



SPONSORSHIP OPPORTUNITIES 2025



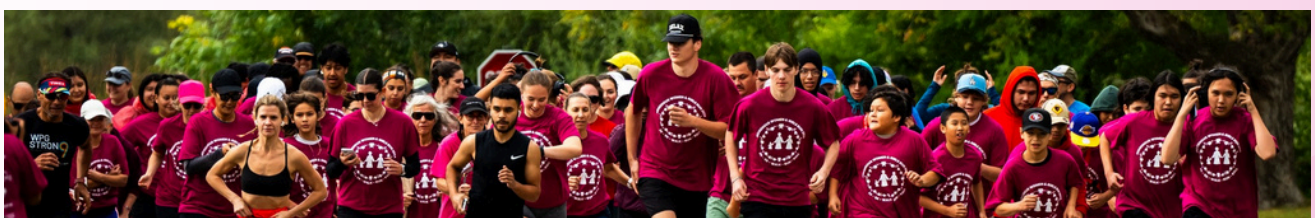
**Immigration
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ABOUT THE IWGR

The Indigenous Women and Girls Run (IWGR) was established to raise funds for sports and recreation programming specifically for women, girls, and 2SLGBTQ+ peoples. It aims to increase awareness of the barriers that Indigenous women and girls face in participating in sports and physical activities.

The IWGR unites people from diverse backgrounds, fostering a positive, welcoming, and inclusive environment, all in support of reducing barriers for Indigenous women, girls, and 2SLGBTQ+ people.

The programs funded by this initiative have made a significant impact, by empowering and promoting a sense of identity and belonging among the participants.



MESSAGE FROM THE MASRC



The Manitoba Aboriginal Sports & Recreation Council (MASRC) is recognized as the sole Indigenous sport body of the province of Manitoba. Our vision is to empower Indigenous peoples to grow physically, culturally, and spiritually, through participation in sport, recreation, and physical activity.

The upcoming IWGR showcases the MASRC's commitment to our vision. The IWGR includes a 2k and a 5k event, scheduled to take place at St. Vital park in Winnipeg on September 20th, 2025. The IWGR is in collaboration with Anti-Racism in Sport and Athletics Manitoba. This event aims to raise funds to support sports and recreation initiatives for Indigenous women, girls, and 2SLGBTQ+ peoples across Manitoba. Proceeds from this event contribute to our popular self-defence program.

2025 marks the fifth year of this annual event, which has witnessed a remarkable increase in support each year. Over the years, the run has successfully raised over \$12 000, with last year seeing more than 150 registered participants. We are anticipating even greater engagement this year.

As the event approaches, the MASRC is enthusiastic about the prospect of working alongside our partners towards a shared goal of creating a memorable and impactful experience for all involved.



MESSAGE FROM THE ANTI- RACISM IN SPORT CAMPAIGN



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The Anti-Racism in Sport Campaign (ARISC) is proud to support the upcoming Indigenous Women and Girls 2k & 5k Run on September 20th, 2025. This event is more than just a run; it is a powerful movement that empowers Indigenous women and girls by providing them with opportunities to engage in sports and recreation, fostering a sense of pride, belonging, and community. We are honoured to partner on this impactful initiative, which not only promotes physical health and wellness but also strengthens community ties and fosters inclusivity in sport. Together, we are committed to ensuring this year's run is a resounding success, contributing to the continued growth and sustainability of this vital program.

MESSAGE FROM ATHLETICS MANITOBA



We are extremely pleased to once again, participate in this wonderful event recognizing, supporting, and celebrating Indigenous women and girls. Sport has the potential to be a positive space, and we want to help build an event centred in the values of community support.

As an organization, Athletics Manitoba is committed to developing new programs and initiatives that better meet the needs of our community and we truly value our ongoing partnership with both the MASRC and Anti-Racism in Sport Campaign which is a subdivision of the Immigration Partnership Winnipeg.

