

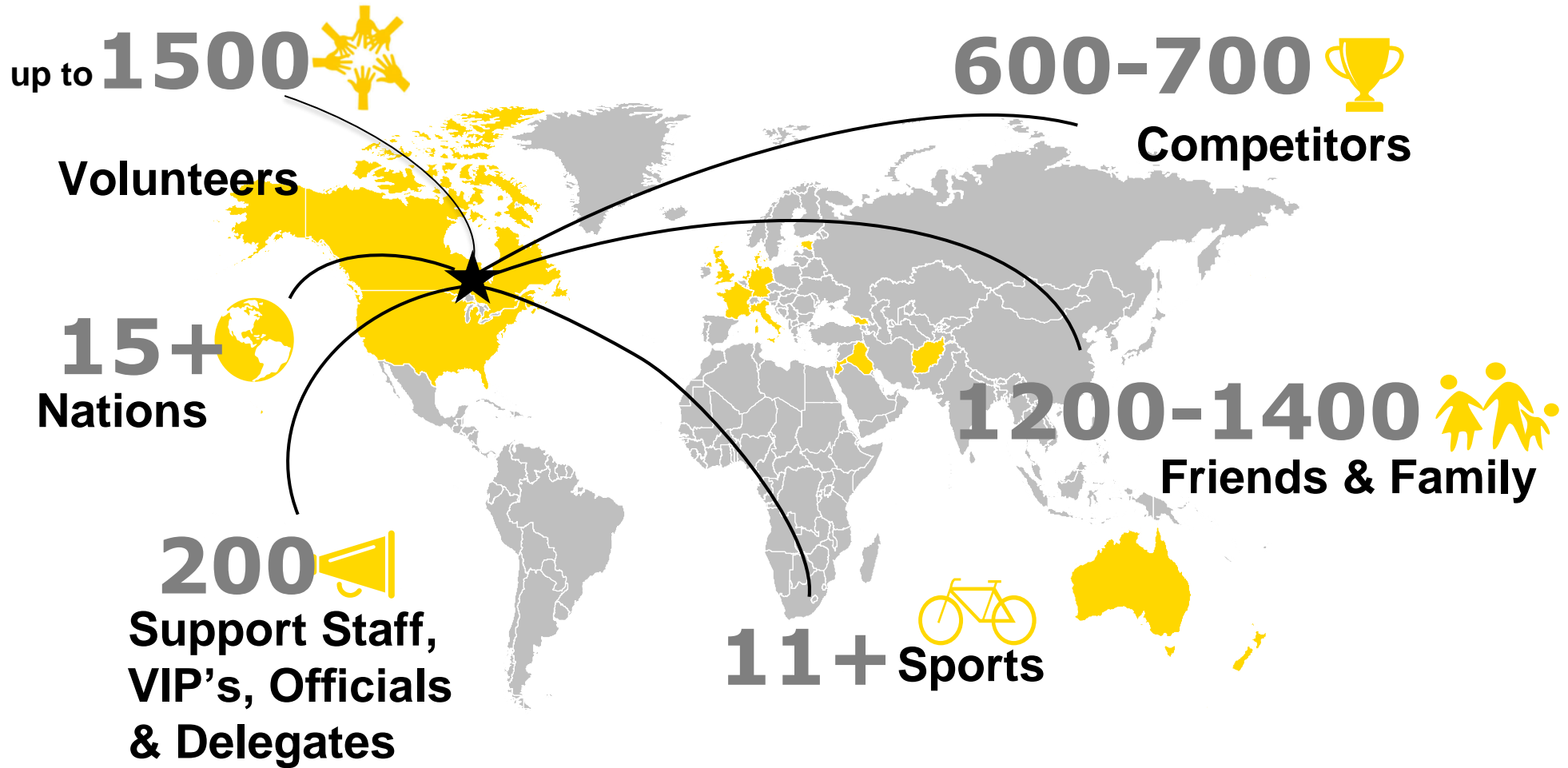
INVICTUS GAMES

FOR OUR WOUNDED WARRIORS

TORONTO 2017 SEPT 26 – SEPT 30



IG2017 OVERVIEW



The 2017 Invictus Games will consist of a 5-day sporting event with Opening and Closing Concerts and Ceremonies with significant media coverage across all platforms including international television broadcast.

