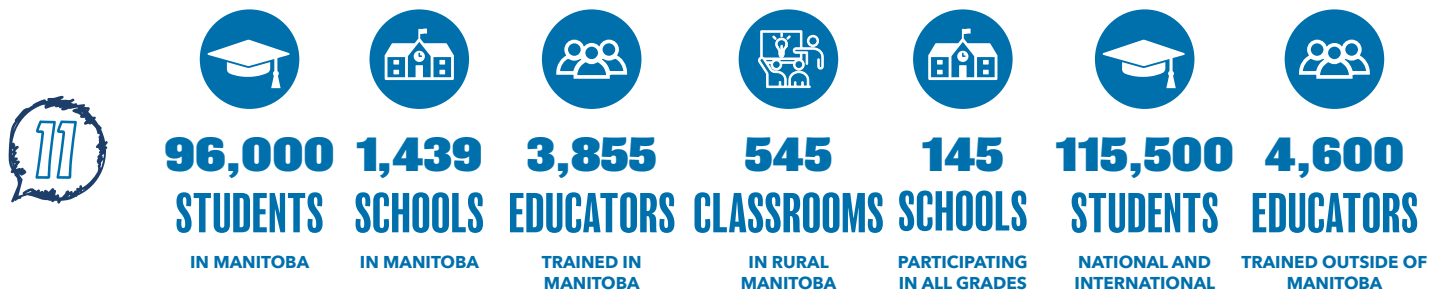
THANK YOU FOR YOUR SUPPORT.





Over the past 28 years, the TNYF has provided over \$54 million of funding for youth-based initiatives across the Province of Manitoba.

Whether through the academic support of the Winnipeg Jets Hockey Academy, the adventure of outdoor education at Camp Manitou or the wellness curriculum of Project 11, the True North Youth Foundation impacts over 127,000 youth annually.





Sponsorship Opportunities

The Winnipeg Jets Gala offers event partners a wide range of benefits, media exposure and an opportunity to ensure access to youth programming right here in our community.

By partnering with us, you are playing a major role in empowering potential in Manitoba's youth, alongside other community leaders. To make our vision a reality, we need partners that share our same passion for youth, education, and community.



800
attendees



247,200
visitors on the
TNYF website



597,000+
Followers on
Instagram, facebook
and Twitter



60,000+
Jets Mail
Recipients

“*At Scotiabank, we believe Canada's game should be accessible for all Canadians. We are so proud of our partnership with True North Sports + Entertainment and the Winnipeg Jets for the wonderful work they do in the community through the True North Youth Foundation. This includes providing opportunities to underserved youth in Manitoba through important programs like Project 11, Camp Manitou, the Winnipeg Jets Hockey Academy, and much more.*”

KAREN BIRSS,
Regional Senior Vice President, Prairie Region

Sponsorship Benefits

WINNIPEG JETS GALA SPONSORSHIP BENEFITS		PRESENTING SOLD	PLATINUM \$40,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$8,000	TABLE \$5,000
SPONSORSHIP BENEFITS	VIP seating table of eight tickets (plus one current Winnipeg Jets player/coach/management and their guest)	2	2	2			
	First Choice of player/coach/management to sit at your table	●					
	Preferred seating table of eight tickets (plus one current Winnipeg Jets player/coach/management and their guest)				●	●	
	Second Choice of player/coach/management to sit at your table		●				
	Third Choice of player/coach/management to sit at your table			●			
	One entry into the random draw for Winnipeg Jets player/coach/management to sit at your table				●	●	
	Table of ten tickets	●	●				●
	Exclusive VIP reception for you and your guests	●	●	●	●		
	Two Autographed Authentic Winnipeg Jets Jerseys	●	●	●			
PRE-EVENT PROMOTION	Company logo on all marketing materials (Electronic invitations, in arena led branding during three (3) Winnipeg Jets games, social media announcements, media releases and on the gala webpage)	●					
	Brand/logo recognition on the gala page at tnyf.ca/events/gala-dinner	●	●	●	●	●	
ON-SITE ACKNOWLEDGEMENT AND PROMOTION	A full-page ad (front inside cover) within the gala program	●					
	A full-page ad (back inside cover) within the gala program		●				
	A full-page ad within the gala program			●			
	A half page ad within the gala program				●		
	Option to include a welcome message in the gala program	●					
	Emcee recognition of sponsorship during the event including logo on the event's main screens	●	●	●			
	Social Posts recognizing sponsorship throughout the event	●					
	Opportunity to have a representative speak at the gala on behalf of your organization	●					
	Sponsor Video Loop exposure during the event	●	●	●	●		
	Company name will be displayed on your table sign	●	●	●	●	●	●
	Listing with logo in the event program	●	●	●	●	●	
	Listing with name in the event program						●
POST-EVENT PROMOTION	Thank you and acknowledgement in the TNYF newsletter	●	●	●	●	●	
	Post event recognition on TNYF social media	●	●	●			
TAX BENEFIT	A business confirmation letter will be issued confirming 100% of the sponsorship value as a promotional expense	●	●	●	●	●	
	Charitable tax receipt for eligible portion (Value of \$1000)						●



