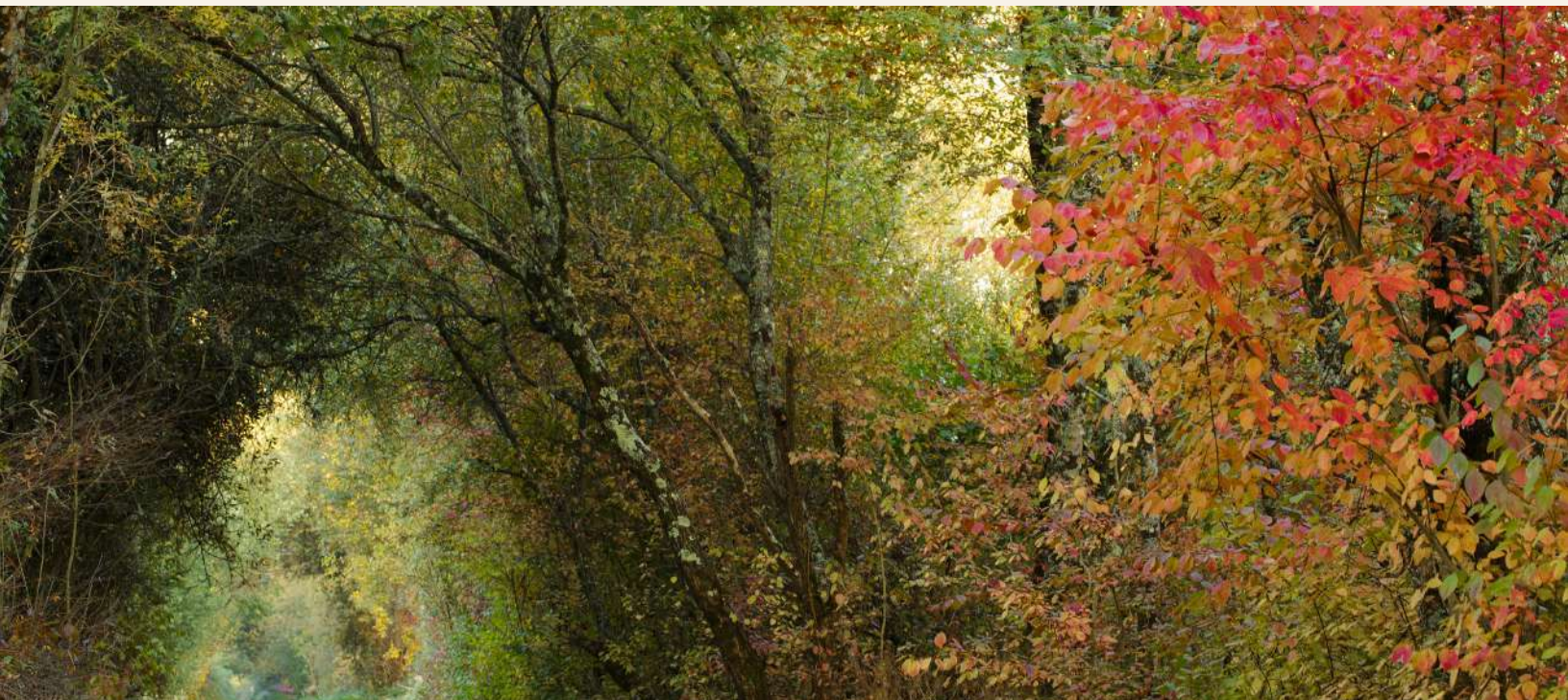




# SPONSORSHIP OPPORTUNITIES



# NATURAL CONNECTIONS

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Experience a restorative day of activities, guided sessions, and connected conversations centered on holistic wellness.

Camp Manitou, 850 Green  
Oaks Lane, Headingley, MB

April 12, 2024  
9am-4pm



## **A DAY OF NATURAL CONNECTIONS**

Experience a day dedicated to holistic wellness. You'll have the chance to reflect, connect, engage in meaningful conversations, and leave feeling rejuvenated and equipped with practical tools for greater well-being.

The day will begin with inspiring keynote speakers, which will be followed by a nourishing picnic lunch with live music. In the afternoon, participants can choose from a variety of breakout sessions tailored to their needs and interests.

Don't miss this restorative opportunity – register now and embark with Project 11 on a journey to a healthier, more balanced YOU.

For further information please contact Julie Chartier at 204.926.5524 or via email at [jchartier@tnse.com](mailto:jchartier@tnse.com).

**THANK YOU FOR YOUR SUPPORT**

# About Us

Whether through the wellness curriculum of Project 11, the academic support of the Winnipeg Jets Hockey Academy or the adventure of outdoor education at Camp Manitou, the True North Youth Foundation impacts over 111,000 youth annually.

Over the past 27 years, the TNYF has provided over \$34 million of funding for youth-based initiatives across the Province of Manitoba.

The True North Youth Foundation delivers enriching educational, sports-based, and character-building programming that addresses key physical, social, emotional, and intellectual needs. The foundation's three core programs, the Winnipeg Jets Hockey Academy (WJHA), Camp Manitou, and Project 11, empower underserved youth in our community to achieve their potential through consistent health, wellness, sports, and educational programming that integrates into students' curriculum from kindergarten through Grade 12. As well as providing tools and resources, the TNYF creates a community where students are supported and encouraged in their growth and development. Through the WJHA, Project 11 and at Camp Manitou, meaningful opportunities to belong, learn and contribute set students on a positive path to continue to grow their skills, confidence, and citizenship.

TNYF's mental health promotion initiative, Project 11, is a classroom-based program for students in kindergarten to Grade 12 which aims to increase mental health awareness, reduce stigma, encourage open dialogue, and equip youth with positive coping skills they can carry with them through their academic careers and beyond. P11 helps build a community within the classroom by tackling important issues that may not always be a part of everyday classroom conversations.



