



MOOSE CREE FIRST NATION

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September 21, 2016

Re: 2017 Little Native Hockey League Event Sponsorship Opportunities

Dear Friend,

We are the proud 2017 hosts of the 46th Annual Little NHL tournament which draws 196 First Nation youth hockey teams across the province to Mississauga, Ontario, on March 12-16. This prestigious event draws approximately 3,000 participants and 7,000 spectators.

As we reach out to our partners, we ask that our corporate friends and colleagues seriously consider sponsoring and supporting this event. As hosts we strongly encourage you to become involved by financially supporting our collective efforts to make this event a truly remarkable experience for all who attend and participate.

It is through positive events such as the Little NHL, which fosters pride, self-worth, growth, teamwork that instills these values in our youth to become positive future leaders in their respective communities. Not only will you receive active community promotion through supporting us in this event, you will also feel proud in knowing your company supports these youth athletes in their efforts in participating in a healthy activity thru the game of hockey. 100% of all proceeds will go directly towards youth sports and events in the community.

If you have any questions, please feel free to contact us and we would glad to provide you with any additional information.

Yours in Education, Citizenship, Sportsmanship and Respect,

Chief Patricia Faries

c.c Councillors
2017 LNHL Planning Committee



SPONSORSHIP OPPORTUNITIES

46th Anniversary of the Little Native Hockey League

Moose Cree First Nation: Host Nation

‘LITTLE NHL’

March 12 - 16, 2017

Mississauga, ON

*“It’s not if you win or lose, but how much you tried and how fairly you played.”
- Former Chief Jim McGregor*



THE HISTORY

Little Native Hockey League (Little NHL) tournament was started by five very special people who wanted to start a tournament for our First Nation Youth. These people were Earl Abotossaway, former Chief Jim McGregor, the late James D. Debassige, the late Reverend Leonard Self and the late Norman Debassige. Their collective dreams became a reality when they held their first tournament during the Christmas break in 1971.

It is a great honour for all to keep up the tradition of the Little NHL tournament started by these special individuals. The first tournament had 17 teams and a modest 200 players in Little Current. Today, the tournament has grown to over 170 teams and over 2,500 players!

Many First Nation communities have hosted the tournament over the 45 year history. Some of these First Nations include Aundeck Omni Kaning, Curve Lake, Dokis, Fort William, Garden River, M'Chigeeng, Nipissing, Sagamok, Saugeen, Six Nations, Walpole Island, Wausauksing, Wikwemikong, Whitefish Lake and Whitefish River.

Many of our former L'NHL'ers have gone on to various levels of Hockey excellence with "AA", "AAA", Tier II, Junior B, College/University, OHL and NHL level of play. The caliber of players gets better with each passing year, while the spirit and intent of the tournament created by the founders remains the same.

The tradition continues today with the four pillars of **Education, Citizenship, Sportsman and Respect.**

LITTLE NATIVE HOCKEY LEAGUE (LNHL) TOURNAMENT 1971- 2016

The Little Native Hockey tournament has grown to be the largest First Nations organized hockey tournament in Ontario, with last year's tournament becoming the record breaker at 194 teams, drawing more than 7,500 First Nation people from all over Ontario.

Recent tradition has it that every five years the Little NHL Executive hosts the tournament. This is to ensure that the tournament continues to honour the founders, builders, alumni and friends of the Little NHL and of course to lessen the burden for First Nations because hosting the tournament is an extraordinary task but a remarkable event.

This event is held in the City of Mississauga (TBC) and operated out of the Hersey Centre, Iceland Arena Tomkins and Meadowvale Arena. The Hersey Centre is a premier sports and entertainment facility in the Greater Toronto Area. To-date the facility has hosted over 2000 event days and welcomed more than 3.5 million guests. Additionally the three attached ice surfaces are the home of hockey teams in all of the major Mississauga/Toronto leagues. The Iceland Arena has four state-of-the-art ice pad ice complex with seating capacity for up to 1200.

LITTLE NHL EXECUTIVE COMMITTEE

Debbie Debassige, President M'Chigeeng First Nation
Chico Ralf, Vice President , Wasauksing First Nation
Alicia Anderson, Secretary, Six Nations
Gerry McGregor, Treasurer, Whitefish River First Nation
Lloyd McGregor, Wikwemikong First Nation
Paul Williams, Wikwemikong First Nation
Robert Restoule, Dokis First Nation
Terry Abotossaway, Aundeck Omni Kaning First Nation
Pat Madahbee, Honorary Member, Aundeck Omni Kaning First Nation





LITTLE NHL SPONSORSHIP PROGRAM

SPONSORSHIP OPPORTUNITIES TO REACH EXTENDED AUDIENCE FROM ALL OVER ONTARIO \ Sponsorship of this annual hockey tournament provides you with the opportunity to promote your company/organization and build relations with First Nations and First Nation organizations from across Ontario.

The hockey tournament attracts kids, youth, adults, Elders, extended family, politicians, business owners, and organizations from both First Nation and Non-First Nations. Together, they assist in promoting the four pillars of this tournament; education, respect, citizenship and sportsmanship.

It is with much pride to mention that many of our former Little NHL players have advanced onto higher levels of hockey competition with AA, AAA, Tier II, Jr. B., Sr. A., College/University, OHL, and NHL level of play. The caliber of play has developed over the years, while the spirit and intent of the tournament, created by the founding fathers remains the same. "It's not if you win or lose, but how much you tried and how fairly you played."

ESTIMATED NUMBER OF ATTENDEES \ 7,000 – 10,000

I encourage you to consider the opportunity to sponsor this Annual Hockey Tournament listed in the attached appendix. As a potential sponsor of this successful high profile annual event, you will receive your name and/or company/organization recognition and other acknowledgements to commensurate with the level of sponsorship you select.