Other Ways to Get Involved

ADVERTISE WITH US

The True North Youth Foundation is now offering advertising opportunities in our evening program. The program will be distributed to all sponsors and guests, as well as uploaded electronically on our website and social media for outside guests to view leading up to the gala and post event. Advertising with us is a great way to showcase your brand while supporting youth in Manitoba.

Full Page Ad: \$800 Half Page Ad: \$500

PHILANTHROPIC DONATIONS

Your generous gift to the True North Youth Foundation will have a significant impact on thousands of youth in Manitoba. All business and personal donations will be issued a business acknowledgement letter or tax receipt as per CRA Guidelines. Gifts will be listed in the digital event program.

SILENT AUCTION DONATION

Donations of products, services or gift certificate to the mobile auction help shape one of the most exciting parts of the evening! This year's auction will reach thousands of Winnipeg and area households – a great way to showcase your brand. Hint: the most popular and sought-after items include local travel, autographed memorabilia, spa services, and unique items or experiences.

EVENT ACKNOWLEDGEMENT & PROMOTION

- Company name listed in the digital event program
- Company name and donated prize featured on the digital auction platform

The silent auction features mobile bidding and will be available to both gala guests and the general public, meaning your items will be seen by and bid on by thousands more than in a traditional silent auction!

Special Thanks to the 2024 Winnipeg Jets Gala Sponsors

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Scotiabank

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Confidence, skills and opportunities push WJHA student athlete to post-secondary success

Savan had never laced up a pair of hockey skates until his first practice with the Winnipeg Jets Hockey Academy (WJHA). Back then he was a shy kid from Cambodia who barely knew anything about hockey, let alone who had ever skated. Fast forward eight years later, and Savan had become an honour role student, team leader, talented hockey player, and a WJHA graduate.

The WJHA is one of three True North Youth Foundation (TNYF) programs designed to empower youth potential within our community. As well as providing opportunity for Canadian newcomers like Savan to engage in their new community, the WJHA helps students from socially and economically challenged neighbourhoods to better connect with their school and maintain attendance and grades. Camp Manitou, a year-round recreation facility, and Project 11, a school-based mental wellness program, round out the TNYF's youth programs.

When reflecting on his time in the WJHA, Savan is grateful for the opportunities and relationships that helped form the person he is today.

"I've made countless memories in the WJHA which I will always remember throughout my life," said Savan. "Your potential can become endless with the right opportunities and guidance given by the people around you."

The WJHA created a welcoming environment that allowed Savan to excel in school and hockey, and with the support of his coaches and teammates he grew his confidence to try new things and step out of his comfort zone, exceeding his own expectations of himself.

"The WJHA provides encouragement, mentoring and opportunity that push kids to grow socially, emotionally and physically," said WJHA Director, Murray Cobb. "The goal is for our student athletes to learn important values, skills and traits that will help them beyond the game, to excel in school and in their community for life."

Despite not knowing much about hockey when he entered the WJHA, Savan was dedicated and determined and went on to play on a WJHA minor hockey team – something that wouldn't have been possible for him without the program's financial support. This experience also helped him make his high school hockey team at Transcona Collegiate where he continued to grow his confidence and his leadership skills. Savan's character and work ethic on and off the ice, earned him the WJHA Jets Alumni & Friends scholarship. While the scholarship is meant to inspire students to take what they learned in the WJHA beyond high school, Savan was already inspired and full of ambition. He is now in his second year of studies at the University of Manitoba in pursuit of a degree in Computer Science, thanks to his time in the program.

Like many WJHA grads inspired by their own program coaches and mentors, Savan stays connected to the TNYF through his job at Camp Manitou where he can be a part of other kids' positive experiences.

"Without coaches who would run the after-school activities and encourage me to attend, I wouldn't have the job I have. I fell in love with the game of hockey, especially playing with friends who I built relationships with. The WJHA has given me this opportunity and I couldn't be the person I am today without it."

SAVAN, WJHA Graduate



**TRUE NORTH
YOUTH FOUNDATION**

To confirm your participation or sponsorship,
please contact: Julie Chartier at
204.926.5524 or email jchartier@tnse.com

True North Youth Foundation
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