

30

**CELEBRATING
30 YEARS OF
INDIGENOUS
EXCELLENCE
IN SPORT**

2025
NATIONAL INDIGENOUS
SPORTS GALA

SPONSORSHIP OPPORTUNITIES

Presented by





Message from ASC Executive Director

Dear Prospective Sponsor,

It is with great excitement that I invite you to sponsor the Aboriginal Sport Circle's upcoming National Indigenous Sports Gala, a powerful celebration of Indigenous excellence in sport. This Awards Gala is dedicated to recognizing the achievements, leadership, and resilience of Indigenous athletes, coaches, and sport leaders who continue to inspire across generations and territories.

Indigenous sport is more than competition – it is community, identity, healing, and strength. Through this event, we honour those whose contributions continue to shape the landscape of sport, recreation, physical activity, and traditional practices across Turtle Island.

Your sponsorship is not just an investment in an event – it is a commitment to reconciliation, representation, and recognition. It is a chance to stand alongside Indigenous voices and support a night that amplifies pride, perseverance, and cultural celebration.

We offer a variety of sponsorship opportunities, each designed to provide meaningful visibility and connection. Thank you for considering this opportunity to support the Aboriginal Sport Circle's National Indigenous Sports Gala. Together, we can honour the legacy and future of Indigenous sport.

Sincerely,

Vanessa McGregor

Vanessa McGregor
ASC Executive Director





About the Aboriginal Sport Circle

The Aboriginal Sport Circle (ASC) is Canada's national voice for Indigenous sport, physical activity, and recreation bringing together the interests of First Nations, Inuit and Métis peoples.

Established in 1995, the ASC was created through a national consensus-building process, in response to the need for more accessible and equitable sport and recreation opportunities for Indigenous Peoples. This mandate has expanded to include physical activity as well as expand advocacy and program areas again, to include health, nutrition, physical education, wellness.

As a member-based organization, each regional association carries the mandate to represent the grassroots interests of the Indigenous Peoples in their jurisdiction. It is their collective regional voice that guides the direction of the ASC and establishes its national priorities.

Through partnerships and collaborations, the ASC supports expertise in athlete and coaching development, physical literacy and physical activity programs to Indigenous communities throughout Canada.

The ASC is also the franchise holder for the North American Indigenous Games (NAIG), and annually hosts the National Aboriginal Hockey Championships (NAHC), in addition to effecting policy change at the highest levels of government.





About the National Indigenous Sports Gala

The National Indigenous Sports Gala is an evening event dedicated to celebrating and promoting Indigenous sport while empowering Indigenous communities by recognizing and validating their accomplishments in sports, physical activity, recreation, and traditional practices. This year marks a historic milestone – 30 years of the Aboriginal Sport Circle – with the 2025 National Indigenous Sports Gala themed “Celebrating 30 Years of Indigenous Excellence in Sport.” The event will not only celebrate the vibrant legacy and future of Indigenous sport but will also honour the leaders, visionaries, and trailblazers who have shaped Indigenous sport.

Building on the success of the inaugural year, the Gala continues to serve as a powerful platform to recognize and celebrate Indigenous athletes, coaches, leaders, and champions whose dedication and accomplishments have left a lasting impact on Indigenous sport, recreation, physical activity, and traditional practices across Turtle Island. In a year of reflection and recognition, the 2025 Gala will unveil the distinguished ASC Tom Longboat and National Indigenous Coaching Award recipients.

In addition to witnessing the presentation of ASC’s prestigious awards, attendees will experience powerful storytelling and the richness of Indigenous culture, alongside a dynamic marketplace featuring Indigenous businesses, programs, and services that reflect the strength and creativity of our communities. The Gala will also offer opportunities for connection and collaboration, bringing together athletes, leaders, partners, and supporters in a shared celebration of excellence.

As we celebrate 30 years of ASC and its legacy, this Gala is more than just an event – it’s a movement to honour the past, empower the present, and amplify the future of Indigenous sport in Canada.





Sponsorship Benefits

- **Visibility:** Gain exposure to a targeted audience of Indigenous athletes, coaches, and sport leaders.
- **Networking Opportunities:** Connect with attendees, award winners, and ASC’s digital audience to build valuable relationships and gain recognition across diverse sectors.
- **Community Engagement:** Demonstrate your commitment to Indigenous sport.

Sponsorship Benefits

Benefits	Spirit (\$25,000)	Mountain (10,000)	River (\$5,000)	Fire (\$2,500)
Recognition of sponsor in program	●	●	●	●
Formal acknowledgement as a sponsor during the opening and closing	●	●	●	●
Recognition on ASC social media channels	●	●	●	
Complimentary registration	6 tickets	4 tickets	2 tickets	1 ticket
Advertisement in the gala program	Full page	½ page		
5-minute address during opening or closing	●			
Logo featured on digital signage	●			
Sign displayed in the event space	●			

To learn more about the 2025 National Indigenous Sports Gala sponsorship opportunities, please reach out to

ascoffee@aboriginalsportcircle.ca

