



2021



MASTERS
INDIGENOUS GAMES

OTTAWA, ONTARIO

August 5-8, 2021

EMBODY
THE SPIRIT



HOSTED BY:



FUNDED BY:





FACT SHEET

WHO

One of the largest sporting and cultural gatherings of Indigenous Peoples from across the world, celebrating the unifying power of culture and sport.

WHAT

An international, prestigious multi-sport and cultural event celebrating Indigenous cultures, traditions and sport, for Indigenous Peoples, aged 20 and over. The 2021 MIG is expected to host more than 2,000 participants, from around the world. The event will showcase a three-day Cultural Village, open to the public, featuring performances, interactive experiences, traditional sport demonstrations, Indigenous cultural learning opportunities, artists, vendors and cuisine.

WHEN

August 5 – 8, 2021

WHY

To provide Indigenous adults aged 20 years and older, the opportunity to compete against their peers in a variety of contemporary and traditional sporting activities. The Masters Games will support life-long physical activity, resulting in increased health and wellness.

WHERE

The 2021 Masters Indigenous Games will take place in Ottawa, Ontario, Canada's capital city and home to the Algonquin Peoples, who have inhabited the region since time immemorial.



“Sport is perhaps one of the most powerful tools we have to inspire hope, build bridges, celebrate achievement and open the doors to a world of opportunity. This is particularly true for Indigenous communities, where sport not only contributes immensely to overall wellness, but in many instances, saves lives. Sport is a part of who we are as Indigenous Peoples. Sport is medicine.”

Marc Laliberte

President


Indigenous Sport & Wellness Ontario

WHY A MASTERS GAMES?



Currently, the only international competitive opportunities for Indigenous Peoples is provided through the North American Indigenous Games (the NAIG), which is restricted to youth ages 13 to 19. Following the NAIG, there are currently no provincially or nationally sanctioned sport events for Indigenous peoples to participate in.

Recently, the Aboriginal Sport Circle and Canadian Sport for Life along with their Provincial/Territorial Aboriginal Sport Bodies (P/TASB's) have developed a long-term participant development pathway for Indigenous Peoples. While many of ISWO's and other P/TASBs' programs address the specific needs for youth, there is a pressing need to provide opportunities similar to the mainstream sport system, for Indigenous adults. The Masters Games will support life-long physical activity, resulting in increase health and wellness, and the prevention of heart disease and diabetes.



ANSWERING THE TRUTH AND RECONCILIATION COMMISSION'S CALLS TO ACTION

The Masters Indigenous Games provides efforts to support reconciliation through sport by addressing specific calls to action, including calls to action, 87-91.



The background features a collage of images: a person in traditional Indigenous regalia on the left, a large red semi-circle in the center, and a large, faded 'TAMU' logo on the right. The text 'SPORTS & ACTIVITIES' is centered in white over the red semi-circle. The collage also includes geometric shapes like diamonds and triangles in orange and yellow.

SPORTS & ACTIVITIES



COMPETITION SPORTS WILL INCLUDE:



**3D
ARCHERY ***



**ATHLETICS
(CROSS COUNTRY)**



**ATHLETICS
(TRACK & FIELD)**



BADMINTON



BASKETBALL



**CANOE/
KAYAK ***



GOLF



LACROSSE *



SOFTBALL



VOLLEYBALL

*Traditional Indigenous Sports



TRADITIONAL DEMONSTRATIONS SPORTS WILL INCLUDE:

**ARTIC GAMES
DEMONSTRATIONS
(I.E. STANDING KICK)**

CAPOERIA

KI' O RATU

**OKICHITAW
(TOMAHAWK
THROWING RANGE)**

**LACROSSE
INTERACTIVE TEACHING
DEMONSTRATIONS**

TUG OF WAR



OPENING GALA



All registered athletes will receive two complimentary tickets to attend the 2021 MIG Opening Gala, which will take place at the National Arts Centre. Situated on the unceded territory of the Algonquin Anishinabe nation, and located in the heart of the city, the NAC offers a bilingual, multi-disciplinary home for Canada's most creative artists.

