



NORTH AMERICAN
INDIGENOUS
GAMES 2017
TORONTO • ONTARIO



2017 JEUX
AUTOCHTONES
DE L'AMÉRIQUE DU NORD
TORONTO • ONTARIO

ED24.1

October 11, 2017



Organizational Priorities

1. Execute a best in-class NAIG.
2. Athlete-focused Games.
3. Improve strategic direction of NAIG and deliver strong operational plan.
4. Promote Reconciliation.
5. **Use the NAIG platform to education Canadians on diverse Indigenous cultures, including the large urban Indigenous community within the City of Toronto.**
6. Establish a successful Corporation, the first of its kind with Indigenous and non-Indigenous sport leaders.
7. Satisfy requirements for Government Funding Partners, and Corporate Partners.
8. Take advantage of the first NAIG being played in the media capital of Canada.
9. Use Toronto 2017 NAIG to bring the sport community together for the advancement of Indigenous sport, health and wellness.
10. Deliver a true NAIG legacy.



A photograph of Perry Bellegard, National Chief of the Assembly of First Nations, speaking at a microphone during the opening ceremony of the 2017 North American Indigenous Games. He is wearing a grey button-down shirt and a traditional Indigenous headdress with a large white feathered skirt and a beaded band. He is gesturing with his right hand while speaking. The background is dark with large, out-of-focus letters "WAG 2017" in red and yellow.

PERRY BELLEGARD

*National Chief, Assembly of First Nations,
addresses thousands at the Toronto 2017
North American Indigenous Games
Opening Ceremony*

A Unique Set of Games



- The 2017 North American Indigenous Games were scheduled to take place in the United States. A last-minute cancellation resulted in Toronto coming through and saving these, the ninth edition of NAIG.
- Through collaboration with the **City of Toronto, Tourism Toronto** and Indigenous communities across Ontario, ASWCO put forth a winning bid to host the 2017 NAIG in Toronto.
- ASWCO, as the official rights holder and guarantor, transferred the responsibility of managing and delivering the Games, to a non-profit organization Toronto 2017 NAIG Host Society.
- *Instead of three years to plan, the Host Society commenced its operations with just one year and five days before the Games.*



One Year Countdown at David Pecaut Square

4,479

PARTICIPANTS

Canada – 3,647
United States – 832
(plus 245 Mission Staff)



“Despite incredible limitations such as time, budget and staffing, the Toronto 2017 North American Indigenous Games Host Society has set a benchmark for future hosts to aim.”

