



MAT-SU 2024 ARCTIC WINTER GAMES

RISING STRONG

SPONSORSHIP OPPORTUNITIES

OUR VISION, MISSION, AND VALUES

VISION

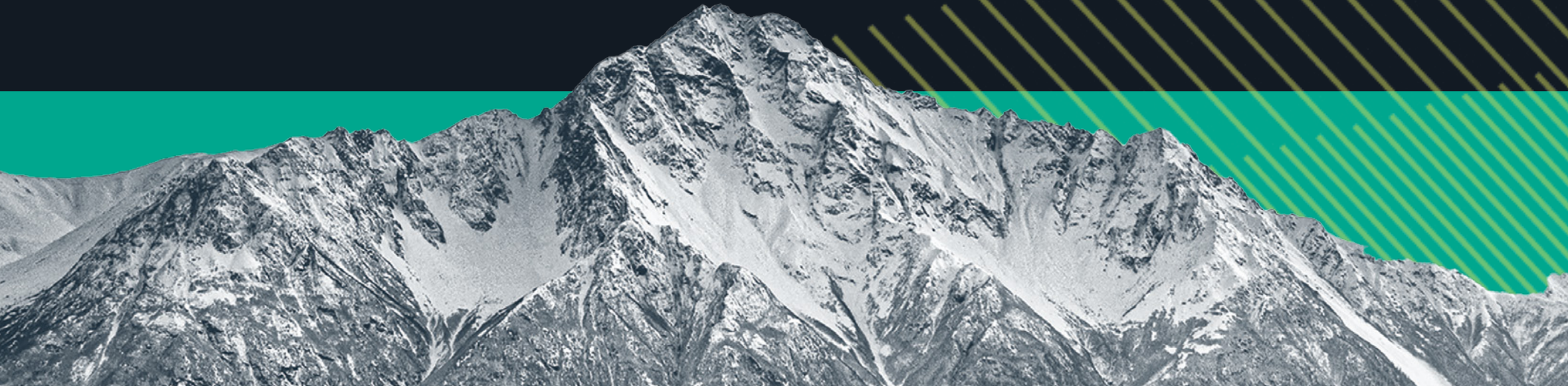
Mat-Su 2024 Arctic Winter Games unites and celebrates our community while connecting us to our northern neighbors.

MISSION

To share the spirit and beauty of the Mat-Su by hosting a world-class event that promotes healthy recreational activities and empowers future leaders through sport and culture.

VALUES

Resilience, Inclusivity, Strength and Excellence



A MESSAGE FROM THE BOARD OF DIRECTORS

The Mat-Su Valley is welcoming the world from March 10-16, 2024 for the Arctic Winter Games! This is our chance to connect with northern neighbors from around the globe and share the unique beauty of our region. At a time when our communities feel so divided, the Arctic Winter Games will bring people together through sport and culture.

More than 2,000 participants and 5,000 spectators will be joining us. We will feed, transport and entertain the participants as well as our guests and the public. We will celebrate with opening and closing ceremonies and throughout the week, showcase the Indigenous cultures of each of the nine regions being represented. While the Arctic Winter Games features 21 different sports during the week-long event, they are also so much more. Elementary schools throughout the state will participate in educational programming rooted in culture and the mutual respect that healthy competition fosters. Groups representing the Indigenous peoples of the nine Arctic regions will produce exhibits and a gala honoring the rich history and culture of each.

Planning for this event has brought a diverse group of volunteers together who hold a love of community in common. From our Tribal partners, to government agencies, to local businesses and non-profits, everyone greets the news of the coming Games with enthusiasm and is eager to engage and contribute. The pandemic has been long and people got isolated. Finally, we have an event on the horizon that we can all be excited about! The Arctic Winter Games is the world's largest multisport and cultural event for young people of the Arctic. We invite you to catch the community spirit of the Games and join the team!

Together, we are "Rising Strong".
With gratitude,

Amy Spargo
Chair, Mat-Su 2024 Arctic Winter Games Host Society Board of Directors

ABOUT THE GAMES

WHO

The Arctic Winter Games is a prominent international event uniting circumpolar communities through sport competitions, cultural exchange and performance.

WHAT

The Arctic Winter Games provides an opportunity for youth to gather, grow and learn through sports, while building relationships with fellow participants fostering knowledge, social and cultural exchange.

