



NWT
RECREATION
& PARKS
ASSOCIATION

SPONSORSHIP PACKAGE



Recreation for Life!



nwtrpa.org



NWT RECREATION AND PARKS ASSOCIATION (NWTRPA)

Mission Statement

The NWTRPA is a membership-based organization that promotes quality, accessible recreation across the NWT by supporting leaders, communities, and partners, primarily through training, advocacy, and networking.

Vision

We envision a territory where everyone has access to recreation programs and spaces that foster healthy individuals and families, strong cultures, and vibrant communities.

Values

- We believe RECREATION is ESSENTIAL.
- We are committed to RECONCILIATION and to DECOLONIZING our organization and the recreation sector as a whole.
- We strive to ensure our policies and offerings support RACIAL EQUITY.
- We value RESPECTFUL RELATIONS with each other and the land.
- We are INCLUSIVE of all peoples, regions, and cultures.
- We value DIVERISTY of people and perspectives.
- We work in COLLABORATION and PARTNERSHIP with others.
- We work as a TEAM.
- We are DEPENDABLE and ACCOUNTABLE.
- We value CREATIVITY and are OPEN to new ideas.
- We are COMMITTED to LEARNING.



*Cover Image: Walking Challenge
Community Celebration, 2021 Zhatié Kúé
(Fort Providence). Photo by Thorsten Gohl.*

*Page 2: Generations on the Move 2019
Intergenerational Photo Contest. Photo by
Daniel Manelo.*

VALUE WE OFFER

NWTRPA has many sponsorship opportunities and invites you to review this guide listing our events, initiatives, and company benefits. By sponsoring NWTRPA, you are investing in vibrant, healthy communities.

Unique Marketing Channels

In addition to our Membership, NWTRPA partners with Indigenous governments, non-government organizations, and community governments to build a territory where everyone has access to recreation and land-based programs. The network exponentially maximizes your investment in a partnership with us.

Directly Connect with NWT Residents

More than 12.5% of the population of NWT take part in our events. People are more informed than ever about who they do business with and where they spend their money. They are aware of the partnerships that contribute to strong, healthy families, strong cultures, and vibrant communities. Aligning with our events and organization results in great exposure for your business to our valued, targeted audiences.

Social Media & Online Exposure

NWTRPA's social network is a large audience of Recreation and On The Land leaders. It includes a diverse group of professionals, volunteers, and government administrators across the NWT, and nation-wide. We are skilled at using social platforms to engage with our far-reaching, active network.

Proven Track Record of Accountability

NWTRPA has been active for over 30 years in the NWT. We are proud to have earned the trust of those who invest in sponsorship with us, our members, and NWT communities. NWTRPA is working with intention to advance decolonization and reconciliation through its work, workplaces, and relationships.

To sponsor NWTRPA, please visit our website, or see the attached Sponsorship Agreement Form, and return to **admin@nwtrpa.org**.

SPONSORSHIP OPTIONS:

NWTRPA WALKING CHALLENGE

Formerly known as the “Walk to Tuk”, many participants have credited the NWTRPA Walking Challenge with kickstarting them on a road to a healthier lifestyle. This community winter walking challenge has become an NWT tradition and is the longest and largest physical activity event in the NWT. Over the course of eight weeks, teams conceptually walk the length of the Big River from Zhatié Kúé/Fort Providence to Tuktuuyaqtuuq/Tuktoyaktuk, a distance of 1,658km. This event motivates people to get outside and active in what can be the coldest and darkest months of the year.



Event date:
January & February

5500+ annual participants

30+ communities participate each year

Demographics:
80% Adults
15% Youth
5% Elders

Investment confirmation deadline: October 31

Sponsor Benefits	Diamond \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$300
Prize Name Dedication (Named after person/company)	●				
Logo on event posters in all NWT communities	●	●			
Logo on Walking Challenge website footer	●	●			
Logo in e-news blast (Jan-Feb; 1400+ distribution)	●	●	●		
Link to your website on the Walking Challenge prize page	●	●	●	●	
Social media recognition (Twitter, Instagram, Facebook)	●	●	●	●	●



**WE GOT OVER 40 SENIORS
AND ELDERS OUT MOVING
ON THE COLDEST DAYS OF
THE YEAR. FROM THE TRACK
TO WALKING GROUPS!**

~ 2019 PARTICIPANT

NWTRPA ANNUAL CONFERENCE

The NWTRPA Conference is the NWT's premier educational forum for recreation leaders, professionals, and decision-makers. This three-day event hosts delegates from across the NWT and gives you an ideal opportunity to put your organization and brand front and center.



Sponsor Benefits	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$300
Opportunity to introduce keynote speaker and give brief company profile	●			
Company promotional display at conference for delegates	●	●		
Complimentary Bright Spots tickets	2	2		
Complementary Conference Registrations	1	1	1	
Social media recognition (Twitter, Instagram, Facebook)	4	3	2	1
Verbal recognition from conference podium throughout event	●	●	●	●
Recognition in e-news blast (750+ distribution)	●	●	●	●
Logo on conference signage, program, and tables	●	●	●	●
Logo and link to your website on the NWTRPA Conference webpage	●	●	●	●

NWTRPA ANNUAL CONFERENCE



○ **Event date:** early Fall

○ **Hosted in a different NWT community each year**

○ **120-200+ average annual participants**

○ **30+ communities participate**

○ **Demographics:** Recreation leaders, educators, elders, health care workers, youth centre workers, on the land leaders, and volunteers.

