



# SEIZE THE MOMENT

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



# TECH4GOOD AWARDS



We are proud present year two of the "Tech4Good" Connected North on Ice Challenge!

Connected North is breakthrough program leveraging virtual, 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 27th, 2019, 300 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 to the network. Help us ensure that children in our northern-most communities have access to the support, experiences and opportunities that they deserve.

Learn more by visiting:  
[support.connectednorth.org/tech4good2019](http://support.connectednorth.org/tech4good2019)

# 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 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 virtual and interactive education services through Cisco's high definition 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 led by 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. Now students and teachers can be connected to live virtual experiences that are 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)

# COMING TOGETHER FOR CHANGE

At the heart of Connected North lies a technology solution, a network of connectivity galvanizing tech and corporate 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. Together, we are uniquely poised to deliver this new model for learning, working closely with our schools and communities. We are making a difference.

The “Tech4Good” on Ice Challenge brings together the Canadian tech and corporate communities 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 41 schools serving nearly 10,000 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:

- Virtual field trips to museums, galleries, science centres, etc
- Teacher professional development workshops and training
- Building hope, and pride through mentoring
- Showcasing cultural celebrations
- Connecting experts to expand on areas of curriculum
- Exploring future pathways and careers.

**BY COMING TOGETHER, WE CAN BE A  
POWERFUL FORCE FOR CHANGE!**

BECOME  
A SPONSOR

## EVENT SPONSORSHIP PACKAGES



## PRESENTING SPONSOR \$40,000

- Recognition as “Presenting Sponsor”
- Corporate logo incorporated into event signature
- One hockey team in the Tech4Good Tournament (\$10,000 value)
- Host of VIP Reception prior to the draft party
- 25 tickets to the Celebrity Draft Party at the Rec Room Toronto
- 15 tickets to the VIP reception prior to the draft party
- 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 provided to sponsor attendees throughout the Draft Party and Tournament Day

## DRAFT PARTY SPONSOR \$30,000

- Exclusive host of the Celebrity Draft Party
- 20 invitations to the exclusive Celebrity Draft Party at the Rec Room Toronto
- 10 tickets to the VIP reception prior to the draft party
- 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

- Recognitions as “Game Day Sponsor”
- One hockey team in the Tech4Good Tournament (\$10,000 value)
- 15 tickets to the Draft Party at the Rec Room Toronto
- 8 tickets to the VIP reception prior to the draft party
- 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 at the Rec Room Toronto
- 5 invitations to the VIP reception prior to the Draft Party
- 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 at the Rec Room Toronto
- 4 invitations to the VIP reception prior to the Draft Party
- 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 at the Rec Room Toronto
- 4 invitations to the VIP reception prior to the Draft Party
- Logo on website with link to company website
- Logo on all signage at the events
- Recognition on social media initiatives
- Acknowledgment by emcee at all events
- Food, beverages and entertainment throughout the Draft Party and Tournament Day

## KIDS SKATE SPONSOR \$7,500

- Exclusive sponsor of the kids and NHL alumni lunchtime skate
- Sponsor invited to participate in lunchtime ceremony
- Acknowledgement by the emcee and event multimedia
- 6 invitations to the Celebrity Draft Party at the Rec Room Toronto
- 4 invitations to the VIP reception prior to the Draft Party
- 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 at the Rec Room Toronto
- 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 at the Rec Room Toronto
- 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:**

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