Rick Brant, NAIG Council President
at the Closing Ceremony in Toronto

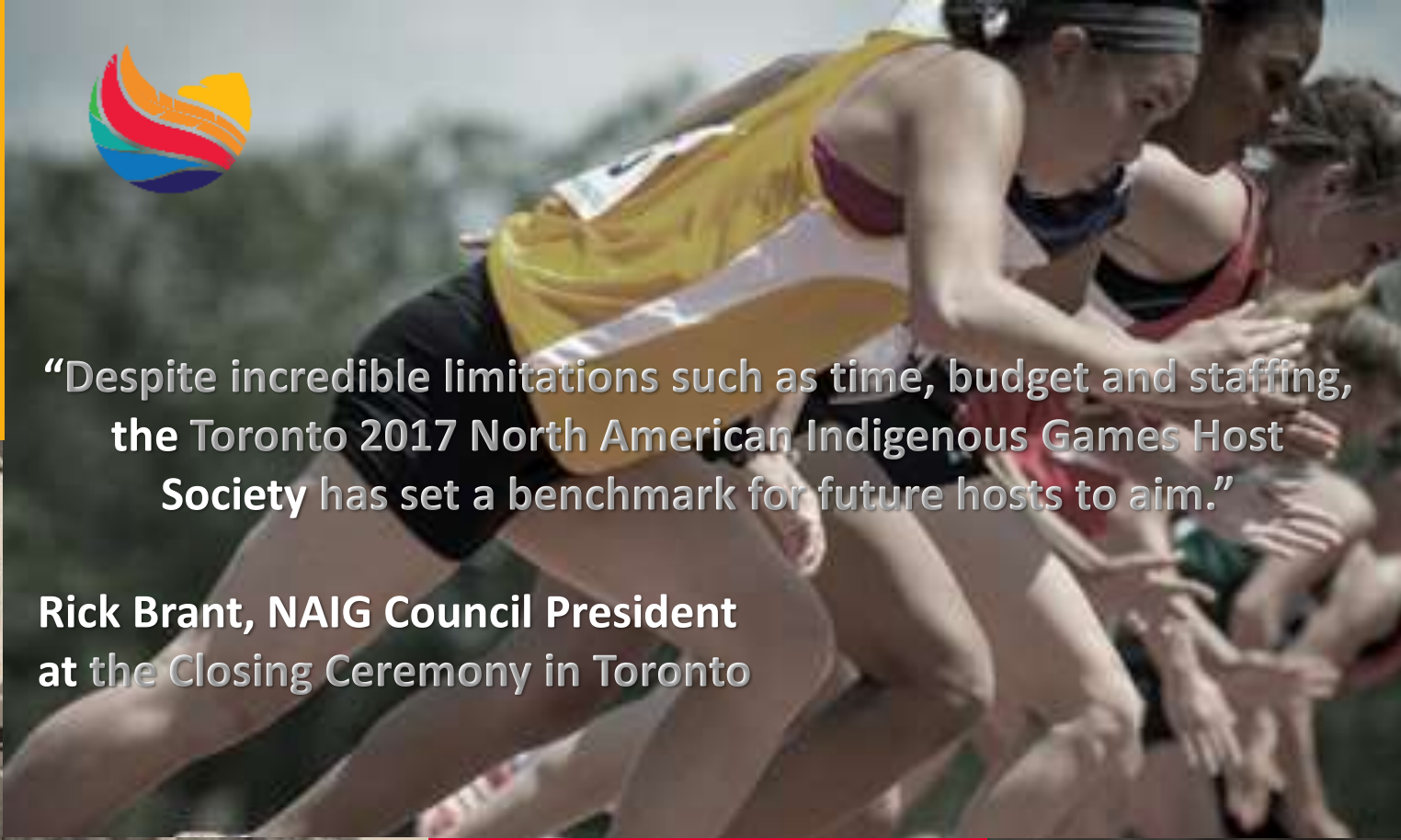
SPORTS (14)

50/50: Male/Female Split

Basketball: 62 teams

Girls Lacrosse: Inaugural

Team BC defends title and
PEI wins Tom Longboat Award.



2

CULTURAL FESTIVALS

Daily concerts, cultural performances and Indigenous workshops.

267 Medals Presented

Hosted Closing Ceremony at York University main Cultural Festival site.



\$11.3 M

BUDGET

\$3.5M from Government of Canada

\$3.5M from Provincial Government

\$400K from City of Toronto

\$50K from Tourism Toronto

\$1.0M in Sponsorship

\$127K in Ticket Sales

\$500K in Grants



WORLD-CLASS VENUES

Five (5) sports played in Pan Am / Parapan Am venues

Ten (10) sports played in university / college venues

Opening Ceremony at world class Aviva Centre

Volunteer Services - Objectives



- ✓ Recruit a minimum of 1,000 volunteers. More than 700 volunteers from Toronto.
- ✓ Utilize Pan Am / Parapan Am volunteers to improve athlete experience.
- ✓ Recruit approximately 10-15% volunteer delegates who identify as Indigenous.
- ✓ Provide an educational program for all volunteers of Toronto 2017 NAIG on Indigenous cultures.
- ✓ Grow Indigenous volunteer base for future large-scale events.
- ✓ Execute an appropriate Volunteer Appreciation Event immediate after the Games at Toronto Harbourfront Centre (*top left*).

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MEDIA PARTNERS / PARTENAIRES MÉDIAS



TORONTO STAR
thestar.com

HAMILTON **THE
SPECTATOR**

Météo  **The Weather
Network.**

A person wearing a large feathered headdress and a colorful, patterned tunic stands at a clear acrylic podium on a stage. The background shows a large indoor arena with stage lighting and a banner for 'TORONTO NEWS'.

