



**SPECIAL OLYMPICS**  
ALBERTA SUMMER GAMES  
CITY OF GRANDE PRAIRIE 2025

**SPONSORSHIP  
OPPORTUNITIES**



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# SPONSORSHIP OPPORTUNITIES

The City of Grande Prairie is excited to host the 2025 Special Olympics Alberta Summer Games in July 2025.

## Sponsor the Games!

Every contribution makes an impact. Empower athletes with intellectual disabilities to unleash their full potential by aligning with Special Olympics Alberta and help foster inclusion while becoming part of the unforgettable moments of triumph.

## Contact Us

Contact [sponsorship@cityofgp.com](mailto:sponsorship@cityofgp.com) to make summer memories GRANDER.

## The event brings together:

- 350+ Coaches & Support Persons
- 900+ Athletes Ages 14+
- 500+ Volunteers
- 10 Sports Across Nine Locations
- 2,500+ Attendees for Opening Ceremonies
- 1,000+ Spectators

Sponsorship Levels	
Sponsorship	Recommended Investment
Games Partner	\$100,000+
Podium Sponsors	\$30,000 Gold — \$20,000 Silver — \$10,000 Bronze
Athletes' Celebration Presenting Sponsor	SOLD
Athlete Welcome Package Sponsor	\$10,000 Cash or Cash & Value-in-kind
Sport Presenting Sponsor	\$7,500 per sport
Volunteer Program Presenting Sponsor	SOLD
Friends of the Games	\$500-\$2,500

Please note that the prices listed for our sponsorship packages do not include Goods and Services Tax (GST). GST will be added to your invoice at the time of billing.



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# SPONSORSHIP OPPORTUNITIES

## GAMES PARTNER

Be recognized alongside the City of Grande Prairie and Special Olympics Alberta as the major presenting sponsor in all areas of the event and marketing campaign.

### Sponsorship Includes:

- Opportunity to create branded spectator areas at select sporting events
- Name recognition in radio and print advertising
- 10 VIP reception passes
- Logo prominently displayed on sponsor signage at all venues
- Speaking opportunity and visual recognition in opening ceremony
- Logo prominently displayed on event website
- Social media post of recognition
- Full page advertising space in program



Photo: Special Olympics Canada, 2023



Photo: Special Olympics Canada, 2023



**Recommended Investment: \$100,000+**

**\*Sponsorship is based on a commitment date of January 1, 2025.**



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# SPONSORSHIP OPPORTUNITIES

## PODIUM SPONSOR

Support athletes as they showcase their incredible talents and spirit; uniting communities in celebration of diversity, inclusion and boundless determination as a 2025 Special Olympics Alberta Summer Games supporting sponsor.

### Sponsorship Includes:

#### Gold

- 6 VIP Reception Passes
- Logo on sponsor signage at all venues in prime, first tier placement
- Visual and verbal recognition in opening ceremony
- Opportunity to set up an activation or display in the lobby at the opening ceremony
- Logo on SOGP2025.com website
- Dedicated social media post highlighting your business with tag
- Full page advertising space and name listed on sponsor page in program

#### Silver

- 4 VIP Reception Passes
- Logo on sponsor signage at all venues in prime, second tier placement
- Visual recognition in opening ceremony
- Logo on SOGP2025.com website
- Social media post highlighting your business with tag
- 1/2 page advertising space and name listed on sponsor page in program

#### Bronze

- 2 VIP Reception Passes
- Logo on sponsor signage at all venues in prime, third tier placement
- Visual recognition in opening ceremony
- Logo on SOGP2025.com website
- Included in social media post highlighting Bronze sponsors
- 1/4 page advertising space and name listed on sponsor page in program

**Recommended Investment: \$30,000 Gold, \$20,000 Silver, \$10,000 Bronze**



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# SPONSORSHIP OPPORTUNITIES

## (SOLD) ATHLETES' CELEBRATION PRESENTING SPONSOR

### Location: The Bowes at Bonnetts Energy Centre

Make the 2025 Special Olympics Alberta Summer Games an event to remember by treating the athletes and their guests to a fun filled evening, complete with catered dinner, live DJ and dance

### Sponsorship Includes:

- Verbal recognition at Athlete Entertainment Night
- Four VIP Reception Passes
- Logo on sponsor signage at all venues
- Visual recognition in opening ceremony
- Name or logo on event website
- Social media post of recognition
- 1/2 page advertising space and name listed on sponsor page in program



Photo: Special Olympics Canada, 2023



## Recommended Investment: (SOLD)



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# SPONSORSHIP OPPORTUNITIES

## ATHLETE WELCOME PACKAGE SPONSOR

Welcome 1,300+ athletes & coaches to Grande Prairie with a special gift at their hotel. Items for Athlete Welcome Bags may include snacks, beverages or Special Olympics Alberta co-branded gifts, such as socks and water bottles.

### Sponsorship Includes:

- Four VIP Reception Passes
- Logo on sponsor signage at all venues
- Visual recognition in opening ceremony
- Name or logo on event website
- Social media post of recognition
- Logo on gifts to athletes and coaches
- 1/4 page advertising space and name listed on sponsor page in program



Photo: Special Olympics Canada, 2023



Photo: Special Olympics Canada, 2023



**Recommended Investment: \$10,000 Cash or Cash + Value-in-kind**



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# SPONSORSHIP OPPORTUNITIES

## SPORT PRESENTING SPONSOR

Join the athletes on their inspiring journey of inclusivity and empowerment by sponsoring a sport of your choice at the 2025 Special Olympics Alberta Summer Games. Sport presenting sponsorships are limited to 10 sponsors, or one sponsor per sport.