A TWO-YEAR CELEBRATION

2016



**ANNOUNCEMENT OF
INVICTUS GAMES
TORONTO 2017**

March 16, 2016

Washington, DC

**Early May 2016
with Prince Harry**



**INVICTUS GAMES
IN ORLANDO FLORIDA**

May 8 to 12



COMMEMORATIONS

150th Anniversary
of Fenian Raids

100th Anniversary the Somme
& Beaumont-Hamel

75th Anniversary of the
Battle of Hong Kong



**CELEBRATING
ONE YEAR TO GO
TO THE GAMES!**

Volunteer Recruitment

Remembrance Day

2017



**CANADA 150
1867-2017**

150th Anniversary
of Confederation



COMMEMORATIONS

Spring: 100th Anniversary
of Vimy Ridge

Summer: 75th Anniversary
of Dieppe

Fall: 100th Anniversary
of Passchendaele



**INVICTUS GAMES
TORCH RELAY**

National torch relay
igniting the spirit from
coast to coast to coast.
August/September



INVICTUS GAMES

2017 Invictus Games
for our
Wounded Warriors

Sept 24 to Oct 1



MORE THAN 600
COMPETITORS FROM
15 NATIONS TO
COMPETE IN A DOZEN
SPORTS

- Archery
- Track and Field
- Road Cycling
- Volleyball
- Golf
- Swimming
- Wheelchair Basketball
- Wheelchair Rugby
- Power Lifting
- Indoor Rowing
- Sledge Hockey



VENUES

Competitors and live audiences can look forward to enjoying the occasion in various venues throughout the GTA.

TORONTO PAN AM SPORTS CENTRE

RYERSON CENTRE
(FORMERLY MAPLE LEAF GARDENS)

VARSITY STADIUM

BMO FIELD/AIR CANADA CENTRE

ROGERS CENTRE

SIGNATURE EVENTS

Sept 26th Opening Ceremonies – 40K attendees

BMO  FIELD

September 30th Closing Ceremonies – 60K attendees


ROGERS
CENTRE



STUDENT PROGRAM

A unique opportunity to underpin classroom discussion with real life stories from living soldiers and veterans.

ATTEND THE GAMES AND CEREMONIES

DEVELOP CURRICULUM

WEBSITE FOR RESOURCES

LEVERAGE SOCIAL MEDIA TO ENGAGE AND EDUCATE



Rick Hansen
Foundation

MEDIA

Working to secure a national broadcaster to cover the competition, help drive awareness leading up to the Games and share stories of the competitors and their families.

Social media will be at the core of our awareness, coverage and Canadian engagement strategy.

BellMedia

› TORONTO STAR ‹

BBC
NEWS

ESPN

CULTURAL INSTITUTIONS, SCHOOL BOARDS & OTHERS

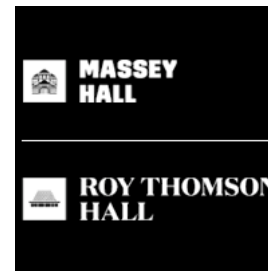
ARTS & CULTURE INSTITUTIONS



ROYAL
ONTARIO
MUSEUM

AGO

Art Gallery of Ontario



STAKEHOLDERS



CIMVHR
Canadian Institute for Military
and Veteran Health Research

ICRSMV
L'Institut canadien de recherche sur
la santé des militaires et des vétérans



IGNITING GLOBAL DISCUSSION

SEPT 24 – SEPT 26, 2017



The Canadian Institute for Military and Veteran Health Research (CIMVHR) will host its annual international conference that will attract more than 800 leading researchers, doctors, and therapists to Toronto during the Games to discuss emerging trends, issues, treatments and best practices focused on the mental and physical health of our military, veterans and their families.

SEPT 28 – SEPT 30, 2017



Following CIMVHR, the True Patriot Love Foundation will host its annual symposium bringing together thought leaders from government, corporate, military, academic and philanthropic sectors from Canada, the United States, the United Kingdom, Australia and Europe to discuss the state of today's military families.

SEPT 28– SEPT 29, 2017



In partnership with Free the Children, WE Day's celebration of youth will be held during the week of the Invictus Games. More than, 18,000 kids between the ages of 8 to 18 will be in attendance. The event will be themed around, sacrifice, country, service and citizenship which will highlight our ill and injured veterans on stage with Prince Harry.

