



# SPONSORSHIP PACKAGE

To enhance, unite, and celebrate community through sport.



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# DEAR COMMUNITY PARTNER

Fort McMurray Wood Buffalo is the “hub of sport in Canada’s north”. We are the home to world-class recreational facilities, a thriving sports community – including teams like our Keyano Huskies, Fort McMurray Oil Barons, and Fort McMurray Oil Giants – and a rich history of athletic achievement. Our remote and northern location, the past events we have endured as a region, and our intense weather elements are proof that our community members are strong, connected, and resilient. We are proud to support thousands of athletes, coaches, officials, volunteers, and sport organizations, and we believe in the power of sport to unlock our region’s potential and show the world who we truly are.

## Who Are We?

We are the Wood Buffalo Sport Connection (WBSC), a non-profit organization in the Regional Municipality of Wood Buffalo who believes that building community through sport is one of the most powerful ways to unite, inspire, and strengthen our region.

## What Do We Do?

Our mission is simple: to enhance, unite, and celebrate community through sport. We focus on sport development in several key areas, including:

- Advocating for sport in the region
- Supplying sport information, data, and resources
- Closing gaps in community sport participation
- Supporting the establishment of new sport organizations and connecting them to resources
- Celebrating the achievements of athletes, coaches, officials, volunteers, and sport organizations
- Encouraging recruitment and growing sport awareness
- Connecting our region with the broader sport community

## How Are We Achieving This?

Our small but mighty and highly skilled team of staff, supported by a knowledgeable board of directors, is actively working to address key challenges in our community, such as:

- Encouraging female participation in sports, especially for girls aged 9-12, through initiatives like “Girls with Grit”
- Tackling the shortage of referees by addressing abuse and promoting recruitment with our “No Ref, No Game” campaign
- Helping families navigate the diverse sport opportunities available with our “Sport Passport Program,” which offers them a chance to explore and identify sports that align with their interests

## How Can You Help?

We invite you to review our sponsorship package and become a WBSC Community Partner to help us drive positive change through sport. As a sponsor, you will play a key role in advancing our mission and supporting the development of our community through sport as well as initiatives like our Sport Passport Program, Multi-Sport Awards Banquet, and Community Champion Campaign.

Sincerely,

**Jon Turner**

Chair, Board of Directors



# A MESSAGE FROM OUR ED

At Wood Buffalo Sport Connection, we believe that building community through sport is one of the most powerful ways to unite, inspire, and strengthen the Wood Buffalo region. Over the years, we've made significant investments in developing our facilities, creating opportunities for growth. But now, the time has come to invest in what truly drives our community: the development of sport itself.

Investing in sport is crucial because it brings people together—it ignites passion, fosters teamwork, and creates lifelong memories for athletes of all ages and abilities. As we continue to build upon our strong infrastructure, it is essential to focus on enhancing our sport programs, supporting local organizations, and ensuring everyone in our region has the chance to experience the joy of sport.

Your support is key to making this vision a reality. By partnering with us, you are not only investing in the future of sport but also in the growth of a thriving, connected community. When we invest in sport, we invest in the well-being of all community members, promote physical fitness, and encourage personal development—all while strengthening our social fabric.

We invite you to join us in shaping the future of sport in Wood Buffalo. Together, let's build something extraordinary—because when we invest in sport, we invest in our community. Please consider becoming a partner today, and help us create lasting opportunities for everyone in our region. Your contribution can make a significant difference!

**Together, let's play for a stronger community!**

Karly Anderson  
Executive Director



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# ABOUT THE WOOD BUFFALO SPORT CONNECTION

Wood Buffalo Sport Connection (WBSC) is a non-profit organization dedicated to advancing sport in the Wood Buffalo region. Since 2017, we have been enhancing, uniting, and celebrating our community through sport by empowering athletes, coaches, officials, and sport administrators while fostering opportunities for growth across all levels.

**Our mission is driven by four key pillars:**

## SPORT DEVELOPMENT

We are committed to the growth of sport by providing support to athletes, coaches, officials, and sport administrators. Our focus includes educational programs, access to sport science services, and development initiatives that strengthen the sporting community and help it thrive.

## CELEBRATING SPORT

At WBSC, we believe in recognizing and celebrating the achievements that sport brings to our community. Through our Multi Sport Awards Banquet, we not only honor the excellence of athletes, coaches, and organizations but also recognize the invaluable contributions of volunteers. Volunteers are the backbone of local sport, and we celebrate their dedication and commitment to fostering a vibrant sport culture in our region.

