As Chair of the Board of Directors for the Regina 2014 North American Indigenous Games (NAIG) Host Society, it is with great pleasure that we offer your organization a great opportunity to become a valuable sponsor of the North American Indigenous Games 2014. The Games will be a high-profile community event with a focus on ensuring the Games are run according to NAIG Standards as signed off by our Multi-Party Agreement that includes: Government of Canada; Province of Saskatchewan; City of Regina and the Federation of Saskatchewan Indian Nations.

We will have approximately 6,000 athletes, coaches, officials and mission staff personnel, as well 3,000 volunteers participating at the Games.

To ensure the ultimate success for our Aboriginal youth athletes, we will value all participating sponsors, including value-in-kind (VIK), and give prompt recognition according to the sponsorship levels. The details of the totals necessary are provided in the enclosed package. We appreciate your organization considering our proposal for sponsorship. We look forward to seeing you at North America’s biggest Aboriginal sporting event in 2014!

Sincerely,

E. Dutch Lerat
Chairman
Regina 2014 North American Indigenous Games
As Chief Executive Officer for the Regina 2014 North American Indigenous Games (NAIG) Host Society, I would like to take this time to offer your organization an opportunity to become involved as a sponsor of the Regina 2014 North American Indigenous Games. Our sponsorship package is designed to meet your promotional and marketing needs and give you access to North America’s Indigenous Peoples.

The Regina 2014 North American Indigenous Games Host Society is planning to host this high-profile Indigenous event in 2014 with a focus on “Raising the Bar”. By ensuring our Youth are the focus, our Games are held to North American Indigenous Games Council Standards.

The Host Society has partnered with all levels of Government by signing the Multi-Party Agreement that includes: Government of Canada; Province of Saskatchewan; City of Regina and the Federation of Saskatchewan Indian Nations.

Approximately 6,000 athletes, coaches, officials and mission staff personnel, as well 3,000 volunteers will be involved. Another key focus will be the cultural celebration and village where people will share and experience Indigenous food, song and dance.

With all of my years involved in Aboriginal Youth sporting events, I have grown to appreciate the nature of participating sponsors that helps to assist our Aboriginal Youth in advancing to their next level of personal achievement and recognition.

I look forward to working with your corporation to realize the dreams of the founders of the Games - “the Spirit, Strong, Brave and True”.

Sincerely,

Glen Pratt
Chief Executive Officer
Regina 2014 North American Indigenous Games
Vision, Mission & Values

**Mission**
To host an Indigenous multi-sport event celebrating Culture and Diversity. Showcasing Unity, Youth, Volunteerism and Team Work between Indigenous and Non-Indigenous peoples.

**Vision**
2014 NAIG will “Raise the Bar” for Indigenous sport and cultural sustainability towards a new level of participation, performance and pride. Our legacy is respect and leadership for a positive future for all.

**Mandate**
Regina 2014 North American Indigenous Games and funding partners, in accordance with the Multi-Party Agreement and NAIG Council Hosting Standards have mandated the Host Society of the Regina 2014 North American Indigenous Games, taking place in Regina from July 20 – 27, 2014 to:

- Host athletes and teams from the 26 regions in North American Indigenous communities
- Execute the competition in 15 sports
- Delivery of a North American Indigenous Cultural Celebration showcasing language, traditions, art, song, dance, ceremonies and spirit of the games movement
- Ensure a legacy of enhanced sport development, culture, volunteerism and youth development as generated by the games
“NATION TO NATION SPONSORSHIP CHALLENGE”

2014 NAIG Host is pleased to offer your organization the opportunity to support the largest celebration of Indigenous sport and culture ever hosted in Regina by joining the “Nation to Nation” Sponsorship Challenge at the sponsor exclusive VIP INDIGENOUS BUSINESS LEADERSHIP NIGHT.

Your support will help launch a dream for our youth while instill a sense of pride in representing their local community on an international level. Extra support for your youth will reinforce that you endorse the healthy lifestyles choices they have made and that their home community is proudly watching.

We challenge YOU!!
Regina 2014 North American Indigenous Games Host Society

History

The dream of a large scale Indigenous games originated in Reno, Nevada when the National Indian Athletic Association (NIAA) held a meeting of 48 representatives. Canada’s representative was Mr. John Fletcher of Edmonton, Alberta. Here the dream was born.

A few years later Alberta’s Willie Littlechild of the Cree Nation introduced the concept of a World Indigenous Games at the World Conference of Indigenous Peoples in Geneva, Switzerland. Representatives of the World’s Indigenous peoples were thrilled with the concept. One Brazilian Indian Chief was so moved by the idea that he presented a sacred arrow to Willie Littlechild. The same arrow is a part of the “Baton” which was used to open the first North American Indigenous Games in Edmonton, Alberta in 1990.

