



SPONSORSHIP OPPORTUNITIES 2026



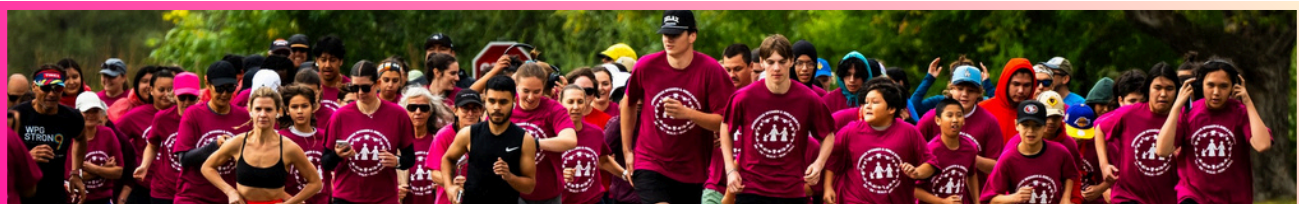
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ABOUT THE IWGR

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 the Provincial-Territorial Aboriginal Sports Body (PTASB) for 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 Indigenous Women & Girls Run (IWGR) showcases our commitment to this vision. The IWGR includes a 2K and a 5K event, scheduled to take place at St. Vital park in Winnipeg on September 19th, 2026. 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.

2026 marks the sixth year of this annual event, which has witnessed a remarkable increase in support each year. Over the years, the run has successfully raised over \$15 000, with last year seeing more than 200 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 19th, 2026. 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

MVP SPONSOR: T-SHIRTS

Sponsoring the IWGR T-Shirts is a great way to boost your brand's visibility. Featuring your logo, these shirts become walking ads, attracting attention. Sponsoring places your brand at the center of excitement, enhancing engagement and loyalty with a broad audience. Sponsors will receive:

- Sponsorship announcement via social media channels
- 5"x5" 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

\$5000

CHAMPION SPONSOR: FOOD

As the Champion Sponsor, you have the opportunity to either cater or assist with the cost of catering for up to 200 people. Caterers will serve participants, volunteers, and spectators. Sponsors will receive:

- 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
- 4 complimentary race entries

\$3000



SPONSORSHIP OPPORTUNITIES

SPIRIT SPONSOR: CULTURAL DISPLAY

As the All-Star Sponsor, you will 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. Sponsors will receive:

- 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

\$2500

FINISH LINE SPONSOR: 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 benefits include:

- 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

SPONSORSHIP OPPORTUNITIES

ALL-STAR SPONSOR: RECOVERY STATION

The Recovery Station is a designated area where participants can cool down, stretch, and receive post-race support from athletic therapists. It is an important part of helping runners recover safely after finishing the race. Sponsors help support this space by contributing to participant recovery and wellness, and receive recognition in a high-visibility area near the finish line where runners naturally gather after completing the course. Sponsorship includes:

- 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

\$500

WELLNESS SPONSOR: WATER STATION

There will be a central water stations for all participants, volunteers, and spectators. All participants will have a chance to see your branding at the finish line and the central meeting grounds before the food station. Sponsorship benefits include:

- 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

\$500

SPONSORSHIP OPPORTUNITIES

ENERGY SPONSOR: RACE KIT BAGS

Your brand in every racer's hands! Sponsor the official race kit bags and enjoy unmatched exposure throughout race day and beyond. Sponsors will receive:

- Sponsorship announcement via social media channels
- 3"x3" Logo placement on IWGR Swag Bags
- 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

\$500

COMMUNITY SPONSOR: RACE KITS

Each participant will receive a race kit featuring curated products, samples, promotional offers, and branded items from our sponsors. We are seeking in-kind contributions such as product samples, coupons or discount codes, wellness and recovery items, snacks or beverages, athletic accessories, and other participant-focused giveaways that enhance the race-day experience. Benefits of sponsoring include:

Sponsors will receive:

- Group sponsorship recognition across social media channels
- Logo placement on participant and volunteer t-shirts
- Logo placement on the event website with a direct link to sponsor website
- Logo placement on event signage and coroplast displays



SPONSORSHIP OPPORTUNITIES

PACE IT FORWARD SPONSOR

We believe cost should not be a barrier to participation. Sponsors have the opportunity to support community access by covering registration fees for participants who may otherwise be unable to attend. By sponsoring runner entries, you help make the event more inclusive and accessible while encouraging broader community participation. Race registration is intentionally kept affordable at \$25 per participant, and sponsored entries directly help offset costs for runners who may need financial support to participate. Sponsors will receive:

- 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



**THANK YOU! WOPIDA!
MAARSI! MIIGWECH!
EKOSANI! QUJANNAMIK!
MERCI!**



CONTACT

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