### Sponsorship Includes:

- Designated seating at sponsored event, where available
- Advertising opportunities – varies by sport location
- Logo or name included in event schedule
- Opportunity to participate in Medal presentations for sponsored sport
- Two VIP Reception Passes
- Logo on sponsor signage at all venues
- Visual recognition in opening ceremony
- Name or logo on event website
- Social media post of recognition
- Name listed on sponsor page in program



Photo: Special Olympics Canada, 2023



Photo: Special Olympics Canada, 2023



**Recommended Investment: \$7,500 per sport**



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# SPONSORSHIP OPPORTUNITIES

## Sports available for Presenting Sponsorship:

### Golf (SOLD)

- Location: The Dunes Golf & Winter Club
- Unique branding and advertising:
  - Golf cart signs
  - Grass stake signs

### Bocce Ball

- Location: Legion Field
- Unique branding and advertising:
  - Bleacher signs
  - Grass stake signs

### Basketball (SOLD)

- Location: Eastlink Centre
- Unique branding and advertising:
  - Backboards on nets

### Softball

- Location: South Bear Creek Park
- Unique branding and advertising:
  - Dugout and fence signs
  - Grass stake signs along paths

### 10 Pin Bowling (SOLD)

- Location: Bowling Stones 10 Pin Entertainment Centre
- Unique branding and advertising:
  - Livestream branding

### Soccer

- Location: Rotary Soccer Fields
- Unique branding and advertising:
  - Fence and bleacher signs
  - Grass stake signs

### Track & Field (Athletics)

- Location: Legion Field
- Unique branding and advertising:
  - Fence and bleacher signs
  - Grass stake signs

### Rhythmic Gymnastics

- Location: Grande Prairie Gymnastics Centre
- Unique branding and advertising:
  - Railing signs (stairs and viewing area)
  - Wayfinding floor standing signs

### Swimming (SOLD)

- Location: Eastlink Centre Aquatics
- Unique branding and advertising:
  - Digital score clock
  - Spectator hallway wall signs
  - Wayfinding floor standing signs

### Powerlifting (SOLD)

- Location: Activity and Reception Centre
- Unique branding and advertising:
  - Spectator stands banners
  - Wayfinding floor standing signage

**Recommended Investment: \$7,500 per sport**



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# SPONSORSHIP OPPORTUNITIES

## (SOLD) VOLUNTEER PROGRAM PRESENTING SPONSOR

The Volunteer Program aims to recruit, train and support the gold-medal standard of volunteers right here in our host community.

### Sponsorship Includes:

- Logo on up to 500 volunteer uniforms (t-shirts) worn during the Games
- Opportunity to assist with volunteer registration and recruitment events
- Logo included in volunteer orientation
- Two VIP Reception Passes
- Logo on sponsor signage at all venues
- Visual recognition in opening ceremony
- Name or logo on event website
- Social media post of recognition
- 1/2 page advertising space and name listed on sponsor page in program



Photo: Special Olympics Canada, 2023



Photo: Special Olympics Canada, 2023



## Recommended Investment: (SOLD)



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# SPONSORSHIP OPPORTUNITIES

## LAW ENFORCEMENT TORCH RUN® (LETR)

### Lighting the Way for Champions

Experience the impact of your brand in the heart of the community with the Law Enforcement Torch Run® (LETR), the largest public grassroots fundraising and awareness initiative for Special Olympics worldwide.

Throughout the year, law enforcement members from across the province come together to host various events, demonstrating unwavering support, and raising crucial funds for Special Olympics Alberta sports programs and their incredible athletes.

Known as Guardians of the Flame, law enforcement members will embark on the iconic LETR® Final Leg Torch Run, carrying the Flame of Hope through the city of Grande Prairie. This is a centerpiece event showcasing the powerful union of officers and athletes, as they light the Cauldron to open the 2025 Special Olympics Alberta Summer Games.

By sponsoring this event, your brand can shine alongside these inspiring heroes, amplifying a message of inclusion and celebrating the remarkable achievements of our movement. Join us to make a profound impact and connect your brand to a cause that resonates deeply within the community and beyond.



Photo: Special Olympics Alberta



Photo: Special Olympics Alberta



**Recommended Investment: \$12,500**



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# SPONSORSHIP OPPORTUNITIES

## FRIENDS OF THE GAMES

Become a Friend of the games by contributing a variable amount that fits within your budget. Contributions go towards general costs of hosting the athletes and putting on the Special Olympics Alberta Summer Games 2025 City of Grande Prairie.

### Sponsorship Includes:

- Visual recognition in opening ceremony
- Name or logo on event website
- Social media post of recognition
- Name listed on sponsor page in program



Photo: Special Olympics Canada, 2023



Photo: Special Olympics Canada, 2023



**Recommended Investment: \$500 – \$2,500**



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# SPONSORSHIP OPPORTUNITIES

## IN-KIND SERVICES

Sponsorship through in-kind products and services spans from promotions to essentials which enrich the experience for all the attendees of the 2025 Special Olympics Alberta Summer Games.

### In-kind options include:

- Host venues & hotels
- Water filling stations
- Fans / mist machines
- Umbrellas / tents
- Medical services
- Portable bleachers
- Radios / telecommunications (SOLD)
- Athlete / volunteer snacks
- Lanyards (SOLD)
- Media
- Sunscreen
- Hats
- Fuel (SOLD)
- Ice packs
- First-aid kits (SOLD)

### Additional opportunities:

Value-in-kind sponsorship can be combined with cash sponsorship. Contact Sales & Sponsorship at [sponsorship@cityofgp.com](mailto:sponsorship@cityofgp.com) for a custom sponsorship today.



Photo: Special Olympics Canada, 2023



Photo: Special Olympics Canada, 2023



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