



## *Sponsorship Package*



*SPIN* “Sports Programs in Inner City Neighborhoods” is an initiative of the LiveSAFE Crime Prevention Policy developed by the City of Winnipeg.

SPIN is a Free Sports Program, designed for children 6-14 years residing in inner City neighborhoods, to be able to participate and learn basic skill development, sportsmanship, teamwork, leadership and fair play in a non-competitive environment.

The SPIN program is being led by the City of Winnipeg Community Services Department, in partnership with the General Council of Winnipeg Community Centres, Sport Manitoba, Manitoba Soccer Association, Winnipeg Youth Soccer Association, Winnipeg Alliance FC and over 25 host organizations. Soccer, an internationally recognized development sport, will be the first sport introduced with others added in the coming months. 600 plus inner-city children and youth participants are signed-on for the July and August programming. In addition to the soccer program, there will also be opportunities for youth to become involved by volunteering, participating in clinics for coaching and officiating. Additional sport programming opportunities will be offered as community partners join the program.

As a Corporate Sponsor and community member, you will be part of a community-based approach that provides alternative opportunities for inner city youth. Your generosity means that kids who would otherwise not be able to participate in a sport program can. As a sponsor of SPIN, your commitment means that children can have positive experiences in non-threatening, non-competitive environments. Children and youth can learn what it means to be on a supportive team and be a team player which is one of the most important benefits children can derive from team sports. Participants will be involved in a regular physical activity through active participation. They will have the opportunity to learn and experience the pleasure of the game and learn how to win and as important, how to lose. Through participation, guidance and mentoring by players and coaches, these children and youth will be exposed to a unique and rewarding experience through sport that might not otherwise be available to them.

By aligning your resources with the needs of these children and youth, your support will provide opportunities for learning, recreation and engagement with other children, youth and adults in their community.

### **SPIN PARTICIPANTS PROFILE**

There are over 600 inner-city children and youth between the ages of 6-14 years that will be participating in the summer soccer program. The majority of children fall within the age range of 8-11 years. These children do not have the sport equipment such as jerseys, shorts, shoes, socks, balls and shin pads that a player would wear to play a game of soccer. Another concern expressed by the host organizations is that a number of these children are lacking in the nutritional supports that fuel young bodies.

### **SPONSORSHIP OPPORTUNITIES: SUMMER SOCCER PROGRAM**

We are seeking sponsorship support for sport equipment and provisions for a healthy snack program.

#### **SOCCER SPORT EQUIPMENT NEEDS:**

- balls
- running shoes not soccer cleats
- soccer socks
- shorts
- jerseys/t-shirts
- goalie gloves
- pop-up nets
- back packs
- water bottles

#### **HEALTHY SNACK PROGRAM NEEDS: (nut free)**

- granola bars
- jugs of water and drinking cups
- fruit snacks
- juice
- cheese & crackers
- chocolate milk
- Gatorade/power aid

## **SPONSORSHIP BENEFITS**

By becoming a SPIN sponsor, your corporation will receive numerous benefits that recognize your generous support and at the same time help underprivileged kids enjoy learning, recreation and engagement with each other and the community.

## **WRITE YOUR OWN DEAL**

The write-your-own sponsorship deal offers you the opportunity to customize a package to suit your specific requirements. For example, should you wish to provide support for sport equipment/clothing, you can decide where to place your company logo on that piece of equipment/clothing. Or you may want to sponsor a product or make a financial contribution. We'd love to help you choose the deal that's right for you.

## **SPIN SPONSORSHIP CATEGORIES AND BENEFITS**

### ***Sport Kids***

- Enhance your corporate (personal) profile as a recognized member the community providing positive alternatives for inner city children.
- Association with the SPIN Program name and reputation.
- Name and logo recognition on the SPIN website and including partner websites, which will reach a populace of well over 300,000 Winnipeg residents.
- Acknowledgment of sponsorship support throughout the summer soccer program that includes public announcements at special and media events.
- Name and logo recognition in the City of Winnipeg Leisure Guide (170,000 copies).
- Name and logo recognition on any print advertisements such as SPIN posters, program brochures, signage and program host newsletters
- Volunteer opportunities for employees to provide positive support and mentorship for inner city kids.

### ***Healthy Kids Nutrition Program***

- Enhance your corporate (personal) profile as a recognized member the community providing positive alternatives for inner city children.
- Association with the SPIN program name and reputation.
- Name and logo recognition on the SPIN website and including partner websites, which will reach a populace of well over 300,000 Winnipeg residents.
- Acknowledgment of sponsorship support throughout the summer soccer program that includes public announcements at special and media events.
- Name and logo recognition in the City of Winnipeg Leisure Guide (170,000 copies).



## Corporate Sponsorship Package

- Name and logo recognition on any print advertisements such as SPIN posters, program brochures, signage and host newsletters.
- Volunteer opportunities for employees to provide positive support and mentorship for inner city kids.



## SPONSORSHIP COMMITMENT

Company Information:

Company Name: \_\_\_\_\_

*(exactly as you wish it to appear in all materials)*

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Your Name: \_\_\_\_\_

Position: \_\_\_\_\_

Sponsorship Commitment:

Complete applicable item:

*Sponsorship Categories:*

*Healthy Kids:*

*Healthy Kids product:* \_\_\_\_\_ :

*Healthy Kids financial contribution:* \_\_\_\_\_

*Sport Kids:*

*Sport Kids product:* \_\_\_\_\_

*Sport Kids financial contribution:* \_\_\_\_\_

*Total:* \_\_\_\_\_

*Payment for financial sponsorship may be addressed to " the City of Winnipeg".*



## Corporate Sponsorship Package

The rewards for helping SPIN are both public and personal. We sincerely hope that you take this opportunity to invest in this community's future and become a SPIN corporate sponsor.

**Contact:**

Maureen Purdy  
SPIN Corporate Sponsorship  
2-395 Main Street  
Winnipeg, Manitoba  
R3C 3N8  
(204)-986-3989  
(204) 794-8568

