



# SEIZE THE MOMENT

To Raise Awareness And Funds  
For **Connected North**

# TECH 4 GOOD



We are proud to introduce the inaugural “Tech 4 Good” Hockey Tournament in support of Connected North, a breakthrough program leveraging interactive, high definition video to deliver education and youth mental health and wellness services to students in Indigenous communities in Canada’s remote north.

On April 7th, 2018 350 players will hit the ice at the Sixteen Mile Sports Complex in Oakville, Ontario to help raise critically needed funds to enable us to serve more communities and add more schools and students to the network. Help us ensure that children in our northern-most communities have access to the support, experiences and opportunities that they deserve.

# WHY

## CONNECTED NORTH

In 2013 James Anaya, UN Special Rapporteur on the Rights of Indigenous People, characterized the quality of life for Canada’s Indigenous peoples as a crisis. Today, it is estimated that one in four children in First Nations’ communities live in poverty. The reality in too many remote Indigenous communities is a youth suicide rate 11 times the national average, and high-school drop out rates of more than 60 per cent. The social challenges faced are stark and significant, compounded by the difficulties of getting critically needed mental health and education services into these remote locations.

And yet the children in these communities deserve access to the same resources as the children in the south. We must do better to level the playing field and ensure these communities get the support they need. Now there is a program that can help make this a reality by using technology to overcome the challenges of time and distance.

Connected North is a leading edge program delivering immersive and interactive education services through Cisco’s high definition two-way TelePresence video technology. The program fosters student engagement and enhanced educational outcomes in remote Indigenous communities by connecting students and teachers in real time. Connected North is made possible through a strong ecosystem of over fifty partners with program delivery managed by charity partner TakingITGlobal. We are proud of our partnerships with some of Canada’s largest corporations, foundations, NGOs, Federal, Provincial and Territorial governments – united by common purpose to improve student success and outcomes. The goal is to provide students and teachers with access to real-time sessions and experiences with content that is engaging, and customized to meet the needs of each school, with a hope of increasing feelings of empowerment for each student – in school and in life.

[CONNECTEDNORTH.ORG](http://CONNECTEDNORTH.ORG)

# AN INDUSTRY COMING TOGETHER FOR CHANGE

At the heart of Connected North lies a technology solution, a network of connectivity galvanizing tech industry partners for powerful transformation where it is urgently needed in this country. Connected North works with local bandwidth service providers, IT integrators, governments, funders, community and school leadership, and teachers to implement reliable, secure collaboration technology. The program delivers a sustainable solution, providing a new model for learning to engage students every day if needed. The tech industry is building out this network, uniquely poised to deliver this new model for learning, working closely with our schools and communities. We are making a difference.

The inaugural "Tech for Good" Hockey Tournament will bring together the tech community, our customers and partners to raise funds to support the program in two critical areas:

**First:** Your donations will help us reach more schools and students. Today, Connected North operates in 32 schools serving over 5,000 students. But we have many communities that have reached out to us to join the network. Help us make it happen.

**Second:** We need to bring more experts, experiences, and content providers onto the network. Our hope is to build a dynamic, digital, uniquely Canadian network connecting schools on a wide range of topics:

- Encouraging cross-cultural sharing;
- Linking students between schools;
- Facilitating virtual teacher professional development workshops and training;
- Building hope, and pride through mentoring;
- Showcasing cultural celebration;
- Exploring future pathways and careers.

The Connected North team works closely with each school to customize the content and to address their unique

**BY COMING TOGETHER, THE TECH INDUSTRY, OUR  
PARTNERS AND CUSTOMERS CAN BE A POWERFUL  
FORCE FOR CHANGE!**

BECOME  
A SPONSOR

EVENT  
SPONSORSHIP  
PACKAGES

**PRESENTING SPONSOR**  
**\$35,000 (1 SPOT)**

- Recognitions as “Presenting Sponsor”
- Corporate logo incorporated into event signature
- One team in the Tech4Good Tournament (\$10,000 value)
- Host of VIP Reception prior to the draft party
- 25 tickets to the Draft Party at Steam Whistle
- 15 tickets to the VIP reception prior to the draft party
- Two-Page ad in the event program
- Logo on website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgement by emcee at all events
- Opportunity to speak at the Celebrity Draft Party or during Tournament day
- Opportunity for onsite promotional marketing including a booth, product distribution and gift bags at the Draft and the Tournament Day
- Food, beverages and entertainment throughout the Draft Party and Tournament Day

**DRAFT PARTY SPONSOR**  
**\$30,000 (1 SPOT)**

- Exclusive host of the Celebrity Draft Party
- 20 invitations to the exclusive Celebrity Draft Party
- 10 tickets to the VIP reception prior to the draft party
- One full page ad in the event program
- Logo on event website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgement by emcee at all events
- Placement on majority promotional marketing materials, advertisements and evite.
- Opportunity to speak at the Celebrity Draft Party
- Food, beverages and entertainment throughout the Draft Party and Tournament Day