Media Partners

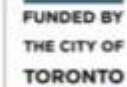
The CBC

- The unprecedented coverage of the TO2017NAIG by the CBC, both in the lead-up to and during the Games themselves, brought the NAIG movement and #Team88 to the mainstream.
- The range and depth of stories told of athletes and others involved, the inclusion of social, political and cultural conversations and the support from the CBC team in supporting the goals and objectives of the TO2017NAIG was outstanding.
- From the team and athlete perspective, CBC's coverage helped to bring important indigenous stories of achievement, resilience and hope to the spotlight and change the discourse at a national level.
- Live stream of Opening Ceremony – more views than any other sports stream on cbc.ca at the time other than NHL Stanley Cup playoffs.

PRESENTING SPONSORS



PLATINUM SPONSORS



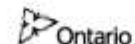
Community Tour



2017 JEUX
AUTOCHTONES
21. JUILLET 2017 - 28. AOÛT 2017



FUNDED BY
ARTICLE 15



PRIME MEDIA PARTNER
PARTENAIRE MÉDIA PRINCIPAL



Community Tour – City of Toronto



Community Relations – School Visits

- To complement the provincial community tour, presentations were made to thousands of students and teachers within a variety of age groups, from K-12, and were built for elementary, middle and high school audiences.
- The #Team88 presentations focused on Indigenous contributions to sport, providing a historic to modern day athletic reveal, what the Toronto 2017 North American Indigenous Games and #Team88 were and how everyone could get involved with them.
- As part of the legacy of the Toronto 2017 NAIG, a three-year partnership with the Toronto District School Board and the Aboriginal Sport and Wellness Council of Ontario (ASWCO) was finalized. The partnership allows the presentations to evolve, fitting the needs of ASWCO's programming.
- The four School Boards that were part of the pilot #Team88 presentations were:
 - Toronto District School Board (TDSB),
 - Toronto Catholic District School (TCDSB),
 - Dufferin Peel Catholic District School Board (DPCDSB) and
 - Durham District School Board (DDSB).





Cultural Festivals

Cultural Festivals

- ✓ To provide a cultural festival to the participants, spectators, and general public that highlighted the Indigenous cultures that were a part of the games. Both sites were to provide equal programming.
- ✓ Provide nightly entertainment for the athletes, and serve as a home for medal ceremonies for individual sports.
- ✓ Create a visually exciting and professional atmosphere.
- ✓ Engage surrounding Toronto community to learn more about Indigenous cultures.
- ✓ Provide an atmosphere for cultural contingents to be showcased.
- ✓ Present live concerts each night of the Games.





NAIG 2017 NAAN 2017 NAIG 2017 NAAN 2017

Opening Ceremony

Opening Ceremony - Objectives



- ✓ Stage a world-class Opening Ceremony that showcases the City of Toronto, Indigenous cultures, and the power of youth and sport.
- ✓ Aviva Centre, home of Rogers Cup and Tennis Canada on the campus of York University in Toronto was the host venue.
- ✓ International music star, Taboo, from the Black Eyed Peas and Canadian musical act A Tribe Called Red headlined the highlight of the Games.
- ✓ The Opening Ceremony was sold out with hundreds of additional spectators watching at a nearby viewing party, while a second viewing party was staged at CBC Headquarters in downtown Toronto.