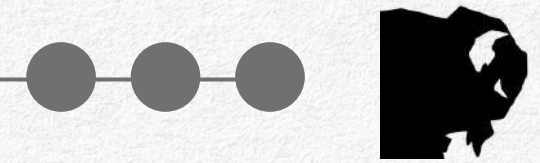
## ADVOCACY

Advocacy is at the heart of what we do. By collecting data from sport organizations and community members, we identify gaps, measure progress, and inform future sport development. Our efforts ensure that the resources, funding, and policies needed to support sport are available, helping us create sustainable growth for the region's sporting ecosystem.

## SPORT INFORMATION HUB

WBSC serves as a comprehensive resource for sport-related information through our Sport Information Hub. This hub includes a sport directory connecting community members with local sport organizations, a resource center offering tools for sport development, and a community calendar showcasing upcoming events, programs, and workshops.





## SPORT HOSTING

WBSC is excited to enhance our community by hosting dynamic sport events. We are in the process of developing our capacity to bring local, regional, and national events to the Wood Buffalo region. We aim to offer opportunities for local athletes while contributing to the economic and social vitality of the area. Additionally, WBSC will provide support to organizations interested in hosting events, streamlining the process and facilitating the transfer of knowledge to ensure successful outcomes.

## WHY SUPPORT THE WBSC?

Supporting Wood Buffalo Sport Connection is an investment in the future of sport and community. Your contribution helps us develop athletes, coaches, officials, sport administrators volunteers and sport programs, advocate for essential resources, and provide a comprehensive information hub for the region. Together, we can build a stronger, more connected community through sport.

For more information on how you can get involved or support our initiatives, please visit our website or contact us directly.



COACH



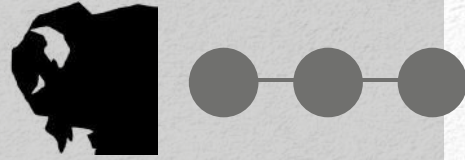
780-742-9847



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# WHATS HAPPENING IN 2025

## WBSC EVENTS

### **2 x Girls with Grit Summits**

*With an emphasis on season specific sports in the fall/winter and spring/summer.*

### **4 x Try it Day Events**

*The chance to try new sports and get to know our sport organizations.*

### **Multi Sport Awards Banquet**

*In partnership with the Wood Buffalo Sport Hall of Fame to celebrate our sport community!*

## WBSC PROGRAMS

### **4 x Sport Passport Programs**

*Specific program sessions for youth, 55+ club, rural communities and women.*

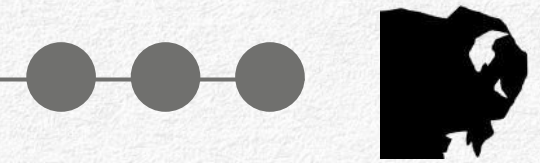
### **12 Sport Development Workshops**

*Network, learn, and enhance our sport community one workshop at a time.*

### **Women Sport Circle**

*Facilitate the growth and enhancement of sport for females in Fort McMurray Wood Buffalo.*





## SUPPORTING

### **Sport Organization Events & Bids to Host Championships**

*Ringette, Robotics, Basketball, and Esports Provincials and Ball Hockey Nationals.*

### **Rural Sport Development Sustainability**

*Identify unique needs and empower local champions with the skills and tools to create sustainable sport programs.*

### **Sport InterAGENCY Roundtable**

*Quarterly meetings for WBSC and local sport organizations to collaborate and strengthen our sport ecosystem.*

## WORKING TOWARDS

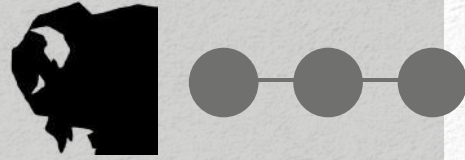
### **Provincial Joint Advocacy Project with Grand Prairie**

*To lobby the provincial government for more funding for the development of sport within the North.*

