



**Thunder Bay
2024**

Ontario
Winter Games
Jeux d'hiver de
l'Ontario

SPONSORSHIP PACKAGE

**FEBRUARY 2024
16 - 19 & 23 - 26**



THE GAMES RETURN TO THE NORTH

It's been decades since Thunder Bay hosted the Ontario Winter Games. In 2024, the Games Return to the North.

FOR THUNDER BAY

With up to 3,500 athletes, coaches, officials and dignitaries, the Ontario Winter Games provides a tremendous opportunity for our community. The eight day competition, taking place over two weekends, February 16 – 19 and 23 – 26, is estimated to contribute \$6 million dollars in economic impact.

FOR THE ATHLETES

The Ontario Winter Games provides a clear path for aspiring young Ontario athletes to move to the Canada Games, Pan Am Games/Parapan Am Games, and the Olympics/Paralympic Games.

FOR YOU

The Games also provide opportunities for you as a sponsor. Associate your organization with the excitement of competition and sport. Expose your brand to the thousands of participants and spectators attending the Games and the thousands more watching across the nation. Demonstrate your support of our community and create your legacy.

We hope that you will be a part of this important event and join us in showing Ontario what an amazing and proud community we are.

Let the Games begin.



INTRODUCING THE THUNDER BAY ONTARIO WINTER GAMES 2024!

The Ontario Winter Games is the province's largest multi-sport event and takes place every two years. Established in 1970, the games are designed to prepare young amateur athletes (ages 12 - 18) for national and international competition.

The Thunder Bay 2024 Ontario Winter Games will be taking place in two waves over two weekends; **February 16 – 19 and 23 – 26.**

AUDIENCE

UP TO **3,500** participants, coaches, and officials

1,000+ volunteers

5,000+ spectators

VENUES

18 facilities

Fort William Gardens

Fort William First Nation Arena

Lakehead University Fieldhouse

ECONOMIC IMPACT

\$6,000,000 estimated

SPECIAL EVENTS

Opening Ceremony

VIP Events

Media spend and exposure when available



DURATION



WEEK 1
FEBRUARY 16 – 19

WEEK 2
FEBRUARY 23 – 26

SPORTS*



Alpine Skiing



Para-Alpine Skiing



Artistic Swimming



Para Nordic



Badminton



Ringette



Biathlon



Sledge Hockey



Bowling



Snowboarding



Cross-Country
Skiing



Speed Skating



Curling



Squash



Fencing



Target Shooting



Field Hockey



Weightlifting



Futsal



Wheelchair
Basketball



Hockey



Wheelchair Curling



Judo



Wrestling



Karate



Wushu



Kickboxing

* Sports are subject to change

WHY SPONSOR THE THUNDER BAY 2024 ONTARIO WINTER GAMES

This is going to be big! Your organization will be exposed to the thousands of participants, families and supporters from across Ontario who will be in attendance, not to mention the sport-centric community that is Thunder Bay.

To capitalize on this tremendous opportunity, our Sponsorship Committee will be happy to work directly with your organization to customize your benefits and develop a personalized activation sponsorship!

AREAS OF ACTIVATION

VIP Events

Naming Rights

Logo Placement

Website/Social Recognition

We build from there! Whether it be VIP access to events, being credited for making a sporting event free admission for the community or providing hot chocolate to our hardworking volunteers, we are happy to partner with you to make this a triumphant return to the North for the Ontario Winter Games.

LET THE GAMES BEGIN





CONTACT US TODAY!

ALLY DROMBOLIS

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For more information visit
www.thunderbay.ca\2024



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