2017 JEUX
AUTOCHTONES



NAIG 2017 Opening Ceremony Running Order: 2 x Headliners
Updated July 13, 2017

Action/ Activity	Performers/ Speakers	Min	Time
Preshow/ Doors Open			18:00
Start of Show/ Welcome Address	CBC Kids Hosts- Janaye Upshaw, Tony Kim, Victor Verbitsky	10	19:15
Welcome Video	NAIG Produced Video shown on screens with audio	1	19:30
Elder Lights the Smudge	Gary Sault	1	19:31
Parade of Athletes with Cultural Drumming	Whitefish Bay, Eagle Heart, and Smoak Trail	60	19:32
Elder Blessing	Gary Sault	2	20:32
National Anthems	Mary Naweghbow	3	20:34
Performance #1	TABOO	9	20:37
Welcome From Indigenous Groups	Representatives from: Six Nations of the Grand River Mississaugas of New Credit/Mississaugas of Scougog Metis Nation of Ontario Huron Wendat	8	20:46
Welcome From Presenting Sponsor	Hydro One Executive Vice President, Customer Care and Corporate Affairs: Ferio Pugliese	2	20:54
Dance Performance #1- Creation Stories, People, Nature	Santee Smith, Artistic Director Jennifer Kreisberg- Vocal Performance Dancers	12	20:56
Federal Speaker Remarks	Minister of Indigenous and Northern Affairs: Carolyn Bennett	2	21:08
National Chief Remarks	National Chief Perry Bellegarde	2	21:10
ITK (National Representational Organization for Inuit) Speaker Remarks	ITK National President Natan Obed	2	21:12
Metis National Council Remarks	Metis National Council President Clement Chartier	2	21:14
Musical Performance	Metis Fiddler Quartet- Conlin, Alyssa, Nicholas, Danton Delbaere-Sawchuk	4	21:16
Provincial Speaker Remarks	Minister of Tourism, Sport and Culture Eleanor McMahon	2	21:20
Provincial Regional Chief Remarks	Ontario Regional Chief Isadore Day	2	21:22
Municipal Speaker Remarks	Mayor of Toronto- John Tory	2	21:24
Musical Performance	RIIT	4	21:26
Regina Host Society Games Handover	NAIG CEO Regina 2014- Ron Crowe, 4 x athletes to sing/ drum.	5	21:30
Oath Taking	Official- Chantel Mt Pleasant, English Athlete- Kyle Warton, English Volunteer- Paul Hebert, French Environment- Renee Thomas Hill, Cayuga	5	21:35
Dance Performance #2- Sports and Athletics	Santee Smith, Artistic Director DJ Classic Roots, Dancers	10	21:40
Flag Raising	Flag Bearers: Mary Spencer, Waneek Horn- Miller, Rick Brant, Grand Chief Willy Littlechild, Ted Nolan, Hannah Morningstar, Cody Jamieson, Judy Pike, Bruce Kidd, Charles Wood	5	21:50
Declaration of Games Open	NAIG 2017 CEO- Marcia Trudeau	3	21:55
Performance #2	A TRIBE CALLED RED	10	21:58
Pyrotechnics	Services Provided by Danger Boy	1	22:07
End Of Show			22:08

Opening Ceremony: Plan (*left*) vs. Reality

- Torrential downpour caused the Emergency Action Plan to be enacted.
- The Opening Ceremony was delayed by approximately 90 minutes.
- A mass communication plan was implemented to ensure attendees were notified.
- As a result of the delay and an 11pm noise curfew, some segments of the program needed to be cut, including the Parade of Athletes.
- Despite substantial last-minute changes to preparations and programming, the Toronto 2017 NAIG Opening Ceremony was deemed the highlight of the Games.
- *According to CBC Television, the event was the most streamed sport program in 2017 excluding NHL Stanley Cup.*
- ***Credit Toronto Police Services for their exemplary work to assist in the challenges of the event.***





