

# ALL SPORT ONE DAY

Ensuring Calgary thrives  
through sport  
for everyone!

sport  
calgary

June 15 and August 17, 2024

Various Locations

## A popular event for over 15 years!

The goal of *All Sport One Day* is to unite Calgary's children, youth, families, volunteers, facilities, sport organizations, and partners for a day dedicated to exploring sports and discovering new passions - all at no cost!

Organized by Sport Calgary, it stands as our largest annual event days, drawing in more than 8,000 registered participants. This event runs over a single day in both June and August.



**Calgarians ages 6-17 will have the opportunity to experience a new sport or physical activity for FREE!**



In 2023, 426 sport sessions were offered, 79 various sports, and over 8,000 registered participants.

**In 2024, we anticipate 9,000+ participants!**

June 15 and August 17, 2024

Various Locations

Sponsorship Benefits*	GOLD \$20,000+	SILVER \$10,000+	BRONZE \$5,000+	FANS \$1,000+
Title Sponsor	✓			
Brand Activation: Logo on 10,000+ t-shirts	✓	✓		
Employee Volunteer Opportunity	✓	✓		
Social Media Recognition	✓	✓	✓	
Logo on Print and Digital Marketing	✓	✓	✓	
Sport Calgary Newsletter and Bulletin Recognition	✓	✓	✓	✓

\*as per negotiated agreement



**Become a sponsor today!**

We will work with you on the opportunities that best support your business needs

**Contact:**

Tanis Ursulak | **Manager, External Affairs**  
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2024

# CELEBRATION OF SPORT

*Ensuring Calgary  
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for everyone!*

sport  
calgary

**September 18, 2024**

**Deane House - 806 9 Ave SE**

## Partner in the Pursuit of a More Active Calgary!

Sport in Calgary has grown in the last 20 years thanks to the help, encouragement, and influence of Sport Calgary and our amazing sponsors.

In the fall of 2024, *Celebration of Sport* will honour the individuals and groups that contribute to Calgary's status as a premier sport city. An amazing networking opportunity will be provided by this unique event, which brings together sport organizations, athletes, community leaders, corporate professionals, and government officials.



## Why Partner With Sport Calgary and Our Celebration of Sport?

- Sponsor our gathering at a superb venue to connect with the city's finest.
- Delight in a fireside chat and panel with notable community leaders.
- Join the Awards Presentation, recognizing outstanding community sport supporters.
- Contribute to community engagement by supporting the sport community!

**We are anticipating around 400 people to attend our event!**

**100% of the proceeds will go to support community sport in Calgary and programs that encourage participation in our *All Sport* events.**

**September 18, 2024**

**Deane House - 806 9 Ave SE**

<b>Sponsorship Benefits*</b>	<b>PLATINUM \$20,000+</b>	<b>GOLD \$15,000+</b>	<b>SILVER \$10,000+</b>	<b>BRONZE \$5,000+</b>	<b>ATHLETE \$2,500+</b>	<b>FANS \$1,000+</b>
Title Sponsor	✓					
Recognition at the Podium	✓	✓				
Press Release Recognition	✓	✓				
VIP Status*	✓	✓	✓			
Speaker Sponsor	✓	✓	✓			
Award Sponsor	✓	✓	✓	✓		
Report to the Community Recognition	✓	✓	✓	✓		
Brand Activation	✓	✓	✓	✓		
Onsite Signage	✓	✓	✓	✓	✓	
Social Media Recognition	✓	✓	✓	✓	✓	
Newsletter and Bulletin Recognition	✓	✓	✓	✓	✓	✓

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Multiple Dates in 2024

Calgary Communities

**A FREE sport discovery program tailored to  
YOUR community!**

Sport Calgary's goal for *All Sport One Community* is to engage individuals of all ages and abilities in sport, play, and active living.

The programs are set to take place in equity deserving communities around Calgary, with the goal of connecting social agencies with local sport organizations to bring their sport to community members.



