



ABORIGINAL SPORT CIRCLE

Indigenous Women+'s Leadership Initiative

Confidence, Empowerment, Respect, Culture and Community

INITIATIVE OVERVIEW

The Indigenous Women+'s Leadership Initiative is a three-day event designed to empower and elevate Indigenous women+ in sport leadership. This immersive experience will bring together at least 40 Indigenous women+ seeking to enhance their leadership abilities from across the country and will feature a lineup of honoured guests who will share their insights and expertise, inspiring participants on their leadership journey.

Throughout the event, participants will engage in a series of dynamic skill-building workshops and activities tailored to enhance leadership capabilities. Participants will take part in interactive sessions and hand-on exercises that will equip them with practical tools and strategies for effective leadership.

A highlight of the event is the sharing circle, where participants can connect with fellow participants, exchange experiences, and build supportive relationships. This circle fosters a sense of community and encourages collaborative learning in a safe and empowering environment.

This initiative is crucial for fostering a transformative environment where Indigenous women+ in the sports and recreation fields can thrive as leaders. By focusing on leadership skill development, the program equips participants with essential tools and confidence to excel in their roles. Collaborative learning sessions will facilitate the exchange of best practices and diverse perspectives, enriching each participant's experience and broadening their understanding in the hopes of bringing out a needs assessment that could be used to build a more informed program moving forward. Additionally, the emphasis on community building will create a supportive and inclusive network specifically tailored to Indigenous women+, empowering them to forge meaningful connections that bolster their leadership journeys. Additionally, this community will provide a useful network of women+ they will frequently encounter, interact and possibly collaborate with at future events or in future endeavors. Ultimately, this initiative aims to empower Indigenous women+ by enhancing their leadership capabilities, strengthening Indigenous sport.

**Women+ is the chosen term to encompass all individuals who identify within the 2SLGBTQIA+ community.*

SPONSORSHIP OPPORTUNITIES

Platinum (\$8,000)

- Logo prominently displayed on event materials
- Inclusion in press releases and promotional materials
- Opportunity to give a keynote speech at the opening session (5 minutes)
- Opportunity to provide sample product
- Social media shoutout

Gold (\$5,000)

- Logo displayed on event materials
- Opportunity to provide sample product
- Mention in event press release
- Social media shoutout

Silver (\$2,000)

- Recognition during event sessions
- Inclusion of brand materials in participant welcome packets
- Social media shoutout

OTHER SPONSORSHIP OPPORTUNITIES

Workshop Sponsor: Sponsor the delivery of a specific workshop

Swag Bag Sponsor: Provide branded items to participant swag bags

Evening Dinner Sponsor: Sponsor an event dinner

Participant social activity: Sponsor an evening social event

BENEFITS OF SPONSORSHIP

- **Visibility:** Gain exposure to a targeted audience of Indigenous women+ sport leaders.
- **Networking Opportunities:** Connect with participants, honourable guests, and ASC's digital audience to build valuable relationships and gain recognition across diverse sectors.
- **Brand Alignment:** Align your brand with our initiative's values of confidence, empowerment, respect, culture and community
- **Community Engagement:** Demonstrate your commitment to Indigenous women+'s leadership in the Canadian sport landscape.

NEXT STEPS

If you're interested in sponsoring our Indigenous Women+'s Leadership Initiative, please contact us at ekohli@aboriginalsportcircle.ca. We would be happy to discuss custom sponsorship opportunities tailored to your organization's goals.

Thank you for considering sponsorship of our Indigenous Women+'s Leadership Initiative. We look forward to the possibility of partnering with you to make this event a success!

CONTACT INFORMATION

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