

Regional Partnership Opportunities



Play a key role in supporting kids in your community.

THE CHALLENGE

The reality is that cost keeps 1 in 2 Canadian kids out of organized sport, especially kids from marginalized or remote communities. That's where KidSport comes in.

Through a confidential application process, we provide grants of between up to \$300 to help cover sport registration costs so that all kids aged 18 and under can play a season of sport.

THE OPPORTUNITY

The benefits of sports go beyond the playing surface and help shape kids' well-being in everyday life. Participating increases success in school, cultivates leaders, creates safer communities, ignites inclusivity, fuels healthy habits and improves mental health.

KidSport Manitoba is seeking a regional partners to become Regional Champions to help support kids in their communities. This would include an upfront contribution of \$10,000 followed by a commitment to match up to a total of an additional \$10,000 during our Give the Gift of Sport. Reaching our goal of \$20,000 (\$10,000 from the public + \$10,000 from the regional sponsor) would mean 100 kids in your region would receive a season of sport.

Give the Gift of Sport is an annual fundraising campaign to raise money to help all kids participate in organized sport. Each year, KidSport runs this national campaign from November 15 through early January to help get more kids off the sidelines and into the game the following year.

THE IMPACT IN MANITOBA



1802

Children Assisted in 2024



\$662,036

Registration Fees in 2024



REGIONAL NUMBERS

- Winnipeg - 1145 kids \$431,000
- West - 249 Kids, \$ 88,400
- South - 244 Kids, \$88,100
- East - 138 Kids, \$45, 400
- North - 26 Kids, \$8,600

Partnership Benefits

How we'll thank you for your contribution to KidSport.



Right to use the designation “KidSport Manitoba’s Southern Champion” and all KidSport marks in all of the Sponsor’s marketing and promotional initiatives and campaigns relating to the Sponsor’s products and services and in all other print materials produced by the Sponsor, including, but not limited to, letterhead, fax sheets, business cards and newsletters.



Sponsor brand recognized as the Regional Champion on billboards or regional digital ads for up to 3 months.



A dedicated page on the KidSport Manitoba website will showcase how our partnership supports children in Western Manitoba and highlight why the alignment between KidSport and your company. The content will be written by KidSport and submitted for approval from your marketing and communications team before publication.



Corporate marks identification inclusion within:

- Champions Row on the KidSport Manitoba webpage
- Regional posters
- Regional brochures
- Regional postcards
- Regional donor thank-you card
- Regional letterhead
- Regional event signage



Regional advertising and marketing campaign for Give the Gift of Sport 2025.

For any questions, please contact Dusty Ehr:
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