Since inception the numbers of athletes from the first games have continued to grow.

Background

The Federation of Saskatchewan Indian Nations partnered with the City of Regina and the Province of Saskatchewan to bid on hosting the 2014 North American Indigenous Games. The Games are held every three years and rotate between hosting in Canada and the United States.

The North American Indigenous Games attracts up to:

1. 5,000 athletes (age 13-19)
2. 1,000 coaching staff
3. 200 team management and mission staff personnel
4. 100 professional host society staff and contractors
5. 3,000 host community volunteers
6. 300 VIPs & VVIPs
7. 200 cultural and entertainment performers
8. Thousands of participant’s family and friends
9. Hundreds of host community spectators
Background (continued)

The participating teams include 13 Canadian provinces and territories and 13 regions from the United States of America. US Regions each comprise of 3 to 5 states. Team sizes range from 8 to 500, teams follow borders of provinces, territories and states. Athletes and coaches participate in 15 sports, in up to three age categories, in various events and disciplines in both male and female categories.*

The Regina 2014 bid was successful and the award letter issued May 13, 2011.

* Taken from Cowichan 2008 NAIG Registration Report

NAIG Council

NAIG Council is the International Governing Body for the NAIG exercising exclusive jurisdiction, either directly or through its affiliate members or committees, over all matters pertaining to the Games. It ensures the purposes and philosophies are reflected in all aspects of the games.

NAIG Council initiated a bid process for the 2014 North American Indigenous Games to be held in Canada and subsequently awarded the Games to Regina, Saskatchewan.

The NAIG Council is the principle authority for policy development, rules and regulations for the North American Indigenous Games.

The NAIG Council works in a manner which is consistent with the cultural, spiritual and traditional values of the peoples it is representing. In their activities, they promote and encourage holistic individual development that assures mental, physical, emotional and spiritual growth.

In order to provide greater clarity regarding the standards of service expected at the Games the NAIG Council has developed an extensive set of Hosting Standards.

These standards include governance, services to be provided at and before the Games, ownership and rights and technical authority over the Games.

Although the standards have not been formally approved by the NAIG Council at the date of writing it is expected that they will at a future date as the standards are the cornerstones of the NAIG Council Transfer of Knowledge Program.

Organization

The Regina 2014 Host Society was formed in the late 2011 with the mandate to plan and host the 9th North American Indigenous Games in the City of Regina. Through a series of agreements the Federal Government of Canada, Province of Saskatchewan, City of Regina and the Federation of Saskatchewan Indian Nations (FSIN) have agreed to provide approximately 75% of the over $10M budget for the event.
Organization (continued)

Each athlete and coach pays a registration fee to participate in the event and that is projected to contribute to 8% of the Host Society’s costs. The Host Society is required to raise the remaining 17% through corporate support, merchandise sales and the ticket sales.

The Federal Government of Canada, Province of Saskatchewan, City of Regina and the Federation of Saskatchewan Indian Nation provide active support through the Board of Directors and other Board Committees.

The Host Society Board of Directors is comprised of:

Mr. Edward “Dutch” Lerat - Chair (Federation of Saskatchewan Indian Nations)
Mr. Perry Bellegarde – Co Chair (Federation of Saskatchewan Indian Nations)
Mr. Tony Cote - Elder
Mr. Dave Canadian - Chair (NAIG Council)
Mr. Louis Tapper - Finance (Meyers Norris Penny)
Mr. Tom Waller - O.C. Legal Council (Olive, Waller Zinhan and Waller)
Mr. Marty Klyne - Sponsorship (PostMedia Network)
Mr. Colin Starblanket - Youth Representative
Mr. Edmund Bellegarde (File Hills Qu’Appelle Tribal Council)
Dr. Don Clark (University of Regina)
Mr. Ken Dueck (Tourism Saskatchewan)
Mr. Louis Gardiner (Métis Nation of Saskatchewan)
Mr. Chris Holden (City of Regina)
Ms. Racelle Kooy (First Nations University of Canada)
Mr. Duane Waukau (NAIG Council)
Mr. Kelly Lendsay (Aboriginal Human Resource Council)
Ms. Melanie McKay (Youth Representative)

The Host Society expects to employ a peak of staff of around 50 in order to plan and host the Games. In addition, the Games would not be possible without the active support and commitment of over 3,000 volunteers at Games time.