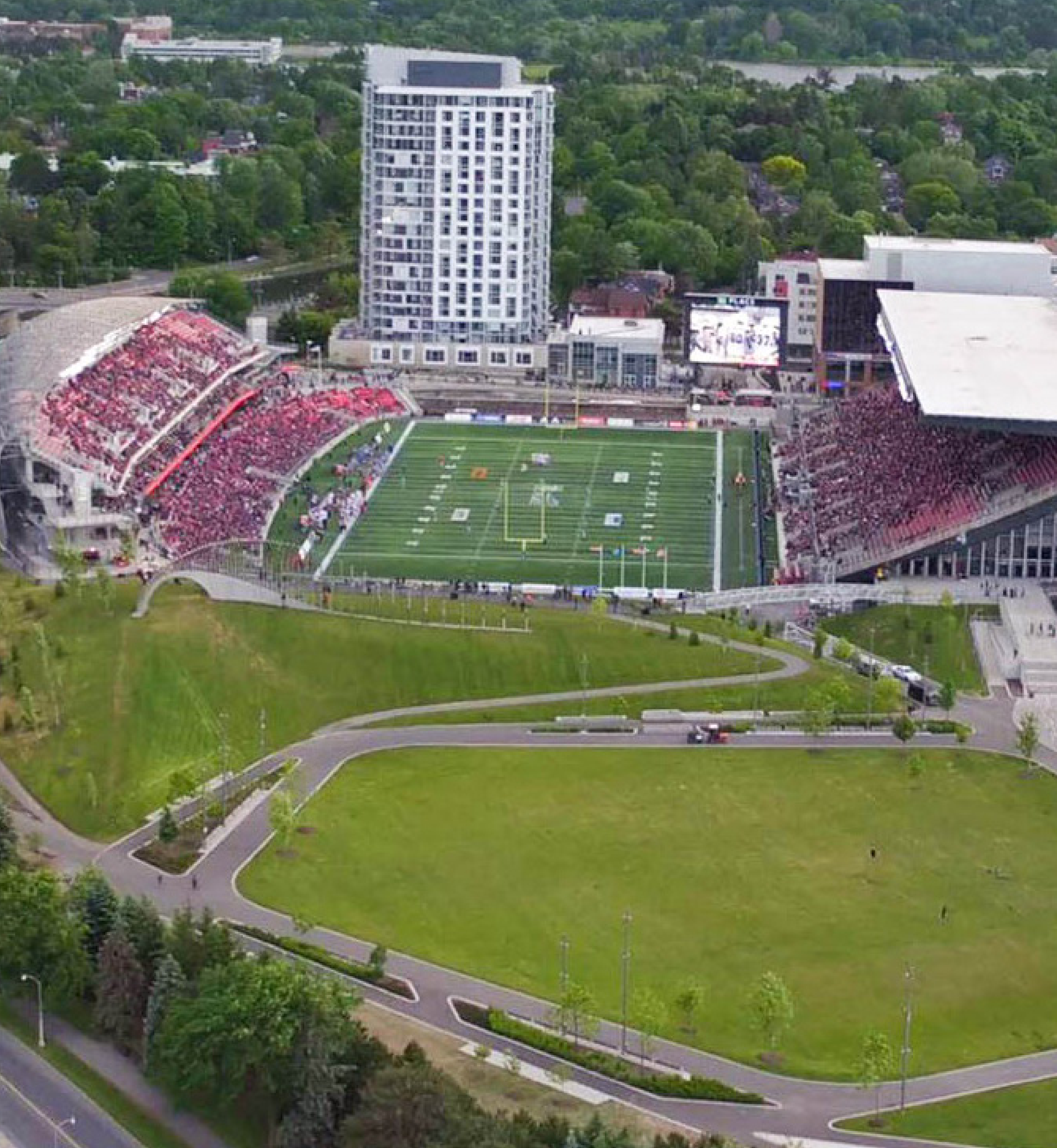
The 2021 MIG Opening Gala will feature:

- Welcome by the Algonquin Nation
- Musical and Artistic Indigenous Performances
- Traditional Sport Demonstrations
- Indigenous Cuisine
- Indigenous Art Showcase
- Exhibits and Interactive Storytelling Highlighting Indigenous Knowledge and Culture





CULTURAL VILLAGE



The 2021 Masters Indigenous Games will feature a three-day family friendly cultural village, showcasing Indigenous cultures from around the world. The 2021 Masters Games Cultural Village will take place at Ottawa's iconic, and centrally located, Lansdowne Park on the Great Lawn; the village will be free and open to the public.

The village will offer a celebration of cultural experiences through live performances, workshops, storytelling, food vendors, cultural activities and teachings, and interactive demonstrations of traditional Indigenous sports.