Closing



Ceremony

Pre-Games Events



Medal Reveal



CBC Partnership



Mascot Unveiling



C E L E B R A T E

88 DAYS OUT

Wednesday, April 19, 2017
NATHAN PHILLIPS SQUARE

FORMAL ANNOUNCEMENT 12:30, ACTIVITIES 11:00-3:00

FREE Fun Public Event

We are all **#Team88**

Volunteer • Sponsor • Attend • Support



FLAGGED BY



MEDIA PARTNERS





Finances

Finances



Toronto 2017 North American Indigenous Games Host

PROFIT AND LOSS

All Dates

	TOTAL
INCOME	
4000 Revenues	
4010 Sport Canada	3,499,995
4020 Province of Ontario	3,500,000
4030 City of Toronto	400,000
4035 City of Hamilton	45,000
4040 Tourism Toronto	50,000
4050 Corporate Sponsors	1,007,489
4060 Grants	500,000
4105 Vendor Sales	22,075
4120 Ticketing	127,394
4130 Registration	1,048,736
Total 4000 Revenues	10,200,689
Sales	2,000
Total Income	\$10,202,689
GROSS PROFIT	
	\$10,202,689
EXPENSES	
5000 Central Administration	371,999
5010 Rent	170,941
5020 Staff Travel	50,379
5030 Supplies	18,310
5040 Printing	12,863
5050 Equipment	29,081
5060 Other	10,963
5070 Legal	24,215
5075 Insurance & Risk Management	70,975
5080 Staffing & Consultants	1,843,350
5110 Financial Services	28,658
5120 Economic Impact Study	5,000
Total 5000 Central Administration	2,636,735
5300 Events	
5310 Executive Management	50,960
5315 Host Society Board of Directors	964
5320 NAIG Council	22,652
5330 Opening and Closing Ceremonies	
5331 Equipment	154,665
5332 Security	8,326
5333 Entertainment	138,515
5334 Production Crew	131,614
5335 Rental	187,930
5336 Promotion	23,244
5337 Supplies	7,124
5338 Food and Beverage	14,035
5339 Pre-Game Events	65,877
Total 5330 Opening and Closing Ceremonies	731,330
Total 5300 Events	805,906
5400 Marketing & Communications	

	TOTAL
5410 Venue Overlay	157,853
5420 Signage & Pageantry	109,469
5425 Media & Public Relations	17,800
5430 Media Buys	53,086
5435 Advertising/Promotional	20,247
5440 Graphic Design and Branding	113,645
5445 Photography	12,398
5450 Merchandise	26,605
5460 Live Streaming	153,686
5465 Website	20,936
5470 Promotional Materials	9,323
5480 Promotional Video	36,573
5490 French Language	33,580
5495 Community Relations	48,866
Total 5400 Marketing & Communications	814,167
5500 Protocol	
5510 VIP and Protocol	55,909
5520 Cultural Village & Programming	
5521 Equipment	105,096
5522 Security	6,847
5523 Entertainment	96,942
5524 Food and Beverage	25,100
Total 5520 Cultural Village & Programming	233,985
Total 5500 Protocol	289,893
5600 Sport	
5610 Mission Staff	10,406
5620 Medical	97,165
5630 Technology	40,295
5640 Operations	267,000
5650 Venues:	
5651 Scarborough	4,103
5652 York	106,099
5653 Humber	19,707
5655 Hamilton	6,457
5656 McMaster	24,321
5657 Toronto Pan-Am Sports Centre	54,703
5658 Humber Valley Golf Course	16,369
5659 Toronto International Trap & Skeet	4,491
Total 5650 Venues	236,249
5660 Security - Sport	234,671
5670 Transportation	633,821
5680 Logistics	127,563
5690 Accreditation	17,853
Total 5600 Sport	1,665,021
5700 Village/Accommodations	
5701 York	366,231
5702 Humber	178,627
5704 Other	91,886
5706 McMaster University	533,397
5707 Durham/UOIT	122,151
5710 Food Services	
5711 York	412,728
5712 Humber	228,215

	TOTAL
5715 Other	46,509
5716 McMaster University	617,698
5717 Durham/UOIT	135,456
Total 5710 Food Services	1,440,606
Total 5700 Village/Accommodations	2,732,698
5800 Volunteers	
5810 Apparel	28,069
5820 Vulnerable Sector Checks	15,269
5870 Volunteer Village	25,844
5880 Volunteer Appreciation	770
Total 5800 Volunteers	69,952
Payroll Expenses	
Taxes	36,902
Wages	643,634
Total Payroll Expenses	680,536
Total Expenses	\$9,695,107
OTHER EXPENSES	
Other Miscellaneous Expense	4,839
Total Other Expenses	\$4,839
PROFIT	\$502,744

