# INVESTMENT PACKAGE 2021-22

NWT RECREATION & PARKS ASSOCIATION

## ABOUT THE NWT RECREATION & PARKS ASSOCIATION

The NWT Recreation & Parks Association (NWTRPA) is a non-government, non-profit organization that plays a central role in enhancing and improving the quality of life of Northwest Territories (NWT) residents and communities by promoting the benefits of recreation. Since 1989, we have worked with communities across the NWT by supporting leaders, communities, and partners through training, advocacy, and education to promote healthy, active lifestyles for all.

**NWTRPA Mission: We envision a territory where everyone has access to programs and spaces that foster healthy families, strong cultures, and vibrant communities.**

## WHY DO WE DO WHAT WE DO?

The answer is easy – because we love making our NWT communities active, healthy and fun! By increasing access to NWT parks and recreation, residents of all ages are able to choose active ways of living because of improvements in the accessibility, diversity, and quality of community-based recreation programs. We know the positive impacts having access to parks and recreation has on our mental and physical health, and we want to make recreation accessible to EVERYONE in the NWT. In everything we do, we work to create community connectedness, increase the health and well-being of individuals and families, and act as an important resource for community-led programming.

## WHAT YOU CAN DO TO HELP

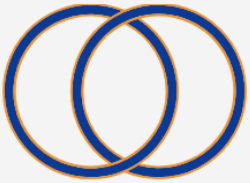
The NWTRPA has updated our investment opportunities and invites you to review this guide listing our many events, initiatives, and company benefits. By investing in the NWTRPA, you are investing in creating vibrant and healthy NWT communities.

# Enjoy These Benefits

Here's why you should invest with the NWTRPA

### CONNECT & ENGAGE WITH CLIENTS

People are more informed than ever about who they do business with and where they spend their money. What better way to share your company values than by investing in an organization that matches your client's values?



### INCREASE SALES & TRUST

Your brand will be front and centre to a targeted audience. Having your brand and message displayed on marketing materials, online channels and at the NWTRPA events gives your company personal engagement and access to a niche but broad client base.

### ENHANCE YOUR BRAND

Align your brand with those who work and volunteer to improve the quality of life for people and communities across the Northwest Territories. Investing in our organization and events show our audiences just how much you care about creating healthy, active NWT communities.

## VALUE WE OFFER

# Value to Your Organization

### Social Media & Online Exposure

The NWTRPA's social network is a niche audience of recreation and on the land leaders that includes a broad range of professionals, volunteers, and community members across the NWT, extending nation-wide, across all ages. We're skilled at using our various social platforms to engage with our large-reaching network, which extends beyond recreation, parks, and on the land programming

### Publicity

Our events are well beloved by the NWT and attract participation from across the entire territory. Our audience celebrates with us the partnerships that contribute to fostering healthy families, strong cultures, and vibrant communities. Aligning yourself with our events and organization can result in great exposure for your business to our targeted audiences.

### Unique Marketing Channels

As a membership-driven organization, our partnership with our Membership is valued and trusted. Become a Corporate Member of the NWTRPA and join the conversation with 100+ Members across the sector. In addition to our Membership, we also partner with other community organizations, and community and Indigenous governments, to build a territory where everyone has access to recreation—this network exponentially maximizes your investment in a partnership with us.

### Proven Track Record of Accountability

We have been active for over 30 years in the North and are proud to have the trust of those who invest in us, our members, and NWT communities. You can rest assured your investment dollars are being used responsibly, and we are working hard to create and maintain incredible programs, events, and training in all NWT communities. Investing in a partnership with us is investing in growing with us.

To invest in the NWTRPA, see the attached Investment Agreement Form, and return to admin@nwtrpa.org.

For more information please contact NWTRPA by phone at (867) 669-8375, or e-mail: admin@nwtrpa.org.

## WALK TO TUK

**Event date:**
**January/February**

**4800+ annual participants**

**30+ communities participate each year**

**Demographics:**
80% adults
15% youth
5% Elders

Investment confirmation deadline: October 31

# WALK TO TUK

This community winter walking challenge has become an NWT tradition and is the longest and largest physical activity event in the territory. Over the course of nine weeks, teams conceptually walk the length of the Big River from Zhatıé Kų́ę́/Fort Providence to Tuktuuyaqtuuq /Tuktoyaktuk, a distance of 1,658km. This event motivates people to get outside and active in what can be the coldest and darkest months of the year. Many participants have credited Walk to Tuk with kickstarting them on a road to a healthier lifestyle.

