

LONDON 2024 ONTARIO SUMMER GAMES



**London  
2024**

Ontario  
Summer Games  
Jeux d'été  
de l'Ontario

Presented by/Présentés par



**Partnership  
Opportunities**

# LONDON 2024 ONTARIO SUMMER GAMES OVERVIEW



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## What are the Ontario Summer Games?

The Ontario Summer Games is supported by the Government of Ontario through the Games Ontario program. This program delivers or supports multi-sport events, including the Ontario Winter and Summer Games for youth, the Ontario 55+ Summer and Winter Games, and the Ontario Parasport Games. The London 2024 Ontario Summer Games are Ontario's largest sporting event and were awarded to London in 2021 after the cancellation of the London 2020 Ontario Summer Games due to the COVID-19 pandemic.

## When and where are the London 2024 Ontario Summer Games?

The London 2024 Ontario Summer Games will be held **Thursday, August 1<sup>st</sup> – Sunday, August 4<sup>th</sup>, 2024**. This is the Civic long weekend to allow more friends and family to make the trip to London to attend. The London 2024 Ontario Summer Games will feature 18 different sports hosted in over 20 venues across the city.

# London 2024 Ontario Summer Games Sports



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## Who participates in the Ontario Summer Games?

Over 3,500 of the province's top youth athletes aged 12-18, coaches and officials will participate at the Ontario Summer Games. Past participants have gone on to compete at the Canada Summer Games and have represented Canada internationally including at the Olympics. Approximately 700 local volunteers will be recruited to support the Games.

## Why partner with the London 2024 Ontario Summer Games?

Partnering with the London 2024 Ontario Summer Games provides brands with a unique opportunity to raise awareness to over 3500 participating athletes,

coaches, and officials from across Ontario, plus their friends, families, administrators, and the approximately 700 volunteers that will donate their time over the August long weekend. For some of these athletes, this will be the pinnacle of their athletic career; the largest and most prestigious sporting event they will ever attend, producing memories that will last a lifetime. For others, the Ontario Summer Games are a steppingstone as they advance to national and international competitions like the Olympic Games. A partnership with the London 2024 Ontario Summer Games is a tremendous opportunity to show your organization's support and passion for youth athletics, education, and volunteerism; while supporting a legacy to increase sport participation in the London community.

# PARTNERSHIP OPPORTUNITIES

While we have outlined below the partnership opportunities available, we also understand that every organization has a different set of goals and objectives. **Our team is ready and willing to work with you to tailor a package that meets those exact needs.** We're also open to value-in-kind and look forward to discussing a potential relationship.

## PARTNERSHIP CATEGORY FUNDING LEVEL

## PARTNER WILL RECEIVE

### HALL OF FAME PRESENTING PARTNER

*(Only one available)*

**SOLD OUT**

- Full event naming rights  
- *All signage and communications (press releases, conferences, newsletters, media, etc.)*
- Category exclusivity
- Speaking opportunity at Opening Ceremony
- Vendor booth at Opening Ceremony and two sport venues
- Item inclusion in athlete registration kits (3500)
- Free event sponsorship (2 sports)
- Medal presenter (2 sports)
- Invitation to Games VIP events
- Featured articles on the Games website
- Full page ad in Participant Handbook
- Logo with link on website and sponsorship signage
- Education session sponsorship
- Post-event sponsor recognition gift

### CHAMPION PARTNER

- Category exclusivity
- Vendor booth at Opening Ceremony and two sport venues
- Item inclusion in athlete registration kits (3500)
- Free event sponsorship (2 sports)
- Medal presenter (2 sports)
- Invitation to Games VIP events
- Education session sponsorship
- Featured article on the Games website
- Full page ad in Participant Handbook
- Logo with link on website and sponsorship signage
- Post-event sponsor recognition gift

## PARTNERSHIP CATEGORY FUNDING LEVEL

## PARTNER WILL RECEIVE



### VOLUNTEER PROGRAM

- Presenting partner of the London 2024 Ontario Summer Games
- Category exclusivity
- Volunteer Orientation and Post-Event Volunteer Appreciation event sponsor
- Full page ad in Volunteer Manual
- Invitation to Games VIP events
- Logo branded Volunteer Registration site
- Logo with link on website and sponsorship signage
- Item inclusion in volunteer registration kits (approx. 1000)
- Logo on all volunteer uniforms (approx. 1000)
- Post-event thank you email to volunteers (1)
- Post-event sponsor recognition gift
- Ability host volunteer orientation/party at your business location



### LANYARD SPONSOR

*(Only one available)*

**SOLD OUT**

- Logo branded lanyards for athletes, coaches, officials, VIPs, and volunteers (approx. 4500)
- Invitation to Games VIP events
- Half page ad in Participant Handbook
- Logo with link on website and sponsorship signage
- Post-event sponsor recognition gift



### ALL-STAR SPORT PARTNER

- Free event sponsorship (1)
- Category exclusivity
- Vendor booth at Opening Ceremony or sport venue
- Medal presenter (1)
- Item inclusion in athlete registration kits (3500)
- Invitation to Games VIP events
- Education session sponsorship (limited quantities)
- Half page ad in Participant Handbook
- Logo with link on website and sponsorship signage
- Post-event sponsor recognition gift



### PARTNER OF THE GAMES

- \$1,000 – Vendor booth at Opening Ceremony/Sport Venue
- \$1,000 – Item inclusion in Athlete or Volunteer kits
- Logo in Participant Handbook
- Logo with link on website and sponsorship signage

**For inquiries and more information,  
please contact:**

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**[www.london2024.ca](http://www.london2024.ca)**



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