

2020

SPONSORSHIP OPPORTUNITIES



BE A PART OF THE STORY

FRED SASAKAMOOSE

"CHIEF THUNDERSTICK"

SANDY LAKE RESERVE — Fred Sasakamoose wheeled around Maple Leaf Gardens the night of Feb. 27, 1954, fresh off the train from Moose Jaw, his copper skin and complicated name attracting stares and pointing fingers. He was wearing the famed Chicago Blackhawks logo — an Indian wearing an Indian. Fred Sasakamoose was 20 years old this night, two months out of his teens, a dancer on skates, the first full-blooded treaty Indian to play in the NHL. Warming up for the game, he was told to go to the penalty box to take a phone call. "How the hell do you pronounce your name?" boomed the familiar voice of broadcaster Foster Hewitt from up in the Gondola. "Saskatchewanmoose?"

That briefest of exchanges with Hewitt as he prepared to broadcast that most Indian of names from coast to coast on Hockey Night in Canada left a deep imprint on Sasakamoose.

"That was the greatest moment of my life; the moment you dream of," he said this week, sitting in the kitchen of his log house, not far from where he was born. "People in the balconies, cheering, all this culture shock. You look up at the people — where the hell did they come from? My little town, my reserve, had only 200 people. There was only a few thousand people in Moose Jaw. What a wonderful feeling. But I was scared."



I went to Chicago and stepped on the ice at the stadium. The organist was in the corner, and he was kind of a joker. He'd play 'Indian Love Call' as soon as I stepped on the ice." Fred Sasakamoose had hit the big time — 11 games' worth of big time, in a six-team league that doomed hundreds of top-flight players into an endless minor-league existence. The Indian kid had made it.

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ORDER OF CANADA



Frederick Sasakamoose, C.M.

Ahtahkakoop Cree Nation, Saskatchewan

Frederick Sasakamoose's determination and resilience are inspirational. In the early 1950s, by making it to the NHL, he became an Indigenous sports role model for many aspiring hockey players. In his community, he developed minor hockey and other sports for youth, leading an initiative that later expanded to other communities across Saskatchewan. Talking openly about his achievements as well as his struggles, he grew to become a trusted mentor and a sought-after speaker promoting healthy life choices to a broad audience.



A STORY WORTH TELLING



NHL Diversity Taskforce

Fred Sasakamoose didn't record a point in 11 NHL games with the Chicago Blackhawks during the winter and spring of 1954. But it wasn't his on-ice performance that makes the story worth telling. It's what it took for him to get there. The first indigenous player to reach the NHL, Fred spent nine years in a residential school in Duck Lake, Sask., before his hockey exploits caught the attention of scouts, earning him a spot with the Moose Jaw Canucks – where he was MVP of the Western Canada Hockey League in 1953-54 – and eventually an NHL contract. For Fred, hockey quite simply saved his life. "I didn't think I belonged to the outside world; it was a difficult journey to try and adjust myself to society, but playing Hockey engages Canadians for life. Junior hockey changed the world for me. It made me realize that it wasn't all bad out there." After he retired, Fred returned home to Saskatchewan, serving six years as chief of the Ahtahkakoop Cree Nation.

But his passion for hockey never left, nor did his passion to help aboriginal children through sport. He is an icon in the First Nations community, and uses that celebrity to help others strive for the same opportunities he had more than 60 years ago. "Before I close my eyes in this world, I would like to see the youth – my people – be part of great tournaments. I would like to witness my people dance and sparkle on the ice to make us proud as Indian people, so we can be a part of this game.

His involvement in the NHL led toward the creation of recreational opportunities for children in his First Nation community of Ahtahkakoop and but also across the province and the country. He became active in the promotion and development of sports programs for Aboriginal and non-Aboriginal youth and organized and directed the 'Fred Sasakamoose Hockey School'. Mr. Sasakamoose served on the National Hockey League's Ethnic Diversity Task Force where he helped advance the recreational opportunities for less-fortunate children.

FRED SASAKAMOOSE NATIONAL CHAMPIONSHIP

The 4th Annual National Championship will kick off on April 23rd, 2020 with the first ever Indigenous Hockey Summit, taking place at the Saskatoon Inn. This one of a kind event will feature the likes of at least 10 Indigenous NHL Alumni, NHL Diversity and Hockey Canada Reconciliation.

The Championship itself will begin on April 24th-26th at arenas all of Saskatoon with the home arenas and championships being held at the Merlis Belcher. 40 Mens teams and 8 Womens teams from all over Canada will be vying for the championships in their respective categories.

Approximately 10 000 fans will descend into Saskatoon for this 4 day event!

One of the Dream's of Mr. Sasakamoose was to assemble the best Indigenous Hockey players and teams in one event and display all the national talent that the Indigenous communities offer to the nation.

