



# Appendix 1 - EX13.17a

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## MEMORANDUM

**TO / À:** Ms. Laura Jane Elkin, City of Toronto

**FROM / DE:** Chris Charlebois, Games Consultant, Toronto 2017 NAIG Host Society

**DATE:** Friday March 4, 2016

**SUBJECT/OBJECT:** Sponsorship Opportunities for the 2017 NAIG

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Outlined below are potential sponsorship opportunities for consideration for the City of Toronto as it relates to their support of the 2017 NAIG:

### Facilities:

Waiving of fees or reduction in fees for the following facilities:

- Allan Lamport Regatta Course
- Don Valley Golf Club
- Cummer Park
- Goulding Park
- Grandravine Park
- Hendon Park
- Howard Talbot Park
- Irving Paisley Park

### Transportation:

- Provision of transportation services for shuttles during competition dates (July 17-22)
- Provision of transportation services for arrivals and departures of athletes (July 15-16 & July 22-24)

### Emergency Services:

- Provision of police services for opening and closing ceremonies (if deemed necessary)
- Provision of on-site EMS at competition venues and/or in the NAIG polyclinic

### Marketing and Communication:

- Pageantry program (street banners,
- Flag raising
- Advertising through TTC (bus shelters, in-bus, etc.)
- Advertising in City facilities (rec centres, other opportunities)
- City of Toronto communication channels (website, social media, etc)

### Other:

- In-kind services for road closures (possibility of NAIG parade)
- Waiving of fees for use of Nathan Philips Square for one-year countdown
- Cash Contribution: we would respectfully seek \$100,000-\$200,000 in addition to in-kind services provided to the Host Society

Laura, we are open to other suggestions City staff may have of other opportunities that may drive awareness or provide cost savings opportunities for the Host Society. Thank you for your consideration of these items and we look forward to speaking further with you about the City of Toronto's support of the 2017 North American Indigenous Games.