**Why Partner with Sport Calgary?**

- Make an impactful commitment to improving physical and mental health of a community.
- Provide meaningful volunteer opportunities.
- Positively showcase your brand with lasting effect.
- Demonstrate your active community support of sport.
- Align your organization with Sport Calgary's values.
- Help a social agency reach their goal!

*Multiple Dates in 2024*

*Calgary Communities*

Sponsorship Benefits*	<b>GOLD</b> \$10,000+	<b>SILVER</b> \$5,000+	<b>BRONZE</b> \$2,500+	<b>FANS</b> \$1,000+
Title Sponsor	✓			
Brand Activation	✓			
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February 2025 - TBD

Olympic Plaza - TBD

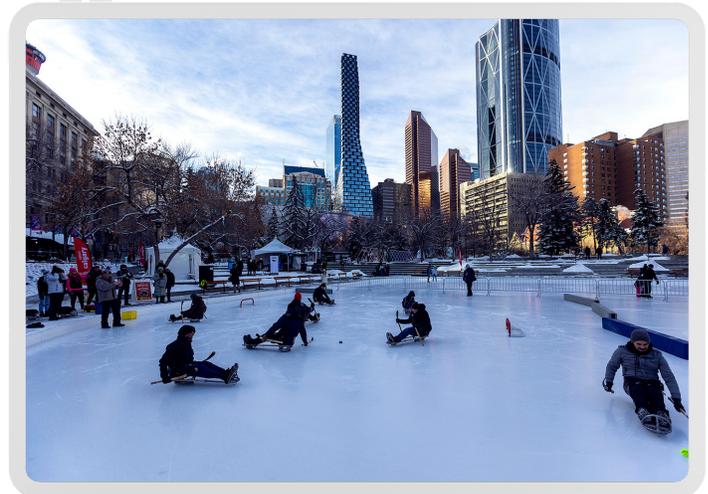
### Chinook Blast Returns in 2025!

Sport Calgary will be at Olympic Plaza for the 4th edition of our annual weekend *Sport Festival* featuring a full lineup of events taking place in February.

### What is Sport Festival?

A family-friendly event at Olympic Plaza to showcase winter sport to Calgarians. Whether you are participating yourself or enjoying the day on the sidelines, everyone will have the opportunity to learn, try, and watch a variety of winter sports.

In the evening, everyone can enjoy a **FREE** skating party under the lights, including complimentary skate & helmet rentals from The Skate Hut.



**Over 3,000 people are expected to attend!**



# Sponsorship Opportunities



February 2025 - TBD

Olympic Plaza - TBD

Sponsorship Benefits*	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$2,500+	FANS \$1,000+
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Brand Activation	✓			
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February 8 - 17, 2025 (TBD)

Various Locations

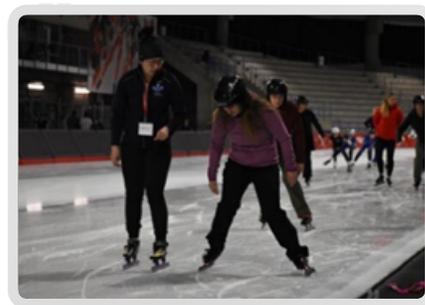
All Sport One City, organized by Sport Calgary, unites various sports tailored for adults and families.

This FREE event aims to encourage the exploration of different sports while enhancing their accessibility.

Scheduled across weekdays, evenings, and weekends, sessions occur in various Calgary facilities over a 10-day period, February 8 to 17, 2025 (To be confirmed).



**Calgarians 18+ and families will have the opportunity to experience a new sport or physical activity for FREE!**



In 2024 we offered, 244 sport sessions, 70 various sports, 36 sport groups, various locations in all four quadrants of Calgary, and over 3,200 registered participants.

**In 2025, we anticipate 4,000 participants!**

February 8 - 17, 2025 (TBD)

Various Locations

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