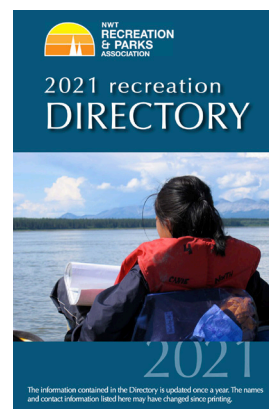
○ **Investment confirmation deadline:**
August 1



Photos, top to bottom: Lori Rutherford-Simon at the 2021 NWTRPA Conference, Eunice Nasogaluk speaking at the 2018 NWTRPA Conference. Photos by Angela Gzowski.

NWTRPA ANNUAL RECREATION DIRECTORY

Containing important contact, funding, supplier, and reference information in an easy-to-search guide, the annual Recreation and Sport Directory is an essential reference tool for many recreation and sport leaders, communities, and governments across the NWT. It is issued annually in hard copy to leaders in every NWT community during June is Recreation and Parks Month, and also published online, where it is promoted on our social media accounts and monthly e-newsletter.



Hard copies distributed to 33 communities

Demographics: Leaders in recreation and sport including facility maintainers/purchasers, students, community and territorial governments, territorial and national organizations.

Publish & distribution date: June 2023

Advertising booking deadline: May 15

NWTRPA Annual Recreation Directory Ad Size

Back cover, full page..... \$1,500.00

Inside cover, full page
(front or back)..... \$900.00

Full page
(4 3/4" wide x 7 1/4" long)..... \$450.00

Half page
(4 3/4" wide x 3 1/2" long)..... \$275.00

Listing: company name/address and
50-word description, with logo..... \$125.00

Buy a second ad and receive a 50% discount on the above rates

NWTRPA MONTHLY E-NEWSLETTER

The NWTRPA Monthly E-newsletter is sent at the beginning of each month to over 700 Subscribers.

We provide our Members and subscribers with updates on the latest funding, jobs, resources, and training opportunities directly into their inbox. We also provide sector news and updates from NWTRPA and our On The Land Partners, including news posts linked directly to our website.

Showcase your business or organization with a one-time space, or extend your benefits with a recurring space.



NWTRPA Monthly E-Newsletter

One-time (1) E-news Space..... \$130.00

One-time (1) Sponsored Article...\$300.00

**Recurring Monthly E-News Space
(10% discount; invoiced 15th
of each month) \$117.00**

**Recurring 3 Month E-News Space
(10% discount)..... \$350.00**

*Photos: #FrostyFaces Photo Contest Submission by
Ginette Demers (top); Elders in Motion Stream, 2014
Conference. Photo by Tara Marchiori.*

OTHER SPONSORSHIP OPPORTUNITIES

NWTRPA offers a multitude of programs and events including Get Active Grants, Elders in Motion, and On the Land Program Support. We would be happy to meet with you to discuss alternative sponsorship opportunities that are right for your business.

PRIZE DONATION Your business can also contribute prizes and/or SWAG to be awarded to participants during any of the NWTRPA Programs or events in addition to your investment. *Please note SWAG will be considered Bronze Sponsorship.*

GET ACTIVE COMMUNITY GRANTS



Get Active is a grant program that supports community leaders in hosting physically active events for the public. Based on the reported number of individuals attending Get Active events, it is estimated that between 3,500 and 6,500 individuals in the NWT are impacted by Get Active every year. This represents up to 15% of the NWT population!

ON THE LAND PROGRAM SUPPORT



NWTRPA believes that spending time on the land is vital for building and strengthening healthy minds, bodies, families, and communities. Colonial policies, including residential schools, sought to remove Indigenous peoples from their territories and break their connection with the land. On the Land programs are an important part of revitalizing cultures, languages, and traditions.

The NWTRPA works with people leading and supporting land-based programs to identify and deliver relevant training opportunities. The NWTRPA is an authorized provider of wilderness and remote first aid courses, and Paddle Canada courses.



NWTRPA SPONSORSHIP SUMMARY

Event	Package	Price	Due Date	I would like to invest
NWTRPA Walking Challenge	Bronze	\$300.00	October 31	
	Silver	\$500.00		
	Gold	\$1,000.00		
	Platinum	\$2,500.00		
	Diamond	\$5,000.00		
NWTRPA Annual Conference	Bronze	\$300.00	August 1	
	Silver	\$500.00		
	Gold	\$1,000.00		
	Platinum	\$2,500.00		
NWTRPA Monthly E-Newsletter	One-time (1) E-news Space	\$130.00	1 month prior to desired ad running	
	One-time (1) Sponsored Article	\$300.00		
	Recurring 3 Month E-News Space (10% discount)	\$350.00		
NWTRPA Annual Recreation Directory	Back cover, full page	\$1,500.00	May 15	
	Inside cover, full page (front or back)	\$900.00		
	Full page (4 3/4" wide x 7 1/4" long).	\$450.00		
	Half page (4 3/4" wide x 3 1/2" long)	\$275.00		
	Listing: company name/ address and 50-word description, with logo	\$125.00		
	Second ad (50%) discount on above rates	(50%) discount on above rates		
Prizes and/or SWAG / I would like to donate items for prizes to an event				
Other / I would like to sponsor a different program				

Please note that GST may apply to sponsorship items

SPONSOR INFORMATION

Please visit our website to fill out an online sponsorship form, or complete the form below and submit via e-mail to **admin@nwtrpa.org**.

Company Name:		Contact Person:
Mailing Address:		
City:	Postal Code:	Email:
Website:		Phone:

Payment

Once NWTRPA has received your filled-out Sponsorship Agreement, we will send you an invoice for the full amount via email. Your options for payment are Cheque or Online.

Signature: _____ Date: _____

Submit this sponsorship form, ad art, and logos to admin@nwtrpa.org.

Please submit all logos in BOTH .jpeg and .eps or .ai formats.

For more information or assistance in filling out this Sponsorship Agreement, please contact the NWTRPA at **(867) 669-8375** or **admin@nwtrpa.org**.