WHERE

Sport competitions alongside art & cultural events will be featured throughout the Mat-Su Borough, and are open to the public.



SHOWCASING SPORT

The Arctic Winter Games unites the circumpolar north through participation in a youth focused, international Games experience.



ALPINE SKI



ARCTIC SPORTS



BADMINTON



BASKETBALL



BIATHLON SKI



BIATHLON SNOWSHOE



WRESTLING



CROSS COUNTRY SKI



CURLING



DENE Games



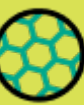
GYMNASTICS



FIGURE SKATING



FREESTYLE SKI



FUTSAL



HOCKEY



SNOWBOARDING



VOLLEY BALL



SNOWSHOEING



SPEED SKATING



TABLE TENNIS



CELEBRATING CULTURE

The Mat-Su 2024 Arctic Winter Games is being hosted on Ahtna and Dena'ina lands. We honor their invaluable and ongoing presence on these lands, both physical and cultural.

The Mat-Su 2024 Games seeks to honor and celebrate the varied, rich and unique cultures of the circumpolar north, both local and across the globe. It is in the spirit of joy and learning that we welcome a cultural contingent from each of the participating nations.

A full week of cultural events will mirror the sporting competitions and will culminate in a 2 night gala. Workshops, pop-up performances, visual art displays, an educational program through MSBSD, a makers market, and an Indigenous fashion show will seek to highlight Indigenous culture, past and present. We encourage all attendees to seek out these incredible opportunities.

RISE WITH US

HOSTS



TECHNOLOGY SUPPORT



CHAMPION

3 AVAILABLE

\$500,000

Activation Opportunities

- Opportunity to participate in a Social Media video announcement with the Host Society to share partnership with the Games
- Opportunity to be included in swag/welcome kits for participants, volunteers and/or others to be determined
- Opportunity to be a Mat-Su 2024 Arctic Winter Games Medal Presenter
- Opportunity to purchase advance tickets to Cultural Gala, Opening and Closing Ceremonies
- Right to use Mat-Su 2024 Arctic Winter Games logo in advertising within the brand/logo guideline parameters
- Opportunity to purchase ad space in the Ulu news (the daily newspaper of the Arctic Winter Games) digital & print versions
- Right to use “#AWGChampion” designation with the Mat-Su 2024 Arctic Winter Games logo
- Media release distributed by the Mat-Su 2024 Arctic Winter Games

Sponsor Perks

- Recognition by Host Society in paid radio (company name) & broadcast (logo) advertising
- Recognition in boilerplate of all Mat-Su 2024 Arctic Winter Games press releases
- Logo recognition by Host Society in paid print advertising
- Logo recognition on signage at Host Society Special Guest Hospitality Suites
- Invitations to all Host Society Special Guest Events
- Ten complimentary tickets to Opening and Closing Ceremonies
- Ten “Special Guest” Passes
- Access for 10 to “Special Guest Hospitality Suites”
- Special Recognition Award
- 10 passes to all sporting events
- 10 Mat-Su 2024 Arctic Winter Games Sponsor Pins
- 10 Mat-Su 2024 Arctic Winter Games Branded Jacket
- Invitation to private Sponsor Reception
- Logo recognition in Participants’ Welcome Handbook (provided to all participants, coaches, officials, ect.)
- 4 Tickets to Cultural Gala

Additional Perks

- Logo recognition on the Host Society website, with a link to your corporate website
- One complimentary full-page ad in one edition of the Ulu News and logo on sponsor recognition page of Ulu News Digital & Print Versions
- Logo recognition in ‘Sponsorship/ Honor Roll’ at each venue
- Social media recognition

TEAMMATE

4 AVAILABLE

\$250,000

Activation Opportunities

- Opportunity to be included in swag/welcome kits for participants, volunteers and/or others to be determined
- Opportunity to be a Mat-Su 2024 Arctic Winter Games Medal Presenter
- Opportunity to purchase advance tickets to Cultural Gala, Opening and Closing Ceremonies
- Ability to use Mat-Su 2024 Arctic Winter Games logo in advertising within the brand/logo guideline parameters
- Opportunity to purchase ad space in the Ulu news (the daily newspaper of the Arctic Winter Games) Digital and Print Version
- Right to use “AWG2024Teammate” designation with the Mat-Su 2024 Arctic Winter Games logo
- Opportunity to send out press release in tandem with the Mat-Su 2024 Arctic Winter Games announcing partnership with the Games