**Our chart below outlines different investment levels and value to your organization for each level.**

| SPONSOR BENEFITS | MAIN EVENT SPONSOR $8,500 | DIAMOND $5,000 | PLATINUM $2,500 | GOLD $1,000 | SILVER $500 | BRONZE $300 |
|---|---|---|---|---|---|---|
| Recognition in paid W2T ads and promotions ("Walk to Tuk sponsored by...") | ● | | | | | |
| Prize Name Dedication (named after person/company) | ● | ● | | | | |
| Logo on event posters in all NWT communities | ● | ● | ● | | | |
| Logo on Walk to Tuk website footer | ● | ● | ● | | | |
| Logo in e-news blast (Jan-Feb; 1400+ distribution) | ● | ● | ● | ● | | |
| Link to your website on Walk to Tuk prize page | ● | ● | ● | ● | ● | |
| Social media recognition (Twitter, Instagram, Facebook) | ● | ● | ● | ● | ● | ● |

# NWTRPA ANNUAL CONFERENCE

The NWTRPA Conference is the NWT's premier educational forum for recreation leaders. Hosting delegates from across the territory, this three-day event gives you an ideal opportunity to put your organization and brand front and centre. This conference provides an important venue for people across the territory to network, share, and learn from each other and who are united under a common goal of improving recreation and parks services for all NWT residents.

NWTRPA CONFERENCE & AWARDS

**Our chart below outlines different investment levels and value to your organization for each level.**

| SPONSOR BENEFITS | PLATNUM $2,500 | GOLD $1,000 | SILVER $500 | BRONZE $300 |
|---|---|---|---|---|
| Logo and link to your website on NWTPRA conference page | ● | ● | ● | ● |
| Branded company signage displayed on table | ● | ● | ● | ● |
| Logo on conference signage and program | ● | ● | ● | ● |
| Recognition in e-news blast (750+ distribution) | ● | ● | ● | ● |
| Verbal recognition from conference podium throughout event | ● | ● | ● | ● |
| Social media recognition (Twitter, Instagram, Facebook) | 4 | 3 | 2 | 1 |
| Complimentary Conference Registrations | 1 | 1 | 1 | |
| Complimentary Bright Spots tickets | 2 | 2 | | |
| Company promotional displayed at conference for delegates | ● | ● | | |
| Opportunity to introduce keynote speaker and give brief company profile | ● | | | |

# NWTRPA AND YOUTH CENTRES ANNUAL CONFERENCE

**Event date: early Fall**

Hosted in a different NWT community each year

**120-200+ average annual participants**

**30+ communities participate**

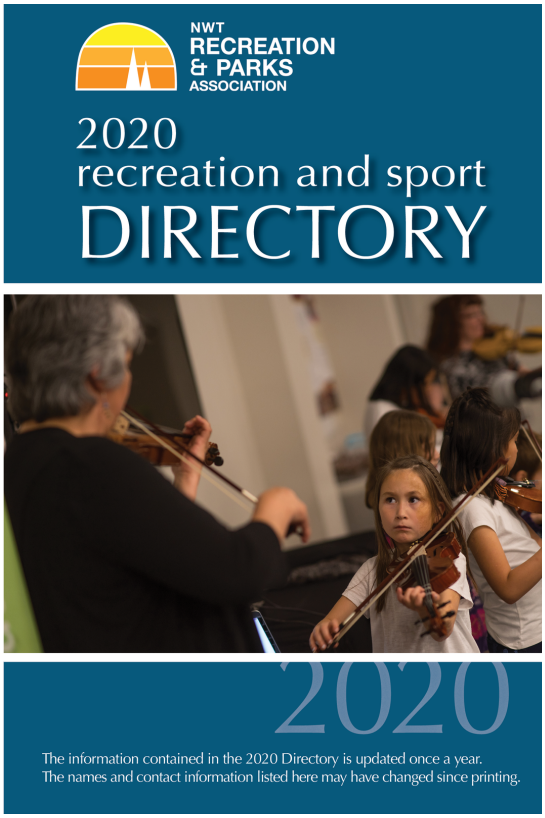
**Demographics:**
**Recreation leaders, educators, elders, health care workers, youth centre workers, on the land leaders, and volunteers.**

Investment confirmation deadline: September 6

# RECREATION AND SPORT DIRECTORY

Containing important contact, funding, supplier, and reference information in an easy-to-search guide, the annual Recreation and Sport Directory is an essential reference tool for many recreation and sport leaders, communities, and governments across the NWT. It is issued annually in hard copy to leaders in every NWT community during June is Recreation and Parks Month, and also published online, where it is promoted on our social medias and monthly e-newsletter.

Showcase your organization for a full year in the Recreation and Sport Directory, and benefit from leader's eyes across the territory on your brand and messaging all year long.




## AD PLACEMENT OPTIONS & COSTS

Outside back cover, full-page.....$2,000
Inside cover, full-page (front or back).....$1,500
Non-cover, full-page (4 ¾" wide x 1¼" long.....$950
Half page (4 ¾" wide x 3½" long).....$550
50-word listing (includes logo).....$300

- 300+ hard copies distributed to 33 communities
- Demographics: Leaders in recreation and sport including facility maintainers/purchasers, community and territorial governments, territorial and national organizations.
- Publish & distribution date: May and June, respectively

**Advertising booking deadline: April 20**

# GET ACTIVE COMMUNITY GRANTS – NEW OPPORTUNITY!

Get Active is a grant program that supports community leaders in hosting physically active events to the public. By investing in a Get Active Grant, you're helping to fund local events that get northerners physically active, engaged and healthy! Grant recipients use these funds to purchase or rent equipment, promote community events, rental space, instructor fees, and healthy snacks.