**GAME DAY SPONSOR**  
**\$25,000 (3 SPOTS)**

- Recognitions as “Game Day Sponsor”
- 15 tickets to the Draft Party at Steam Whistle
- 8 tickets to the VIP reception prior to the draft party
- Half-Page ad in the event program
- Logo on website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgement by emcee at all events
- Food, beverages and entertainment throughout the Draft Party and Tournament Day

**JERSEY SPONSOR**  
**\$15,000**

- Exclusive provider of the Jerseys for the event
- Acknowledgement by the emcee and event multimedia
- 10 invitations to the Celebrity Draft Party
- 5 invitations to the VIP reception prior to the Draft Party
- Half page ad in the event program
- Logo on jerseys stating, “Jersey Sponsor”
- Logo on website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgement by emcee at all events
- Food, beverages and entertainment throughout the Draft Party and Tournament Day

## BREAKFAST SPONSOR \$10,000

- Exclusive presenter of the Breakfast Sponsor
- Acknowledgement by the emcee and event multimedia
- 8 invitations to the Celebrity Draft Party
- 4 invitations to the VIP reception prior to the Draft Party
- Half page ad in the event program
- Logo on website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgement by emcee at all events
- Food, beverages and entertainment throughout the Draft Party and Tournament Day

## LUNCH SPONSOR \$10,000

- Exclusive presenter of the Lunch Sponsor
- Acknowledgement by the emcee and event multimedia
- 8 invitations to the Celebrity Draft Party
- 4 invitations to the VIP reception prior to the Draft Party
- Half page ad in the event program
- Logo on website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgement by emcee at all events
- Food, beverages and entertainment throughout the Draft Party and Tournament Day

## SLAPSHOT SPONSOR \$5,000

- Exclusive sponsor kicking off the Tournament Day
- Sponsor representative invited to do first game tip-off
- Acknowledgement by the emcee and event multimedia
- 6 invitations to the Celebrity Draft Party
- 4 invitations to the VIP reception prior to the Draft Party
- Quarter page ad in the event program
- Logo on website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgement by emcee at all events
- Food, beverages and entertainment throughout the Draft Party and Tournament Day

## GIFT BAG SPONSOR \$3,000

- Exclusive sponsor of the gift bag with logo printed on it
- Acknowledgement by the emcee and event multimedia
- 4 invitations to the Celebrity Draft Party
- Quarter page ad in the event program
- Logo on website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgement by emcee at all events
- Food, beverages and entertainment throughout the Draft Party and Tournament Day

## IN-KIND SPONSOR

- Recognition as In-Kind Sponsor
- 2 invitations to the Celebrity Draft Party
- Company recognition in Event Program
- Logo on website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgement by emcee at all events
- Food, beverages and entertainment throughout the Draft Party and Tournament Day



**FOR MORE INFORMATION ON SPONSORSHIPS, PLEASE CONTACT:**

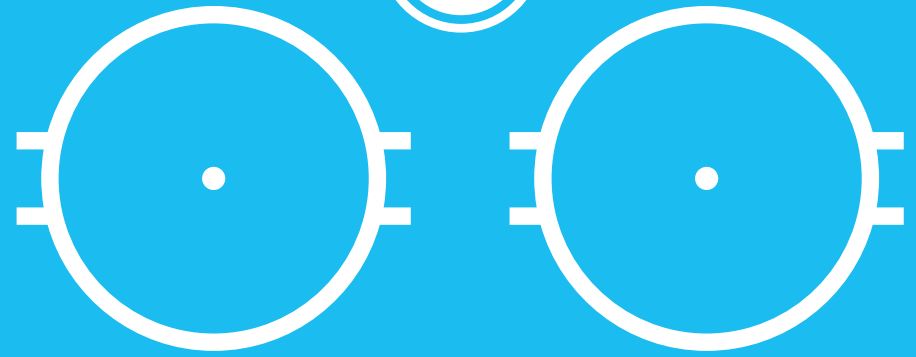
**Ashleigh Walker**

*Event Account Manager*

*Solutions with Impact*

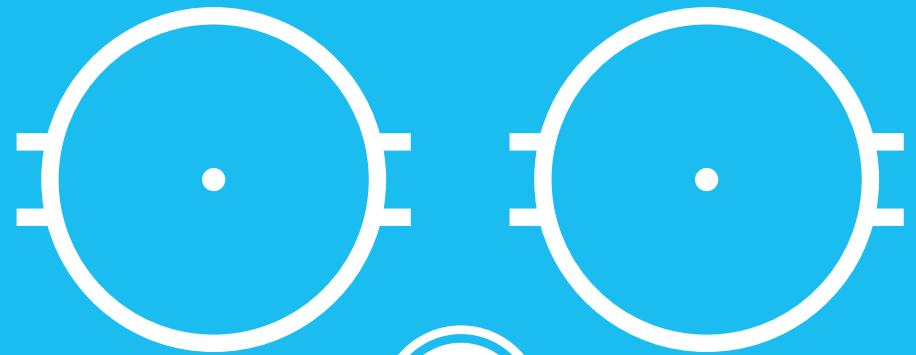
416-703-5371 ext. 221

[ashleigh@solutionswithimpact.com](mailto:ashleigh@solutionswithimpact.com)



WE HOPE TO SEE YOU ON THE

**ICE**





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