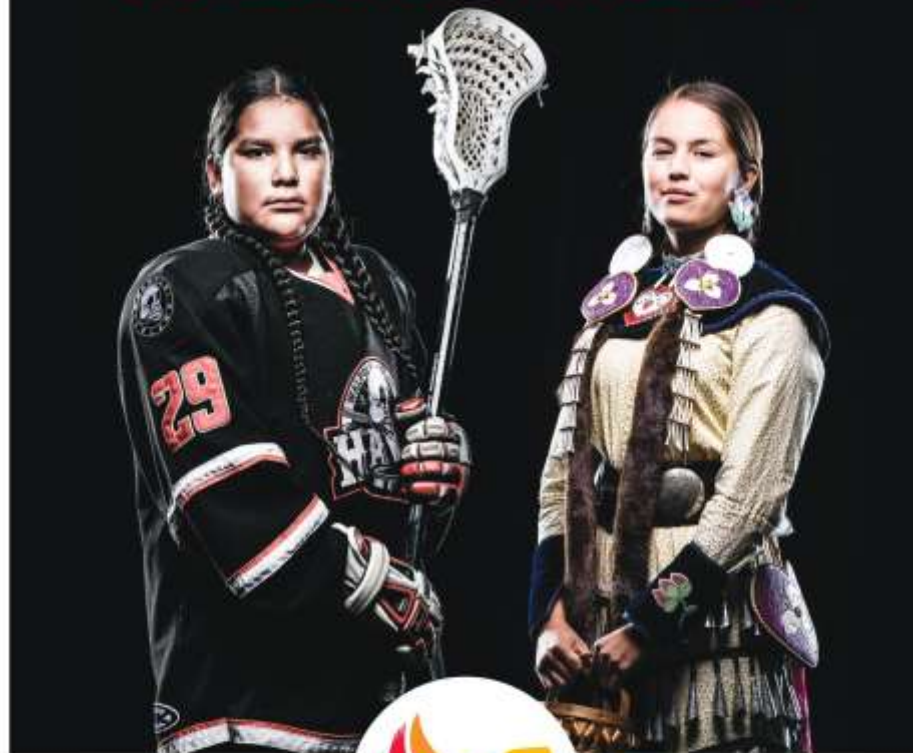
*Initial economic impact study suggested Toronto 2017 NAIG brought more than **\$18M** to the City of Toronto and GTA.*

LEGACY PLAN

AN INSPIRING DIALOGUE THROUGH SPORT

PLAN D'HÉRITAGE

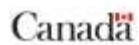
UN DIALOGUE INSPIRANT PAR LE SPORT



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We call upon all levels of government, in collaboration with Aboriginal peoples, sports halls of fame, and other relevant organizations, to provide public education that tells the national story of Aboriginal athletes in history.

MOBILE MUSEUM DISPLAY

An interactive mobile museum display showcases Indigenous contributions to sport in Canada, including the NAIG movement. The display promotes the history of lacrosse, archery and canoe, which can be traced back to Indigenous culture and communities, and are considered traditional Indigenous sports.

AMBASSADOR PROGRAM

An Ambassador Program, featuring select Indigenous role models, both athletes and cultural artists, highlights their remarkable achievements. These ambassadors promote Toronto 2017 NAIG, the NAIG Movement and the #Team88 legacy campaign, through appearances at events, video, marketing, media and telling of their stories. They have also worked in their communities and schools, to engage and inform youth to get involved.

As part of the Ambassador Program, select role models are showcased in branded locker displays. The locker display was launched at the #Team88 Days Out Celebration and will be featured at the Cultural Festivals during the Games.

Nous appelons tous les paliers de gouvernement, en collaboration avec les peuples autochtones, les temples de la renommée du sport et les autres organisations pertinentes, à offrir une éducation publique qui raconte l'histoire nationale des athlètes autochtones au fil des siècles.

EXPOSITION DU MUSÉE AMBULANT

Un musée ambulant présentant une exposition interactive met en valeur les contributions autochtones au sport au Canada, y compris le mouvement des JAAN. L'exposition fait la promotion de l'histoire de la crosse, du tir à l'arc et du canot, dont les origines remontent à la culture et aux communautés autochtones, et qui sont considérées comme des sports autochtones traditionnels.

PROGRAMME D'AMBASSEDEURS

Un programme d'ambassadeurs mettant en vedette des modèles autochtones brés sur le volet – tant athlètes qu'artistes culturels – souligne les réalisations remarquables de ceux-ci. Ces ambassadeurs font la promotion des JAAN 2017 de Toronto, du mouvement des JAAN et de la campagne d'héritage #Équipe88 par le biais de participations à des événements, de vidéos, de marketing, d'interaction avec les médias et en racontant leurs histoires. Ils ont également travaillé dans leurs communautés et leurs écoles pour informer les jeunes et les encourager à s'impliquer.