### **Newcomer Community Sport Tour in Partnership with Keyano College**

### **Fair Game: No Ref, No Game Campaign**

*Highlighting the importance of referees and offering training and support.*



# SPONSORSHIP TIERS



	Champion - \$50,000	MVP - \$40,000	Legend - \$30,000	Game Changer - \$20,000	Team Spirit - \$2,500 - \$10,000
Logo Placement on Website and Event Materials	Prominent	Prominent	All	Most	Dependent on Level
Exclusive Sponsor Benefits	Community Champion of the Month	Swag	Food & Beverage	X	X
WBSC Social Media Campaign Opportunities	Community Champion Weekly Posts	Choice of Weekly Campaign	Choice of Weekly Campaign	X	X
Sponsorship Announcement	Custom Video Promotion	Custom Video Promotion	Custom Video Promotion	2 x Social Post	1 x Social Post
Emcee Mentions at WBSC Events	Yes	Yes	Yes	X	X
VIP "Thank You" Event Invitation	Yes	Yes	Yes	Yes	Yes
Recognition at Events	Receive Presentation of Recognition Plaque at One WBSC Event	Receive Presentation of Recognition Plaque at One WBSC Event. Food & Drink Sponsor at GWG and MSAB	Receive Presentation of Recognition Plaque at One WBSC Event	Verbal Acknowledgement	Verbal Acknowledgement
Multi-Sport Awards Selection Committee	1 Staff Member to be on the Award Selection Committee	X	X	X	X
WBSC Event Tickets & Reserved Program Spots	5 Tickets/Reserved Spots for both: Multi-Sport Awards Banquet & Girls with Grit Sport Summit	3 Tickets/Reserved Spots for both: Multi-Sport Awards Banquet & Girls with Grit Sport Summit	2 Tickets/Reserved Spots for both: Multi-Sport Awards Banquet & Girls with Grit Sport Summit	2 tickets to WBSC event/program of choice.	Tickets to WBSC event of choice or Discounted rates on tickets (# dependent on level)
Community Giveback Program	Employees Receive 25% Subsidized Registration Fees for all WBSC Programs	Employees Receive 15% Subsidized Registration Fees for all WBSC Programs	Employees Receive 10% Subsidized Registration Fees for all WBSC Programs	X	X
Customized Employee Engagement	Team Building and Community Involvement Volunteer Opportunities	Team Building and Community Involvement Volunteer Opportunities	X	X	X
Fore the Future of Sport	6 Invites to the Sponsor Appreciation Lunch at the FMGC	4 Invites to the Sponsor Appreciation Lunch at the FMGC	2 Invites to the Sponsor Appreciation Lunch at the FMGC	X	X
Annual Impact Report	Yes	Yes	Yes	Yes	Yes



# CHAMPION TIER

**\$50,000**

As a Champion Tier sponsor, your organization will play a pivotal role in advancing the mission of Wood Buffalo Sport Connection (WBSC) while gaining unparalleled exposure and recognition within our vibrant community. This exclusive sponsorship level is designed for leaders who are committed to supporting sport development and community engagement.

- **Prominent Logo Placement:** Your logo will be prominently displayed on the WBSC website, at all of our events and across all our social media channels, ensuring maximum visibility and recognition as a valued partner in our initiatives.
- **Community Champion Campaign:** Your organization will be featured in a monthly radio ad that showcases a community sport champion, reinforcing your commitment to promoting local sports and community development. This segment will be named after your organization, further enhancing your brand's visibility. (\$25,000 value)
- **Custom Sponsorship Announcement Video:** You'll receive a custom video featuring your logo, message, and a focus on your company's values, shared across our social media for maximum exposure to the community and local organizations.
- **Emcee Mention:** Experience exclusive mentions by the emcee at WBSC events, placing your brand front and center as a valued partner in our community efforts.
- **VIP Invitations:** Receive an exclusive invitation to a VIP event hosted by WBSC, a special "Thank You to Our Sponsors" event. This is an opportunity to meet and network with other key influencers, leaders, and funders of sport within the community.
- **Recognition Plaque:** A recognition plaque to be presented to your organization during a WBSC event.
- **Multi-Sport Awards Selection Committee:** One staff member to sit on the Multi-Sport Awards Selection Committee to help select the recipients of the Wood Buffalo Sport Connection Multi-Sport Awards.
- **Tickets and Reserved Program Spots:** Receive five tickets and reserved spots in the following key programs and events:
  - Multi-Sport Awards Banquet
  - Girls with Grit Sport Summit
- **Community Giveback Program:** Employees at your organization will receive 25% subsidized registration fees for all WBSC programs.
- **Customized Employee Engagement:** Engage employees as volunteers at WBSC to promote team building and community involvement.
- **Fore the Future of Sport:** Join WBSC for a sponsor appreciation golf day at Fort McMurray Golf Club, with 6 spots and lunch provided, as we celebrate and connect with supporters of sport in the Wood Buffalo region.
- **Annual Impact Report:** Receive an annual report from WBSC detailing the tangible outcomes of the programs and events your sponsorship has supported, including photos, participant testimonials, and key metrics that highlight your contributions.