Another purpose, is the Indigenous community and leaders across this nation have been attempting to celebrate Mr. Sasakamoose in a variety of ways. By naming a National Championship after Mr. Sasakamoose as a way to recognize all that he has represented and continues to do so, as a way to celebrate his contribution to this great nation.

Mr. Sasakamoose had two very clear instructions to the organizing group;

- 1).The Tournament be named after "Chief Thunderstick" a name given to him by the Shuswap People of the Kamloops First Nation and made the honorary Chief for lifetime.
- 2). That no entry fee be charged to each Invite for teams to attend. This is a traditional teaching of the Plains Cree when they invite you to attend a gathering and are responsible for your well being.

**The 2019 Champions, The Waspaninpi Chiefs,
Quebec, Canada**

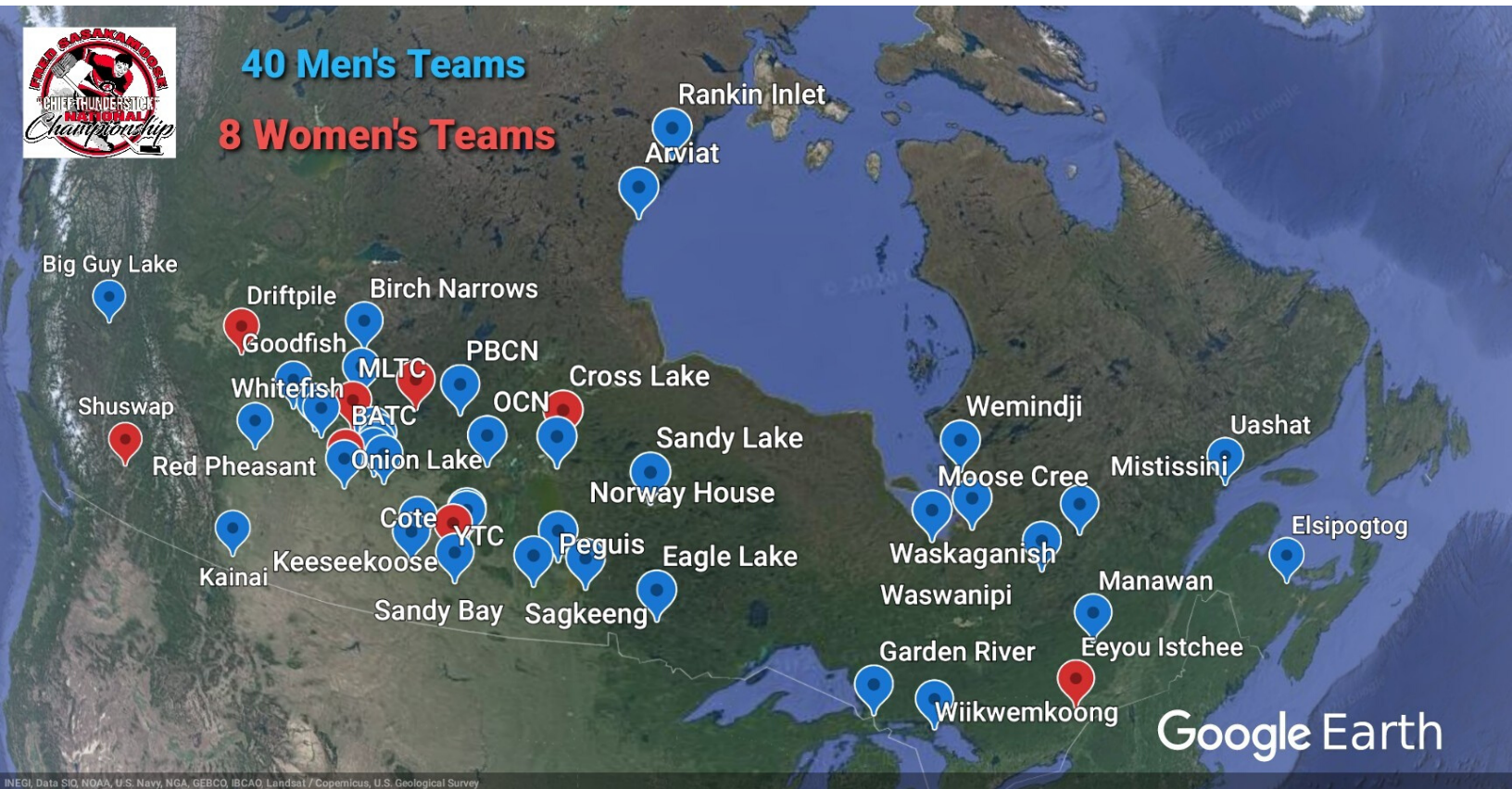


2020 Teams



40 Men's Teams

8 Women's Teams



Google Earth

INEGI, Data SIO, NOAA, U.S. Navy, NGA, GEBCO, IBCAO, Landsat / Copernicus, U.S. Geological Survey