As well as welcoming young Indigenous athletes, coaches and families to Regina 2014, the economic impact generated by the participants is expected to be approximately $27M (Note in 2002 when the City of Winnipeg hosted the Games the economic impact of the event was $22M).
The Games

Approximately 6,000 athletes and officials, coming from the four-corners of North America; from California to Miami, to Nunavut to Yellowknife and every region in between with ages ranging from 14-19, will meet in Regina from July 20-27, 2014 to compete in the following sporting events:

- Archery
- Athletics
- Badminton
- Baseball
- Basketball
- Boxing
- Canoeing/Kayaking
- Lacrosse
- Golf
- Rifle Shooting
- Swimming
- Soccer
- Softball
- Volleyball
- Wrestling

These exciting sporting events and the Indigenous Cultural Village will be held at many of the same venues that were built or upgraded for the 2005 Canada Games. Proposed venues include: the Kinesiology Building (University of Regina Gymnasium), Lawson Aquatic Centre (Swimming), Douglas Park (Track and Field), Regina Public and Catholic Schools Gymnasium, Regina Soccer Fields, Regina Gun Club, Regina Public Golf & Country Clubs and the First Nation University of Canada (FNUniv).

Extensive preparation for the Regina 2014 North American Indigenous Games has already begun, with provincial and federal organizations, individuals and Indigenous people showing support and enthusiasm towards implementing this high-profile international sporting event.
Otter Level Benefits
$1,000 - $4,999

Brand Awareness:
- Recognition at the entrance to each Official Regina 2014 NAIG Host Society Venue
- Logo placement with a link to your organization on Regina 2014 NAIG Host Society website

Marketing Opportunities:
- Small logo inclusion in a Friends of the Games advertisement in the Official Program

Elk Level Benefits
$5,000 - $9,999

Brand Awareness:
- Recognition at the entrance to each Official Regina 2014 NAIG Host Society Venue
- Logo placement on Regina 2014 NAIG Host Society website

Tickets and Passes:
- Invitations to all special events
- 2 Passes to one sponsor appreciation event
  - VIP Indigenous Business Leadership Night

Marketing Opportunities:
- Medium logo inclusion in a Friends of the Games advertisement in the Official Program

Media Recognition:
- Medium logo inclusion in print media Post-Games “Thank You” advertisement

Other:
- A unique commemorative item for recognition of support
Wolf Level Benefits
$10,000 - $14,999

Brand Awareness:
• Recognition at the entrance to each Official Regina 2014 NAIG Host Society Venue
• Logo placement with a link to your organization on Regina 2014 NAIG Host Society website

Tickets and Passes:
• 2 VIP Passes to the Opening Ceremonies and admission to the Pre-Ceremonies Reception
• 4 Passes to one sponsor appreciation event
  • VIP Indigenous Business Leadership Night
• Invitations to all special events

Marketing Opportunities:
• Large logo inclusion in a Friends of the Games advertisement in the Official Program

Media Recognition:
• Large logo inclusion in print media Post-Games “Thank You” advertisement

Other:
• A unique commemorative item for recognition of support
Grizzly Level Benefits
$15,000 - $24,999

Brand Awareness:
• Recognition at the entrance to each Official Regina 2014 NAIG Host Society Venue
• Logo placement with a link to your organization on Regina 2014 NAIG Host Society website

Tickets and Passes:
• 2 tickets in VIP area at the Opening Ceremony and admission to the Pre-Ceremonies Reception
• 4 Passes to one sponsor appreciation event
  • VIP Indigenous Business Leadership Night
• Invitations to all special events

Marketing Opportunities:
• Extra-large logo inclusion in a Friends of the Games advertisement in the Official Program

Media Recognition:
• Extra-large logo inclusion in print media Post-Games “Thank You” advertisement

Other:
• A unique commemorative item for recognition of support
For more information about sponsorship opportunities contact:

Elmer Eashappie
Sponsorship Manager
306.352.6254 or 306.550.3730
eeashappie@regina2014naig.com

Kimberly Redlac
Assistant Sponsorship Manager
306.535.5498
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201-4400 4th Avenue
Regina, Saskatchewan Canada S4T 0H8
Phone: 306.352.6244
Fax: 306.352.6258
Toll Free: 1.855.352.6244
Website: www.regina2014naig.com
The theme of the Regina 2014 North American Indigenous Games is "Raising the Bar" and we will do this by:

- Exhibiting youth excellence in sports & culture
- Recognizing the healthy lifestyle choices young Indigenous people are making
- Showcasing and celebrating the diversity of Indigenous cultures across North America
MISSION

“Host an Indigenous Multi-Sport Event Celebrating Culture and Diversity that Showcases Unity, Youth, Volunteerism & Team Work Between Indigenous and Non-Indigenous.”
The 2014 North American Indigenous Games will take place in and around the City of Regina on July 20-27, 2014. The event will showcase unity, sport, culture, youth, volunteerism and team work between First Nations, Métis and Non-Indigenous communities in pursuit of excellence for our future leaders.
Celebrate the Diversity of North American Indigenous cultures through a showcase of language, tradition, art and ceremony.