**JOIN US IN MAKING A LASTING IMPACT!**

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# \$40,000

# MVP TIER

As an MVP Tier sponsor, your organization will take a leading role in supporting the mission of Wood Buffalo Sport Connection (WBSC) while enjoying significant visibility and recognition within our community. This sponsorship level is designed for those who wish to make a meaningful contribution to sport development and community engagement.

- **Logo Placement:** Your logo will be prominently featured on the WBSC website and across our social media channels, ensuring your brand reaches a wide audience and is recognized as a key supporter of our initiatives.
- **Swag Sponsor:** Be the official swag sponsor with your logo featured on all swag items (swag bags or participant shirts) for all relevant WBSC events and programs.
- **Featured Social Media Campaign:** Choose a 2025 WBSC social media campaign and have your logo featured weekly throughout the campaign.
- **Custom Sponsorship Announcement Video:** You'll receive a custom video featuring your logo, message, and a focus on your company's values, shared across our social media for maximum exposure to the community and local organizations.
- **Emcee Mention:** Experience exclusive mentions by the emcee at WBSC events, placing your brand front and center as a valued partner in our community efforts.
- **VIP Invitation:** Receive an exclusive invitation to a VIP event hosted by WBSC, a special "Thank You to Our Sponsors" event. This is an opportunity to meet and network with other key influencers, leaders, and funders of sport within the community.
- **Recognition Plaque:** A recognition plaque to be presented to your organization during a WBSC event.
- **Tickets to Events:** Receive three tickets to each of the following events:
  - Multi-Sport Awards Banquet
  - Girls with Grit Sport Summit
- **Community Giveback Program:** Employees at your organization will receive 15% subsidized registration fees for all WBSC programs.
- **Customized Employee Engagement:** Engage employees as volunteers at WBSC event to promote team building and community involvement.
- **Fore the Future of Sport:** Join WBSC for a sponsor appreciation golf day at Fort McMurray Golf Club, with 4 spots and lunch provided, as we celebrate and connect with supporters of sport in the Wood Buffalo region.
- **Annual Impact Report:** Receive an annual report from WBSC detailing the tangible outcomes of the programs and events your sponsorship has supported, including photos, participant testimonials, and key metrics that highlight your contributions.



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**ELEVATE YOUR IMPACT IN THE COMMUNITY!**

# LEGEND TIER

**\$30,000**

As a Legends Supporter Tier sponsor, your organization will play a key role in supporting the mission of Wood Buffalo Sport Connection (WBSC) and enjoy prominent visibility in the community. This sponsorship level is perfect for organizations looking to make a meaningful and lasting contribution to sport development and community engagement.

- **Logo Placement:** Your logo will be featured on the WBSC website and in event materials, highlighting your partnership in shaping the future of local sport.
- **Food & Beverage Sponsorship:** Be the official food sponsor for the two Girls with Grit Sport Summits and the Multi-Sport Awards Banquet, with your logo prominently featured at all food stations.
- **Featured Social Media Campaign:** Choose a 2025 WBSC social media campaign and have your logo featured weekly throughout the campaign.
- **Custom Sponsorship Announcement Video:** You'll receive a custom video featuring your logo, message, and a focus on your company's values, shared across our social media for maximum exposure to the community and local organizations.
- **Emcee Mention:** Experience exclusive mentions by the emcee at WBSC events, placing your brand front and center as a valued partner in our community efforts.
- **VIP Invitations:** Receive an exclusive invitation to a VIP event hosted by WBSC, a special "Thank You to Our Sponsors" event. This is an opportunity to meet and network with other key influencers, leaders, and funders of sport within the community.
- **Recognition Plaque:** A recognition plaque to be presented to your organization during a WBSC event.
- **Event Tickets:** Receive two tickets to the Multi-Sport Awards Banquet and Girls with Grit Sport Summit.
- **Event Merchandise Sponsor:** Feature your logo on event t-shirts, water bottles, or participant swag bags for WBSC programs.
- **Community Giveback Program:** Employees at your organization will receive 10% subsidized registration fees for all WBSC programs.
- **Fore the Future of Sport:** Join WBSC for a sponsor appreciation golf day at Fort McMurray Golf Club, with 2 spots and lunch provided, as we celebrate and connect with supporters of sport in the Wood Buffalo region.
- **Annual Impact Report:** Receive an annual report from WBSC detailing the tangible outcomes of the programs and events your sponsorship has supported, including photos, participant testimonials, and key metrics that highlight your contributions.

**LEAD THE CHARGE IN COMMUNITY SPORT!**

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**\$20,000**

# GAME CHANGER TIER

As a Game Changer Supporter sponsor, your organization will be an essential part of helping WBSC create lasting community impact through sport, gaining recognition and visibility in select WBSC events and materials.