National Women's Hockey Championship 8 Teams

1. Shuswap Nation 10K, British Columbia
2. Cote Ladies Selects, Saskatchewan
3. MLTC Atomic Chiets, Saskatchewan
4. BATC Lady Chiefs, Saskatchewan
5. Team Woodland, Saskatchewan
6. Driftpile Tribal Cree, Alberta
7. Cross Lake Lady Islanders, Manitoba
8. Cree Nation of Eeyou Istchee, Quebec

Manitoba

21. Cross Lake Islanders **accepted**
22. Peguis Mohawks **accepted**
23. Norway House Bruins **accepted**
24. OCN Winterhawks **accepted**
25. Sagkeeng Braves **accepted**
26. Sandy Bay Horsemen **accepted**

Ontario

27. Eagle Lake Chiefs **accepted**
28. Wiikwemkoong T-Birds **accepted**
29. Moose Factory Scrappers **accepted**
30. Garden River **accepted**
31. Sandy Lake Riverhawks **accepted**

Quebec

32. Waswanipi Chiefs **accepted**
 33. Waskaganish Wings **accepted**
 34. Wemindji Wolves **accepted**
 35. Uashat mak Mani Utenam Warriors **accepted**
 36. Mistissini Trappers **accepted**
 37. Manawan Kings **accepted**
- ## New Brunswick
38. Elsipogtog Oilers **accepted**
- ## Nunavut
39. Rankin Inlet **accepted**

British Columbia

1. Big Guy Lake Chiefs **accepted**

Alberta

2. Kainai Braves **accepted**
3. Goodfish Lake Flames **accepted**
4. Samson Hawks **accepted**
5. Frog Lake Tbirds **accepted**

Saskatchewan

6. Sandy Lake Chiefs **accepted**
7. Mistawasis Warriors **accepted**
8. Canoe Lake Young Guns **accepted**
9. PBCN Stars **accepted**
10. Beardys Blackhawks **accepted**
11. Ochapowace Thunder **accepted**
12. Red Pheasant Rebels **accepted**
13. Whitefish Flyers **accepted**
14. Piapot Eagles **accepted**
15. Keeseekoose Rangers **accepted**
16. Onion Lake Border Chiefs **accepted**
17. Gordon's Golden Hawks **accepted**
18. Cote Selects **accepted**
19. Birch Narrows Blazers **accepted**
20. Muskeg Lake Blades **accepted**

SPONSORSHIP OPPORTUNITIES

\$25,000

"Chief Thundertick"
National Champion

- 6 Person Weekend Press Box- Merlis Belcher
- 25 Weekend VIP Passes
- 10 Fred Sasakamoose Hoodies
- 1 signed jersey
- Business Logo on all print & media materials
- Logo on website
- Hand out Final awards with dignitaries
- Facebook Live video on site of choice
- 10 Signed Fred Sasakamoose Pictures
- Right to use event logo in ALL advertising and promotions
- Opportunity to set-up your corporate booth at ALL of the arenas during the event in a Prime Location – Front and Centre at your choice/preference
- Logo Recognition on awards presented to Championship Team
- Full-page logo advertisement in the Official program
- Recognition/banner at all venues and events
- Organizing Committee to present sponsor with official appreciation plaque at the end of the event and extended invitation at the Opening Ceremonies



\$10,000

Tournament
Trailblazer

- 4 Person Weekend Press Box- Merlis Belcher
- 10 Weekend VIP Passes
- 6 Fred Sasakamoose Hoodies
- Business Logo on all print & media materials
- Logo on website
- 8 Signed Fred Sasakamoose Pictures
- Right to use event logo in ALL advertising and promotions
- Opportunity to set-up your corporate booth at ALL of the 4 arenas during the event in a Prime Location – Front and Centre at your choice/preference
- Half-page logo advertisement in the Official program
- Recognition/banner at all venues and events
- Opportunity to set-up your corporate booth at the Merlis Belcher arenas

SPONSORSHIP OPPORTUNITIES



\$5000

Difference Maker

- **6 Weekend Passes**
- **6 Fred Sasakamoose Hoodies**
- **Business Logo on all print & media materials**
- **Logo on website**
- **6 Signed Fred Sasakamoose Pictures**
- **Quarter-page logo advertisement in the Official program**

\$2500

Inspire People

- **4 Weekend Passes**
- **4 Fred Sasakamoose Hoodies**
- **Logo on website**
- **4 Signed Fred Sasakamoose Pictures**

\$1000

Friend of Fred

- **2 Weekend Passes**
- **2 Fred Sasakamoose Hoodies**
- **Logo on website**
- **2 Signed Fred Sasakamoose Pictures**

Contact:

Alexis Christnesen
alexis.christensen@batc.ca
(306) 480 6133

Neil Sasakamoose
chiefthunderstick21@gmail.com
((306) 220 6942

Cheques made payable to;

Fred Sasakamoose "Chief Thunderstick"
Sports Inc.
811 Hargreaves Manor
Saskatoon, Saskatchewan
S7R 0H9