On behalf of the organizers of the 46th Anniversary tournament, the Little NHL Executive Committee and Moose Cree First Nation along with a group of dedicated volunteers, we are sincerely looking forward to your support of the 46th Annual Little NHL Hockey Tournament.

Charitable Tax Reciepts:

Please Note that Moose Cree First Nation can issue you a Charitable Tax Reciept as we are recognized as a Qualified Donee under the Canadian Revenue Agency. If your company wishes to recieve this for your tax purposes, please contact the Moose Cree First Nation directly for more information on your sponsorship level of interest. Thank you

MOOSE CREE LITTLE NHL COMMITTEE

Jonathan Cheechoo, Honorary Chair
Mervin Cheechoo, Honorary Member

Mark Butterfly, Executive Director
Abel Wapachee, Director of Public Works
Doug Rickard, Director of Housing
Brendan Biedermann, Community Activator

Stan Kapashesit, Director of Economic Development
Raymond Butterfly, Director of Arena & EPR Facilities
Judy Small, Special Projects for Resource Protection
Jay Monture, Economic Development Coordinator

+ 7 Community Members





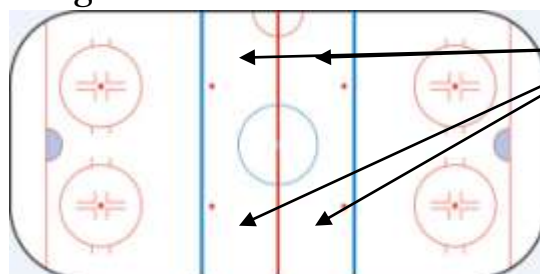
SPONSORSHIP PROGRAM

FIVE LEVELS TO CHOOSE FROM

MAIN ARENA PRESENTER \$ 20,000.00

- **4 Available:** First Come First Serve for Arena Choice in Host City*
- Presenting ARENA Sponsorship of the 46th Annual Little NHL Hockey Tournament : Includes Company Logo on Arena Ice Surface and/or Boards
- Right to use event logo in ALL advertising and promotions
- Opportunity to set-up your corporate booth at ALL of the 4 arenas during the event in a Prime Location – Front and Centre at your choice/preference
- Logo Recognition on awards presented to Championship Teams
- Right to provide message or corporate information in athletes welcome bag
- Full-page logo advertisement in the Official Little NHL program
- Logo recognition on all media correspondence
- Recognition on the Little Native Hockey League Website (Inhl.ca) and Social Media sites including Facebook, Twitter etc
- Recognition/banner at all venues and events
- Organizing Committee to present sponsor with official appreciation plaque at the end of the event and extended invitation at the Opening Ceremonies
- Presenting Sponsor Listing on Special Events that are planned during event
- Your company will feel distinguished and proud to Sponsor 1 of the 4 Main Arenas for usage of during the event.
- Placement of Company Logo and Banners throughout the Arenas is welcomed and can be discussed with the Coordinator during event.

*Host City is Mississauga 2016



YOUR COMPANY LOGO HERE





PLATINUM SPONSORSHIP \$7,500.00 +

- Platinum Sponsorship of the 46th Annual Little NHL Hockey Tournament
- Right to use event logo in ALL advertising and promotions
- Opportunity to set-up your corporate booth at ALL of the 4 arenas during the event in a Prime Location
- Logo Recognition on awards presented to Finalist Teams
- Right to provide message or corporate information in athletes welcome bag
- Full-page logo advertisement in the official Little NHL program
- Logo recognition on all media correspondence
- Recognition on the Little Native Hockey League Website (lnhl.ca) and Social Media sites including Facebook, Twitter etc
- Recognition/banner at all venues and events
- Organizing Committee to present sponsor with official appreciation plaque at the end of the event and extended invitation at the Opening Ceremonies
- Main Sponsor Listing on Special Events that are planned at event

GOLD SPONSORSHIP \$5,000.00 +

- Gold Sponsorship of the 46th Annual Little NHL Hockey Tournament
- Right to use event logo in local advertising and promotions
- Right to provide message or corporate information in athletes welcome bag
- Half-page logo advertisement in the official Little NHL program
- Recognition on the Little Native Hockey League Website (lnhl.ca) and Social Media Sites
- Logo Recognition on banner at all venues and events
- Organizing Committee to present sponsor with official appreciation plaque
- Opportunity to set-up your corporate booth at one of the 3 arenas during the event





SILVER SPONSORSHIP \$2,500.00 +

- Silver Sponsorship of the 46th Annual Little NHL Hockey Tournament
- Right to use event logo in local advertising and promotions
- Right to provide message or corporate information in athletes welcome bag
- Quarter-page logo advertisement in the official Little NHL program
- Recognition on the Little Native Hockey League Website (lnhl.ca)
- Logo Recognition on banner at all venues and events
- Organizing Committee to present sponsor with official appreciation plaque

BRONZE SPONSORSHIP \$500.00 +

- Bronze Sponsorship of the 45th Annual Little NHL Hockey Tournament
- Right to use event logo in local advertising and promotions
- Right to provide message or corporate information in athletes welcome bag
- Business card size logo advertisement in the official Little NHL program
- Recognition on the Little Native Hockey League Website (lnhl.ca)
- Logo Recognition on banner at all venues and events
- Organizing Committee to present sponsor with official appreciation plaque
- Invitation to Opening Ceremonies

FOUR PILLARS of the LNHL

Education

Citizenship

Sportsman

Respect

