



## DREAMS BEGIN HERE

Canadian athletes owned the podium during the Vancouver 2010 Winter Olympic Games.

The Greater Toronto Region and our athletes have begun to prepare for the Pan American Games in 2015.

Before an entire nation celebrates as one of our own athletes wins a gold medal, the dream must begin with a spark.

Since 2006, the Mississauga Youth Games (MY Games) has sparked the dreams of 1,000 young athletes by providing free, fun and fit sport opportunities.

We invite your company to join our team and help us spark 1,000more dreams.

## MISSION

MY Games promote the power of arts and sport to Mississauga's youth through the Olympic-inspired ideals of fair play, unity, and well-being.

## OPPORTUINITY

Mississauga's largest annual arts and sports youth festival. The 6<sup>th</sup> edition of the Games is scheduled for October 2011.

Your corporate sponsorship will increase the range and quality of arts, sport and leadership programming to our city's youth.

## CORPORATE EXPOSURE

- Exposure to 375 young athletes and artists aged 10 – 18 years old.
- 125 Coaches, volunteers, organizers and officials.
- Diversity of cultural groups from around the world.
- Sport officers, local politicians and VIPs.
- Parents, families and spectators.
- Media coverage across all formats of local media.
- Our Website: [www.mississaugayouthgames.com](http://www.mississaugayouthgames.com)
- Integrated social media campaign: facebook, twitter and youtube



## SPONSORSHIP LEVELS

<p><b>MVP</b> <b>\$7,500</b></p> <ul style="list-style-type: none"><li>○ Company Name and Logo integrated into the title of the 6<sup>th</sup>MY Games</li><li>○ Full Page Text of the company on the back of Games program and inside media kits</li><li>○ Logo appears on the back of(500) Games Backpacks and on the sleeves of Uniforms</li><li>○ Logo appears on Athlete Registration Form distributed to school (10,000)</li><li>○ Exclusive promotional rights inside the Games Venue</li><li>○ Use of MY Games Logo</li><li>○ Involvement in the Opening and Medal Ceremonies</li><li>○ Access to VIP Suite</li><li>○ Logo appears on all promotional banners, publications, videos and website</li></ul>	<p><b>VIP</b> <b>\$5,000</b></p> <ul style="list-style-type: none"><li>○ Logo appears on the back of (125) coach and volunteer uniforms</li><li>○ Full Page Text of the company inside Games program</li><li>○ Exclusive promotional rights inside the Games Venue</li><li>○ Use of MY Games Logo</li><li>○ Involvement in the Opening and Medal Ceremonies</li><li>○ Access to VIP Suite</li><li>○ Logo appears on all promotional banners, publications and website</li></ul>
<p><b>TEAM PLAYER</b> <b>\$3000</b></p> <ul style="list-style-type: none"><li>○ Logo appears on the back of (75) team uniforms(Blue, Yellow, Orange, Green or Red)</li><li>○ Half Page Text of the company inside Games program</li><li>○ Use of MY Games Logo</li><li>○ Involvement in the Opening and Medal Ceremonies</li><li>○ Access to VIP Suite</li><li>○ Logo appears on all promotional banners, publications and website</li></ul>	<p><b>COACH</b> <b>\$1000</b></p> <ul style="list-style-type: none"><li>○ Sponsorship of one core sport: (Athletics, Basketball, Cricket, Flag Football, Hockey, Soccer, or Volleyball)</li><li>○ Use of MY Games Logo</li><li>○ Logo appears inside the program and website.</li><li>○ Logo appears on banners inside sponsored sport venue</li></ul>
<p><b>SPORTS FAN</b> <b>\$500</b></p> <ul style="list-style-type: none"><li>○ Sponsorship of Healthy Snack Break with signage</li><li>○ Logo appears inside the program and website</li></ul>	<p><b>SPECTATOR</b> <b>\$100</b></p> <ul style="list-style-type: none"><li>○ Logo appears inside the program and website</li></ul>



## DEADLINES

To ensure inclusion in all printed event collateral, deadline for MVP, VIP Team Leader and Coach Sponsors is Friday, September 9, 2011. Purchasing of all level sponsorships may be available beyond these deadlines.

## JOIN OUR TEAM

For further information or to purchase your sponsorship package, please contact:

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