# ABOUT PROJECT 11

Project 11 uses concepts such as practicing focusing the mind, increasing self-awareness of feelings and strengths, and building positive relationships. By concentrating on these areas, the program helps students to:

- Build a sense of community within the classroom.
- Increase their ability to connect with one another.
- Create a stage for compassion and empathy.
- Build positive communication skills.
- Develop their personal and social management skills.
- Enhance their academic performance.



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**88,000+** Manitoba  
Students

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**3,556** Trained  
Manitoba Teachers

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**1,349** Rural Manitoba  
Classrooms

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**529** Manitoba Schools

# Benefits for Sponsors



Your organization can help make this day a memorable one. Promote your company to the adult summit engaged audience. Select sponsorship opportunities also include admission to the retreat, so you can join in on the benefits of the retreat as well.

## OUR AUDIENCE

100+ Retreat Attendees

11,000+ Social Media Reach

Support to promote health and wellness in Manitoba schools

## EVENT DAY

Depending on your sponsorship level, event day promotion may include emcee recognition, social media posts, logo promotion, presenting speakers, exposure on sponsor loop video

## PRE AND POST EVENT

Depending on your sponsorship level, pre and post event promotion may include company logo on marketing materials and websites, thank you acknowledgements, recognition in the TNYF 2023 Annual Report, etc.

SPONSORSHIP BENEFITS WELLNESS RETREAT		PRESENTING	GIFT BAG	SPONSOR	SPONSOR	SPONSOR	Community Member
		<del>\$1,000</del> 1 only	\$7,500 1 only	<del>\$5,000</del>	<del>\$2,500</del>	<del>\$1,500</del>	\$500
EVENT	Number of tickets to the event	12	8	6	4	2	
	Exclusive VIP reception for you and your guests hosted by Suzi Friesen and Jam Gamble	●					
PRE-EVENT PROMOTION	Company logo on all marketing materials (Electronic invitations, social media announcements, media releases and on the Project 11 webpage)	●					
	Brand/logo recognition on the P11 webpage with link to your website	●	●	●	●	●	
EVENT DAY PROMOTION	Option to include a message in the participant welcome package	●					
	Emcee recognition of sponsorship during the event including logo on the event's main screens	●	●	●	●		
	Live Tweets recognizing sponsorship throughout the event	●					
	One (1) Social Media post during the event	●					
	Opportunity to have a representative speak at the event on behalf of your organization	●					
	Logo on participant welcome package		●				
	Logo on Stage Signage			●			
	Opportunity to present the speaker					●	
	Recognition on a Speaker area signage					●	
	Recognition on Activity area signage						
	Provide a coupon for goods or services and/or a promotional item for the participant welcome package	●	●	●	●	●	
	Sponsor Video Loop exposure during the event	●	●	●	●		
POST-EVENT PROMOTION	Brand/logo featured in the event re-cap video	●					
	Thank you and acknowledgement in the TNYF newsletter	●	●	●	●	●	
	Recognition in the TNYF 2023 Annual Report	●	●	●	●	●	
	Post event recognition on TNYF social media	●	●	●	●		
	Listing on Event webpage						●
TAX BENEFIT	A business confirmation letter will be issued confirming 100% of the sponsorship value as a promotional expense	●	●	●	●	●	
	Charitable tax receipt for eligible portion (Value of \$500)						●

# MENTAL HEALTH PRIORITIZATION ONLY THE BEGINNING OF PROJECT 11 LIFELONG TAKEAWAYS



As kids, students Pratik and Inderpal had a typical impression of what health meant – a balanced diet and regular exercise. It wasn't until they were introduced to Project 11 in Grade 6 that they realized the mental aspects of health. The concept resonated and made mental wellness a daily consideration.

Sharing emotions, journaling, and self-care were practices that enhanced their focus and allowed them to be in the moment and get more out of their everyday learning. Their prioritization of mental health became a common ground on which the two built a lasting friendship. Pratik and Inderpal were able to speak openly about feelings, practice active listening and support one another in overcoming personal challenges and obstacles.

Now, just having completed their third year of university, both credit P11 for shaping them in ways that continue to impact their daily life and their friendship. Pratik gained confidence and a comfort in asking for help when needed. Inderpal considers himself to be more open and empathetic. Both are glad to see how P11 has expanded to give thousands more kids the knowledge that has been so valuable to them beyond their school career. The emotional self-care and coping strategies they learned throughout their time in the program continue to positively impact their mental well-being and allow them to bring their best self in focusing on their academic and life goals.

**"Project 11 provides great tools for improving mental health and well-being. It helped me tremendously throughout my high school and university years and I will continue to carry on with it for the rest of my life. The earlier students are able to learn these methods, the earlier they will be able to apply them and better their own mental health, and hopefully others around them."**

**– Pratik, third-year criminology student and former P11 student**

**"If I had any issues I wanted to talk about or discuss, Project 11 had created a safe space to do so. In Project 11, I learned that there was no benefit of keeping your emotions inside and it has brought me so much peace. Without the program I wouldn't be where I am today as a strong individual who makes mental health a daily priority."**

**– Inderpal, third-year physiotherapy student and former P11 student**





# THANK YOU FOR YOUR CONSIDERATION!

To confirm your participation or sponsorship, please contact:  
Julie Chartier at 204.926.5524 or email [jchartier@tnse.com](mailto:jchartier@tnse.com)



**TRUE NORTH  
YOUTH FOUNDATION**

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[TNYF.ca](http://TNYF.ca)

Charitable Tax Registration Number: 888769478 RR0001



@tnyouthfdn



True North Youth Foundation



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