To achieve this goal, NAIG will have:
• Cultural Village (Open for the duration of the Games)
• Indigenous Performers
• Traditional Custom & Ritual (Daily Pipe Ceremonies)
• Elder’s Council
• Incorporation of Indigenous Values
CULTURAL VILLAGE

- Located on the grounds of First Nations of Canada University
- Will be open throughout the games

The village will feature:
- Cultural events
- Vendors artisans
- Dene hand games
- Dancing
- Crafts
- Food
- Demonstrations
- Nightly entertainment
The Regina 2014 NAIG Logo incorporates a medicine wheel into the design with a figure of an athlete in motion. The colours used are also sacred and symbolic to Indigenous people. The logo also encapsulates all North American Indigenous peoples.

- First Nations are represented with an Eagle Feather which can also be interpreted as a torch for the Games.
- Metis are represented with the traditional sash
- Inuit are represented with the ulu knife
These Games have been made possible in part through contributions from:

Canada

Government of Saskatchewan

City of Regina

REGINA
Infinite Horizons

Federation of Saskatchewan Indian Nations
Protecting Inherent and Treaty Rights since 1946

North American Indigenous Games

THE SPIRIT
STRONG · BRAVE · TRUE
**GAMES OVERVIEW:** The 2014 Regina North American Indigenous Games will take place in and around the City of Regina on July 20-27, 2014. The event will showcase unity, sport, culture, youth, volunteerism and team work between First Nations, Métis and Non-Indigenous communities in pursuit of excellence for our future leaders. With years of preparation, dedication and sacrifice, it’s time to recognize the healthy lifestyle choices young Indigenous people from all over North America have made.

**HIGHLIGHTS:** Regina 2014 NAIG will host the athletes and teams from the 26 regions in North America’s Indigenous communities as they compete in 15 different sports. It will celebrate and share North American Indigenous cultures through a showcase of language, tradition, art, song, dance and ceremonies. The theme of the Regina 2014 North American Indigenous Games is “Raising the Bar” and we will do this by exhibiting youth excellence in sports and culture. The participating teams include 13 Canadian provinces and territories and 13 regions from the United States of America. Each U.S. Region is comprised of 3 to 5 states. The teams range in size from 8 to 500 youth per team. The team geography follows the borders of provinces, territories and states. Athletes and coaches participate in 15 sports, in three age categories. They comprise a variety of exciting events and disciplines in both male and female categories.

**GOALS:** The mission is to host an Indigenous, multi-sport and cultural event that celebrates Regina, Saskatchewan, Canada and North America’s cultural diversity. This will be achieved by:  
- Building Human Capacity (officials, volunteers and staff)  
- Contributing to the Games Legacy through the Transfer of Knowledge Program, a physical monument and an Indigenous Sports Circle  
- Holistic Community, Family and Youth Development  
- Private Sector Funding Success  
- Creating an Exceptional Athlete Experience.

**EVENT PROFILE:** The North American Indigenous Games will attract:  
- 5,000 athletes (age 13-19)  
- 1,000 coaching staff  
- 200 team management and mission staff personnel  
- 100 professional host society staff and contractors  
- 3,000 host community volunteers  
- 300 VIPs & VVIPs  
- 200 cultural and entertainment performers  
- Thousands of participant’s family and friends  
- Hundreds of host community spectators

**SPORTING EVENTS:** Archery • Athletics • Badminton • Baseball • Basketball • Boxing • Canoeing/Kayaking • Lacrosse • Golf • Rifle Shooting • Soccer • Softball • Swimming • Volleyball • Wrestling.

**CONTACT:** Regina Sub-Office, 201-4400 4th Avenue Regina, SK S4T 0H8  
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Bus: (306)352-NAIG(6244)  
Fax: (306)352-6258  
Web: www.regina2014naig.com

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**Sponsored by:**

[Logos of sponsors: Canada, Government of Saskatchewan, City of Regina, Regina Indian Nations, Federation of Saskatchewan Indian Nations]