The Cultural Village will also showcase a lineup of dazzling evening entertainment, with some of the most sought-after Indigenous artists, singers and performers, from across Turtle Island gracing the stage.

The Aberdeen Pavilion, just adjacent to the Great Lawn, will be home to an indoor marketplace, featuring Indigenous vendors, an accreditation centre and, booths for official MIG merchandise.







MASTERS TOUR

MASTERS TOUR

To support the objectives of the MIG, ISWO has developed a ‘Masters Tour’, which provides an opportunity for Indigenous families and communities to stay active and increase participation in sport and physical activity.

Leading up to each MIG event, ISWO will organize and host a number of Masters Tour competitions, providing adults at the community level an opportunity to train for their upcoming event. ISWO has already hosted a number of Masters Tour events leading up to the 2021 MIG, with additional events scheduled. The tour is a great way to build an athletic community for all ages, working towards a common goal and improving health along the way. The Masters Tour is also an important domestic marketing tool, utilized to build a following and create greater engagement and interest in the Masters Games.



WELLNESS WARRIOR CAMPAIGN





A platform to raise awareness, increase dialogue, initiate positive change, and celebrate Indigenous knowledge and cultures.

The 'Wellness Warrior' campaign was launched as part of the inaugural 2018 MIG, with the intent of celebrating Indigenous ways of wellness. The campaign highlights athletes, coaches, leaders, parents, healers, knowledge keepers and everyday people, supporting wellness in their own lives and in the lives of others, creating a ripple effect within their communities and beyond. The campaign has changed perceptions and understandings of Indigenous ways of being and doing, and was able to diversify media representations of Indigenous Peoples, by showcasing their great achievements and successes, an important step in changing the current discourse around Indigenous Peoples in Canada, and across the world.

SPONSOR CATEGORIES



MASTERS
INDIGENOUS GAMES

PRESENTING SPONSOR

**(EXCLUSIVITY
AVAILABLE)**

\$125K+

- Recognition as Presenting Sponsor in all communications
- Logo placements in all communication platforms (including on-site signage)
- Category Exclusivity Available
- Use of MIG logos, images or trademarks
- Presentation opportunities at Medal Ceremonies
- VIP reception attendance and special seating at events
- On-site sampling/sales and display rights (where applicable)
- PA Announcement bumpers
- Advertising within event program
- Inclusion in media campaigns and advertisements

PLATINUM LEVEL

(3-5 PER)

\$75K+

- Recognition as Platinum Partner in all communications
- Logo placements in all communication platforms (including on-site signage)
- Category Exclusivity Available
- Use of MIG logos, images or trademarks
- VIP reception attendance and special seating at events
- On-site sampling and display rights (where applicable)
- PA Announcement bumpers
- Advertising within event program
- Inclusion in media campaigns and advertisements

GOLD LEVEL

(3-5 PER)

\$25K - \$50K

- Logo placements in some communication platforms
- Category Exclusivity available
- Use of MIG logos, images or trademarks
- VIP reception attendance and special seating at events
- Advertising within event program
- On-site signage
- On-site display and sampling/selling rights

CULTURAL VILLAGE PARTNER

\$25K - \$50K

- Naming Rights to the MIG Cultural Village
- On-site signage
- On-site display and sampling/selling rights
- VIP seating to all cultural events
- PA Announcement bumpers

COMMUNITY PARTNERS

(3-5)

\$15K - \$25K

- Use of MIG logos, images or trademarks
- VIP reception attendance and special seating at events
- Advertorial within Event Program
- Profile on MIG website
- Production of promotional materials for Community Partner to distribute

GAMEDAY PARTNERS

\$5K - \$10K

- On-site signage (field of play only)
- On-site display and sampling rights (where applicable)
- PA Announcement bumpers

VOLUNTEER PARTNERS

(1-3)

\$15K - \$25K

- Logo on volunteer apparel
- Branded volunteer management portal
- Recognition on MIG website and within programs
- Recognition during volunteer thank-you event
- Product sampling opportunities to volunteers

MEDIA PARTNER(S)

- Recognition of Media Partner in all communications
- Logo placements in all communication platforms
- Use of MIG logos, images or trademarks
- VIP reception attendance and special seating at events
- Opportunity to provide contra

OFFICIAL SUPPLIERS

(5-10)

\$10K - \$25K

- Official Supplier Status
- Opportunity to provide contra
- Use of MIG logos, images or trademarks

**MIGWETCH
NIA:WEN
MERCI
THANK YOU**