- **Logo Placement:** Your logo will be featured on the WBSC website and at key WBSC events.
- **Emcee Mention:** Experience exclusive mentions by the emcee at WBSC events, placing your brand front and center as a valued partner in our community efforts.
- **VIP Invitations:** Receive an exclusive invitation to a VIP event hosted by WBSC, a special "Thank You to Our Sponsors" event. This is an opportunity to meet and network with other key influencers, leaders, and funders of sport within the community.
- **Social Media Post:** Two dedicated social media posts announcing and recognizing your support of the sport community.
- **Event Tickets:** Receive two tickets to one WBSC event of your choice.
- **Event Merchandise Sponsor:** Feature your logo on event t-shirts, water bottles, or participant swag bags for WBSC programs.
- **Annual Impact Report:** Receive an annual report from WBSC detailing the tangible outcomes of the programs and events your sponsorship has supported, including photos, participant testimonials, and key metrics that highlight your contributions.



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**SUPPORT COMMUNITY SPORT DEVELOPMENT!**



# TEAM SPIRIT TIER

**\$1,000 TO \$10,000**

As a Team Spirit Tier sponsor, your organization will help drive WBSC's mission to create accessible sport programs for everyone in the community. This entry-level sponsorship provides key exposure and involvement in WBSC's initiatives.

**\$10,000 Sport Passport Naming**  
(Youth, Senior, Newcomer & Women)

**\$7,500 Girls with Grit Summit**  
2 Opportunities for Event Naming

**\$5,000 Sport Development Series**  
Naming for the 12 Workshop Sessions

**\$2,500 Try it Days**  
Naming for the 4 days

**\$1,000 MSAB Award**  
10 Award Naming Opportunities

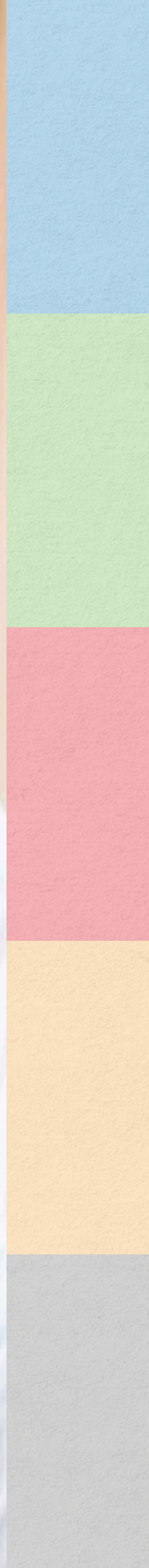
## Recognition for each level listed above may include the following:

- **Logo Placement:** Your logo will be featured on the WBSC website and in event or program materials of your chosen level.
- **Social Media Post:** Dedicated social media post announcing recognizing your support of the sport community.
- **VIP Invitations:** Receive an exclusive invitation to a VIP event hosted by WBSC, a special "Thank You to Our Sponsors" event. This is an opportunity to meet and network with other key influencers, leaders, and funders of sport within the community.
- **Event Tickets:** Receive free tickets to one WBSC event of your choice or discounted rates on ticket purchases (number of tickets dependant on level)
- **Annual Impact Report:** Receive an annual report from WBSC detailing the tangible outcomes of the programs and events your sponsorship has supported, including photos, participant testimonials, and key metrics that highlight your contributions

**MAKE AN IMPACT WITH YOUR SUPPORT!**

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# LEAN IN TO SUPPORT OUR SPORT COMMUNITY



# PLEDGE FORM

Company Name *(as you would like to be recognized)* \_\_\_\_\_

Primary Contact Name \_\_\_\_\_ Phone Number \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

City, Province \_\_\_\_\_ Postal Code \_\_\_\_\_

## PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

- Champion Sponsor - \$50,000 - 1 available
- MVP Sponsor - \$40,000 - 1 available
- Legend Sponsor - \$30,000 - 1 available
- Game Changer Sponsor - \$20,000 - 1 available

### Team Spirit Sponsors:

- Sport Passport Program - \$10,000 - 1 available
- Girls with Grit Summit - \$7,500 - 2 available
- Sport Development Series - \$5,000 - 1 available
- Try it Days - \$2,500 - 1 available
- MSAB Award Sponsor - \$1,000 - 10 available *(to select your award category, please reach out)*

**PLEASE SEND US THE COMPLETED PLEDGE FORM TO RECEIVE AN INVOICE AND INFORMATION ON PAYMENT METHODS**

## CONTACT:

Karly Anderson  
Executive Director

manager@wbsportconnection.com  
780-742-9847





**THANK YOU**