Your investment of $1,500 enables a local organization to organize and hold an active-living event.

Your contribution will be recognized on the Get Active website and in NWTRPA promotional materials.

- 140+ grants distributed annually
- 230+ annual Get Active events
- 33 communities accessing Get Active funding
- 9,300+ annual participants at Get Active events

## Investment confirmation deadline: May 1

# IMAGE CAPTIONS

***Cover Images (clockwise from top-right)***

*1. Intergenerational Sahtú Guardians, 2019 Pilot; 2. Team quadsofsteel-bestfootforward, Walk to Tuk 2019; 3. Anne Firth Jones participating in an Elders in Motion Training. Photo by Tara Marchiori; 4. Team Ice Road Trekkers, Walk to Tuk; 5. Joey Dillon and James Day during an NWTRPA Canoe Training. Photo by Wendy Lahey.*

***Page 2***

*Catherine Sanguez with her grandson Noah Isaiah. Generations on the Move 2019 Intergenerational Photo Contest. Photo by Daniel Manelo.*

***Page 5***

*1. 2019 Walk to Tuk participants. Photo by Pat Kane.*

*Images 2–5, clockwise from top-left: #FrostyFaces Photo Contest Submissions by Luisa Ospina, Thorsten Gohl, Andrea Fowler, Ginette Demers.*

*6. "Dad". #FrostyFaces Photo Contest Submission by Melissa Lenny.*

***Page 8***

*1. Sarah Cleary's embroidery, 2019. Photo by Pat Kane.*

*2. Elders in Motion Stream, 2014 Conference. Photo by Tara Marchiori.*

*3. Eunice Nasogaluak speaking at the 2018 Conference. Photo by Angela Gzowski.*

***Page 11***

*1. A yogalates class taught by Joan Bevington in Fort Smith, 2020.*

*2. Ashley Menicoche & Jacqueline Elleze participating in a Functional Fitness for Falls Prevention Training in 2019.*

*3. Walk to Tuk 2021 photo submission from @travelnursefey.*

# NWTRPA Investment Agreement

Please check all investments you'd like to make with the NWT Recreation and Parks Association:

**NWTRPA Annual Conference**
**Annual Recreation Directory**
**Walk to Tuk**
**Monthly E-newsletter**
**Get Active**

## NWTRPA Annual Conference

Conference Year (Circle One): 2021 | 2022

Investment Level

Bronze Level..... $300.00
Silver Level..... $500.00
Gold Level..... $1,000.00
Platinum Level ..... $2,500.00

SWAG/Prizes

I would like to contribute SWAG/prizes to be given out at the Conference in addition to my investment.

## Walk to Tuk

Challenge Year (Circle One): 2022 | 2023

Bronze Level..... $300.00
Silver Level..... $500.00
Gold Level ..... $1,000.00
Platinum Level..... $2,000.00
Diamond Level..... $5,000.00
In-Kind Donation — Type: Value:

Would you like to receive Walk to Tuk Investment Partnership Updates every two (2) weeks via e-mail?

Yes, please send me Investment Partnership Updates.
No, do not send me Investment Partnership Updates.

## NWTRPA Monthly E-Newsletter

One-time (1) E-news Space..... $130.00
One-time (1) Sponsored Article..... $300.00
Recurring Monthly E-News Space (10% discount; invoiced 15th of each month)..... $117.00

## Get Active

Year (Circle One): 2022 | 2023

Get Active Event..... $1,500.00

## NWTRPA Annual Recreation Directory

Directory Year (Circle One): 2022 | 2023

### Ad Size

Back cover, full page..... $1,500.00
Inside cover, full page (front or back..... $900.00
Full page (4 3/4” wide x 7 1/4” long)..... $450.00
Half page (4 3/4" wide x 3 1/2” long).....$. $275.00
Listing: company name/address and 50-word description, with logo.....$125.00
Second ad (50%) discount on above rates.....

### Advertising Details (Choose one):

I will be providing camera-ready art as a black and white, high resolution, print quality in **BOTH** .png and .pdf formats
Repeat the ad used in the 2020 Directory.

### Listing Details (Choose one):

I will be providing a 50-word directory listing, and a high resolution, print quality logo in **BOTH** .png format, and .eps or .ai format.

Repeat the listing and logo used in the 2020 Directory.

# Investor Information

Company Name: Contact Person:
Mailing Address:
City: P/T: Email:
Website: Phone:

### Payment

Once the NWTRPA has received your filled-out Investment Agreement, we will send you an invoice for the full amount via email. Your options for payment are Cheque or Online.

Please select your method of payment and note the email the invoice should be sent to:

Cheque payable to NWT Recreation and Parks Association
Online/Credit Card. *Send invoice to the following email:*

Signature: _____ Date:

**Submit this investment form, ad art, and logos to admin@nwtrpa.org.**
**Please submit all logos in BOTH .jpeg and .eps or .ai formats.**

**For more information, or assistance in filling out this Investment Agreement, please contact the NWTRPA at (867) 669-8375 or admin@nwtrpa.org.**