Sponsor Perks

- Logo recognition by Host Society in paid print advertising
- Logo Recognition on signage at Host Society Special Guest Hospitality Suites
- Invitations to all Host Society Special Guest Events
- Eight complimentary tickets to Opening and Closing Ceremonies
- Eight “Special Guest” Passes
- Access for 8 to “Special Guest Hospitality Suites”
- Special Recognition Award
- 8 passes to all sporting events
- 8 Mat-Su 2024 Arctic Winter Games Sponsor Pins
- 8 Mat-Su 2024 Arctic Winter Games Branded Jackets
- Invitation to a private Sponsor Reception
- Logo recognition in Participants’ Welcome Handbook (provided to all participants, coaches, officials, ect.)

Additional Perks

- Logo recognition on the Host Society website, with a link to your corporate website
- One complimentary full-page ad in one edition of the Ulu News and logo on sponsor recognition page of Ulu News Digital & Print versions
- Logo recognition in ‘Sponsorship/ Honor Roll’ at each venue
- Social media recognition

PARTNER

5 AVAILABLE

\$100,000

Activation Opportunities

- Opportunity to be included in swag/welcome kits for participants, volunteers and/or others to be determined
- Opportunity to purchase advance tickets to Cultural Gala, Opening and Closing Ceremonies
- Ability to use Mat-Su 2024 Arctic Winter Games logo in advertising within the brand/logo guideline parameters
- Opportunity to purchase additional ad space in the Ulu news (the daily newspaper of the Arctic Winter Games)
- Right to use “#AWG2024Partner” designation with the Mat-Su 2024 Arctic Winter Games logo
- Opportunity to send out a joint press release with the Mat-Su 2024 Arctic Winter Games announcing partnership with the Games

Sponsor Perks

- ¼ page Advertisement in the Mat-Su 2024 Arctic Winter Games event guide
- 6 complimentary tickets to Opening and Closing Ceremonies
- 6 “Special Guest” Passes
- Access for 6 to “Special Guest Hospitality Suites”
- Special Recognition Award
- 6 passes to all sporting events
- 6 Mat-Su 2024 Arctic Winter Games Sponsor Pins
- 6 Mat-Su 2024 Arctic Winter Games Branded Jackets
- Invitation to a private Sponsor Reception
- Logo recognition in Participants’ Welcome Handbook (provided to all participants, coaches, officials, ect.)

Additional Perks

- Logo recognition on the Host Society website, with a link to your corporate website
- One complimentary ½ page ad in one edition of the Ulu News and logo on sponsor recognition page of Ulu News Digital and Print versions
- Logo recognition in ‘Sponsorship/ Honor Roll’ at each venue
- Social media recognition

ADVOCATE

10 AVAILABLE

\$50,000

Activation Opportunities

- Opportunity to be included in swag/welcome kits for participants, volunteers and/or others to be determined
- Opportunity to purchase advance tickets to Cultural Gala, Opening and Closing Ceremonies
- Ability to use Mat-Su 2024 Arctic Winter Games logo in advertising within the brand/logo guideline parameters
- Opportunity to purchase additional ad space in the Ulu news (the daily newspaper of the Arctic Winter Games)
- Right to use “#AWG2024Advocate” designation with the Mat-Su 2024 Arctic Winter Games logo
- Opportunity to send out a joint press release with the Mat-Su 2024 Arctic Winter Games announcing partnership with the Games

Sponsor Perks

- ¼ page Advertisement in the Mat-Su 2024 Arctic Winter Games event guide
- 4 complimentary tickets to Opening and Closing Ceremonies
- 4 “Special Guest” Passes
- Access for 4 to “Special Guest Hospitality Suites”
- Special Recognition Award
- 4 passes to all sporting events
- 4 Mat-Su 2024 Arctic Winter Games Sponsor Pins
- 4 Mat-Su 2024 Arctic Winter Games Branded Jackets
- Invitation to a private Sponsor Reception
- Logo recognition in Participants’ Welcome Handbook (provided to all participants, coaches, officials, ect.)