Dans le cadre du programme d'ambassadeurs, ces modèles sont en vedette sur des présentoirs utilisant leur image. Cette exposition a été inaugurée lors de la journée du concept à rebours des 88 jours de #Équipe88 et sera présentée lors des festivals culturels pendant les Jeux.





We call upon all levels of government to take action to ensure long-term Aboriginal athlete development and growth, and continued support for the North American Indigenous Games, including funding to host the Games and for provincial and territorial team preparation and travel.

The #Team88 is a legacy campaign of the Toronto 2017 North American Indigenous Games which seeks to:

- Increase capacity for sport opportunity in Indigenous communities by bringing reconciliation to the national spotlight.
- Tell the story of Indigenous athletes at a national level.
- Showcase Indigenous contributions to sport in Canada.
- Increase representation of Indigenous youth/athletes in sport, at all levels by aligning more closely with Provincial Sport Organizations (PSO).
- Create a tangible opportunity for all Canadians to engage with reconciliation and all 94 Calls to Action in the TRC, utilizing the power of sport to bring forth discussions on reconciliation, and awareness of Indigenous history and culture.
- To shift the public and media focus in celebrating the achievements of Indigenous youth and communities, creating lasting role models for future generations.



Nous demandons à tous les paliers de gouvernement de prendre des mesures pour assurer le développement et la croissance à long terme des athlètes autochtones et le soutien continu des Jeux autochtones de l'Amérique du Nord, y compris le financement pour accueillir les Jeux ainsi que la préparation et les frais de transport des équipes provinciales et territoriales.

#Équipe88 est une campagne d'héritage des Jeux autochtones de l'Amérique du Nord 2017 de Toronto qui vise à:

- Augmenter le nombre d'opportunités sportives dans les communautés autochtones en donnant une visibilité nationale à la réconciliation.
- Raconter les histoires des athlètes autochtones au niveau national.
- Souligner les contributions des Autochtones au sport au Canada.
- Augmenter la représentation des jeunes / athlètes autochtones dans le sport, à tous les niveaux, en s'alignant plus étroitement avec les organisations sportives provinciales.
- Créer une opportunité tangible pour tous les Canadiens de s'impliquer dans la réconciliation et les 94 appels à l'action dans la CVR, en utilisant le pouvoir du sport pour susciter des discussions sur la réconciliation et la sensibilisation à l'histoire et aux cultures autochtones.
- Recentrer l'attention du public et des médias pour célébrer les réalisations des jeunes et des communautés autochtones, en créant des modèles durables pour les générations futures.

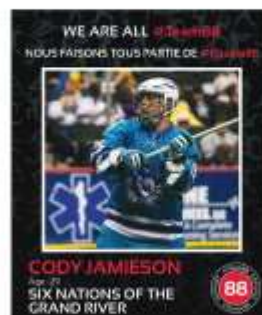


WE ARE ALL #Team88 NOUS FAISONS TOUS PARTIE DE #Équipe88



The 88 Stories of Success program features Indigenous youth, both athletes and those who excel in other areas of arts and education. These stories of success are shared at a national level. A showcase of all 88 youth will be presented on the Toronto 2017 NAIG website, including their picture and personal story. During the Games, these 88 Stories of Success will be featured on a printed canvas/installation for people to read and acknowledge. Social media have helped tell the stories of these amazing individuals.

Le programme 88 histoires de réussite met en vedette de jeunes Autochtones, tant des athlètes que des jeunes qui excellent dans d'autres domaines de l'art et de l'éducation. Ces histoires de réussite sont partagées au niveau national. Ces 88 jeunes seront mis en valeur sur le site Web des JAAN 2017 de Toronto, y compris leur photo et leur histoire personnelle. Pendant les Jeux, ces 88 histoires de réussite apparaîtront sur une toile / installation imprimée mise à la disposition des visiteurs. Les médias sociaux ont aidé à raconter les histoires de ces personnes exceptionnelles.





Support TRC Call to Action 88

**WE ARE ALL
#Team88**



THANK YOU / MERCI / MIIGWECH



PAST, PRESENT, FUTURE. #ALLOne