SPONSORSHIP OPPORTUNITIES

T-SHIRTS

The IWGR t-shirts feature sponsor customization on the back or sleeve, providing brand promotion opportunities. The high-quality shirts with a vibrant design and official logo promote unity and comfort for participants and volunteers. These customized t-shirts serve as keepsakes and boost sponsor visibility at the event.

- Sponsorship announcement via social media channels
- 3"x3" Logo placement on participant and volunteer t-shirts
- Logo placement in IWGR Race program
- Logo placement on website with a link to sponsor website
- Logo placement on coroplast signs
- Oral recognition during opening remarks
- 4 complimentary race entries

\$3000

Birchwood

TIMING

As a sponsor, you have the opportunity to shine as every runner who crosses the finishing line will be timed. Your signage will surround the clock and will leave a lasting impression as the runners look to see their time and your company!

- Sponsorship announcement via social media channels
- 2"x2" Logo placement on participant and volunteer t-shirts
- Logo placement in IWGR Race program
- Logo placement on website with a link to sponsor website
- Logo placement on coroplast signs
- Oral recognition during opening remarks
- Signage by the food
- 2 complimentary race entries

\$1500

SPONSORSHIP OPPORTUNITIES

FOOD

As a sponsor, you have the opportunity to either provide your own food, or provide financial sponsorship to cover the cost of catering for up to 200 people. Caters will serve participants, volunteers, and spectators. Signage will be displayed, indicating that the food is sponsored by your company, offering an excellent opportunity to enhance sponsor visibility.

- Sponsorship announcement via social media channels
- 2"x2" Logo placement on participant and volunteer t-shirts
- Logo placement in IWGR Race program
- Logo placement on website with a link to sponsor website
- Logo placement on coroplast signs
- Oral recognition during opening remarks
- Signage by the food
- 2 complimentary race entries

\$2000

CULTURAL DISPLAY

As a sponsor, you have the opportunity to support this event by sponsoring the honorariums provided to our elders, dancers, drummers, and any other cultural displays. Signage will be displayed at the central meeting ground, offering an excellent opportunity to enhance sponsor visibility.

- Sponsorship announcement via social media channels
- 2"x2" Logo placement on participant and volunteer t-shirts
- Logo placement in IWGR Race program
- Logo placement on website with a link to sponsor website
- Logo placement on coroplast signs
- Oral recognition during opening remarks
- Signage by the food
- 2 complimentary race entries

\$1500



WATER STATION (4)

There will be water stations for all participants, volunteers, and spectators. Three water stations will be spread across the course. All participants will have a chance to see your branding at these stations. The final water station will be at the finish line which is located at the central meeting grounds before the food station.

- Group sponsorship announcement via social media channels
- 1"x1" Logo placement on participant and volunteer t-shirts
- Logo placement in IWGR Race program
- Logo placement on website with a link to sponsor website
- Logo placement on coroplast signs
- 1 complimentary race entries



\$250 (3)

SWAG BAG

Each participant will receive a race kit, which will include various swag. This may include pens, notepads, lanyard, or other promotional materials. Sponsors also have the option to provide financial sponsorship in lieu of promotional materials.

- Group sponsorship announcement via social media channels
- 1"x1" Logo placement on participant and volunteer t-shirts
- Logo placement on website with a link to sponsor website
- Logo placement on coroplast signs

\$250 OR IN-KIND DONATION

RACE ENTRY

Participating in 'pay to enter' events may be a barrier for some of our runners, but to put on a major community event has associated costs. Consider sponsoring 10 runners to help subsidize the cost of this event for those considering signing up but are hesitant due to entry fees. Entry for this event is kept as low as possible at \$25/runner.

- Group sponsorship announcement via social media channels
- 1"x1" Logo placement on participant and volunteer t-shirts
- Logo placement on website with a link to sponsor website
- Logo placement on coroplast signs

\$250

THANK YOU

For more details, please contact:

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