SEPT 24, 2017



An interfaith celebration will take place just prior to the Games. Led by the Anglican Church, heads of various faiths, Bahá'í Faith, Christianity, Muslim, Judaism, Buddhism, Islam, Ahmadiyya, Zoroastrianism etc. will come together in solidarity to support our military, veterans and their families.

INVICTUS GAMES IMPRESSION PLAN

250 MILLION+
IMPRESSIONS FOR PRESENTING PARTNER BRANDS

**50M
IMP**

PRINT

- Full and Half Page Ads
- National
- Regional
- Local

**50M
IMP**

DIGITAL

- Big Box
- Leader
- Banner
- Search
- Pre-roll Video

**40M
IMP**

OUTDOOR

- Billboard
- Bus Shelter
- Street Banners
- Building Banners

**60M
IMP**

PR MEDIA

- Launches
- Media Tours
- Activations
- PR
- Articles
- Features

**40M
IMP**

TV ADS/ AUDIENCE

- Broadcast Partner Ads
- Event Broadcasts
- Films/Docs

**20M
IMP**

RADIO

- 30-Second Ads
- Contests

**10M
IMP**

SOCIAL



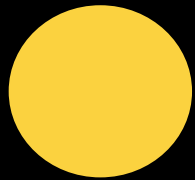
**5M
IMP**

EVENTS

- School Programs
- Camps
- Parades
- Community Events
- Mascot Visits

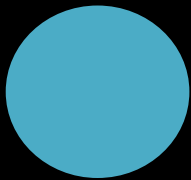
INVICTUS GAMES INTERNATIONAL EXPOSURE

Invictus Games 2017 will be an international story. Coverage leading up to the Games and broadcast viewership will generate an estimated 100 million+ additional impressions from an international audience. Massive brand exposure for JLR!



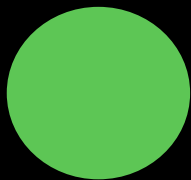
NEW RELEASES

IG2017 activities to be released and covered globally. (e.g. BBC, Daily Mail, USA Today, People, Hello!, Forces TV, etc.)



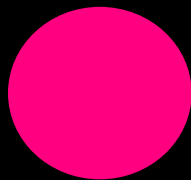
WEBSITE/ SOCIAL MEDIA

25% of traffic to website and social media followers will be from outside Canada



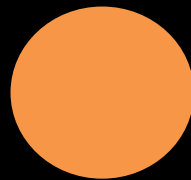
AMBASSADORS

IG2017 to adopt global IGF ambassadors (e.g. Lewis Hamilton trains in Toronto)



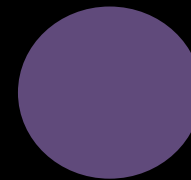
COUNTDOWN EVENTS

Coverage of May 2nd announcement, 1Yr countdown, global team announcements, torch relay, pre-Games



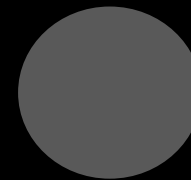
INTERNATIONAL EMBASSIES

Events in Canadian embassies in the participating countries and in Canada



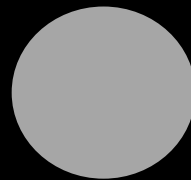
MILITARY COMMEMORATIONS

Fenian Raids, Somme, Beaumont-Hamel, Vimy Ridge, Dieppe, Passchendaele



CONFERENCES

International symposiums (Bush symposium, CIMVHR, True Patriot Love)



GAMES BROADCAST

Millions of viewers from coverage by the BBC, ESPN and Australian broadcasters

A soldier in camouflage uniform is hugging his family (a woman and two children) on an airfield. The soldier is wearing a camouflage uniform and glasses. The woman has long blonde hair and is wearing a grey t-shirt. The children are wearing dark clothing. The background shows an airfield with a blue aircraft and other people.

THE INVICTUS LEGACY

The Invictus Games is part of a broader legacy which will continue long after the event has finished.

Ultimately, we want to attract thousands of new donors, volunteers, advocates and ambassadors for our military families.

INVICTUS TEAM CANADA FUND

INVICTUS FAMILY SUPPORT FUND

INVICTUS RESEARCH AND INNOVATION FUND

INVICTUS GAMES

TORONTO 2017

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