Additional Perks

- Logo recognition on the Host Society website, with a link to your corporate website
- One complimentary ½ page ad in one edition of the Ulu News (the daily newspaper of the Arctic Winter Games) and logo on sponsor recognition page of Ulu News digital version
- Logo recognition in ‘Sponsorship/ Honor Roll’ at each venue
- Social media recognition

SUPPORTER

10 AVAILABLE

\$25,000

Activation Opportunities

- Opportunity to be included in swag/welcome kits for participants, volunteers and/or others to be determined
- Opportunity to purchase advance tickets to Cultural Gala, Opening and Closing Ceremonies
- Ability to use Mat-Su 2024 Arctic Winter Games logo in advertising within the brand/logo guideline parameters
- Opportunity to purchase additional ad space in the Ulu news (the daily newspaper of the Arctic Winter Games)
- Right to use “#AWG2024Supporter” designation with the Mat-Su 2024 Arctic Winter Games logo
- Opportunity to send out a joint press release with the Mat-Su 2024 Arctic Winter Games announcing partnership with the Games

Sponsor Perks

- 1/8 page Advertisement in the Mat-Su 2024 Arctic Winter Games event guide
- 4 “Special Guest” Passes
- Access for 4 to “Special Guest Hospitality Suites”
- Special Recognition Award
- 4 passes to all sporting events
- Sponsor Reception
- 4 Mat-Su 2024 Arctic Winter Games Sponsor Pins

Additional Perks

- Logo recognition on the Host Society website, with a link to your corporate website
- One complimentary 1/4 page ad in one edition of the Ulu News and logo on sponsor recognition page of Ulu News digital version
- Logo recognition in ‘Sponsorship/ Honor Roll’ at each venue
- Social media recognition

STEWARD

20 AVAILABLE

\$10,000

Activation Opportunities

- Opportunity to purchase advance tickets to Cultural Gala, Opening and Closing Ceremonies
- Ability to use Mat-Su 2024 Arctic Winter Games logo in advertising within the brand/logo guideline parameters
- Opportunity to purchase additional ad space in the Ulu news (the daily newspaper of the Arctic Winter Games)
- Right to use “#AWG2024Steward” designation with the Mat-Su 2024 Arctic Winter Games logo

Sponsor Perks

- 2 passes to all sporting events
- 2 Mat-Su 2024 Arctic Winter Games Sponsor Pins
- Special Recognition Award

Additional Perks

- Logo recognition on the Host Society website, with a link to your corporate website
- One complimentary 1/4 page ad in one edition of the Ulu News and logo on sponsor recognition page of Ulu News digital version
- Logo recognition in ‘Sponsorship/ Honor Roll’ at each venue
- Social media recognition

FRIEND OF THE GAMES

\$2,024

- Listing recognition on the Host Society website
- Listing in the Friends of the Games edition of the Ulu News Digital and Print Versions
- Thank You recognition packet to be mailed to Friends of the Games



ADDITIONAL OPPORTUNITIES

Community Partner | \$500

- Your contribution will enhance the experience of the participants of the Games!
- Thank you recognition packet to be mailed to Community Partners
- Listing in the Friends of the Games edition of the Ulu News as a Community Partner

Participant Experience Sponsor | \$224

- Help make the Games an exceptional experience for all participants
- Listing in the Friends of the Games edition of the Ulu News as a Participant Experience Sponsor

Contributor | \$24

- We can RISE together... every contribution counts!
- Listing in the Friends of the Games edition of the Ulu News digital honor roll

Presenting Sponsor of the Opening and Closing Ceremonies | \$1,000,000

- Activations and Perks to be discussed
- Will include 12 “Special Guest” tickets to the Opening and Closing Ceremonies

Presenting Sponsor for the Cultural Gala Program | \$750,000

- Activations and Perks to be discussed
- Will include 12 “Special Guest” tickets to the Cultural Gala Program

Presenting Sponsor Games Week HQ @ The Palmer Depot | \$750,000

- Activations and Perks to be discussed



UPCOMING OPPORTUNITIES

- Venue/Event Naming Rights
- Uniform Sponsorship
- Medals Podium Sponsorship
- Courtesy Vehicle Wraps
- Legacy Circle Opportunities
- In-Kind Donations and Sponsorships

Interested in supporting #AWG2024?

Have an idea? Contact Sponsorship@AWG2024.org



TAK · MERCI · THANK YOU · QUYANAQ · CHIN'AN · GIITU · QUJANAQ