



**2022 "Chief Thunderstick"
National Hockey Championship
Sponsorship Package**

MAY 19 - 22. 2022

50 Indigenous Teams from across Canada will compete for a National Hockey Championship in honour of the late Fred Sasakamoose. The championship will consist of 40 men's teams and for the first time, 10 women's teams.

There is no Entry Fee for teams to attend, as Fred wanted a traditional invite to Nations across Canada to send their athletes to compete. Fred wanted to be host for these Nations and athletes and provide the venue, logistics and competition free to his guests.

This year, the National Championship will take place at the Merlis Belsher Place. Located at 2010 College Dr, Saskatoon, Saskatchewan, the NHL ice size rink offers seating to 3,000 spectators.



OUR STORY

2020/2021 marked a very difficult and challenging period with the pandemic and the entire world was placed on hold. It's been over a year since we lost Fred Sasakamoose to Covid-19. His passing had a large impact on the indigenous community and Canadian population. Fred reached beyond playing in the National Hockey League for 12 games. He seems to represent hope and was the best ambassador for race relations. Our family, friends and home community miss his presence each day.

Before Fred's passing, he left some lasting impressions and created a non-profit called Fred Sasakamoose "Chief Thunderstick" Sports Inc..

He wanted to support Indigenous Sports and specifically the sport of Indigenous Hockey. He knew that the rural areas were struggling with having leagues and the First Nation communities have no place to play consistently. Fred was well aware of the on-reserve age demographics and the amount of youth under the age of 16 years old and what idle youth can do to a community.



FRED SASAKAMOOSE
Chief Thunderstick Sports Inc.

2021 NATIONAL CHAMPIONS

The 2021 "Chief Thunderstick" National Hockey Champions were the Canoe Lake Young Guns. Located 450 km north of Saskatoon, the Young Guns took the title in a 3 -2 victory over the Eagle Lake Chiefs. The Young Guns had players like: Roddy Ross, the Philadelphia Flyers Prospect and currently the starter for the University of Saskatchewan Huskies & also Craig McCallum, a WHL (Edmonton Oil Kings & Prince Albert Raiders), CIS (University of Saskatchewan) & EIHL (Edinburgh Capitals) hockey veteran.



THE RUNNER UPS

The Eagle Lake Chiefs were the runner ups for the 2021 "Chief Thunderstick" National Hockey Championship. They travelled over 1,100 km from Ontario & a population of 630. The Chiefs have confirmed their spot in the 2022 National Championship.



THE COMPETING TEAMS - MEN'S

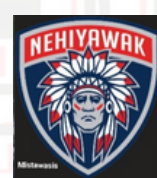
BRITISH COLUMBIA



ALBERTA



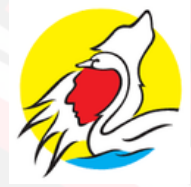
SASKATCHEWAN



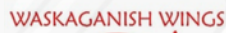
MANITOBA



ONTARIO



QUEBEC



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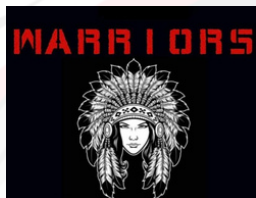


NWT



THE COMPETING TEAMS - WOMEN'S

ALBERTA



SASKATCHEWAN



MANITOBA



ONTARIO



QUEBEC



Indigenous Tourism

- 3,000 visitors.
- Increase overnight stays.
- Estimated economic impact of \$2.4 million to the Saskatoon Economy.

Synergy

- Fred Sasakamoose Day, May 18, 2022.
- Showcasing Indigenous sports & athletes.
- Reinvest in local economies.

Culture

- Promoting Indigenous Culture & Languages.
- Promoting diversity through sport.
- Developing community based Indigenous Hockey.

Covid-19 Precautions

- Based on Saskatchewan Health Authorities advice & recommendation. The event will take all necessary precautions required.

www.chiefthunderstick.com

EVENT SCHEDULE

Wednesday

May 18th, 2022

Fred Sasakamoose Day

Sasktel Centre

Statue unveil 10:30 am Start.

Thursday

May 19th, 2022

**Men's Pool: 11:00 am start
at Merlis Belsher Place.**

**Women's Draw: 10:30 am start
at Harold Latrace/Rod Hamm.**

Friday

May 20th, 2022

Men's Pool: 8:30 am start.

Women's Draw: 8:00 am start.

**Opening Ceremony 7:00 pm
start.**

Saturday

May 21st, 2022

**Men's Pool: 8:00 am start
at Merlis Belsher Place.**

**Women's Draw: 8:00 am start
at Harold Latrace/Rod Hamm.**

**Women's Final: 9:30 pm at
Merlis Belsher place.**

Championship Sunday

May 22nd, 2022

**Men's Pool: 9:00 am start
at Merlis Belsher Place.**

**Indigenous Women's Hockey
Summit 10:00 am - 12:00 pm.**

Men's Final: 9:00 pm.

SPONSORSHIP OPPORTUNITIES

CHIEF THUNDERSTICK: \$10,000

- 12 Weekend All Access Passes to Chief Thunderstick National Hockey Championship.
- 12 Fred Sasakamoose "Chief Thunderstick" Commemorative Jackets.
- 12 Sponsor Passes to VIP & Players Lounge.
- Front Page Social Media & Live Stream Promotion to 25,000 followers, Tradeshow Table, MC announcements at both arenas.

CHIEF RUNNING DEER: \$5,000

- 6 Weekend All Access Passes to Chief Thunderstick National Hockey Championship.
- 6 Fred Sasakamoose "Chief Thunderstick" Commemorative Jackets.
- 6 Sponsor Passes to VIP & Players Lounge.
- Promotion on Social Media & Live Stream to 25,000 followers & MC announcements at both arenas.

FRIENDS OF FRED: \$2,500

- 2 Weekend All Access Passes to Chief Thunderstick National Hockey Championship.
- 2 Fred Sasakamoose "Chief Thunderstick" Commemorative Jackets.
- 2 Sponsor Passes to VIP & Players Lounge.
- Promotion on Social Media & Live Stream to 25,000 followers & MC announcements at both arenas.

Make All Cheques Payable to:
Fred Sasakamoose "Chief Thunderstick" Sports Inc.

Contact:

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THANK YOU TO OUR 2021 SPONSORS

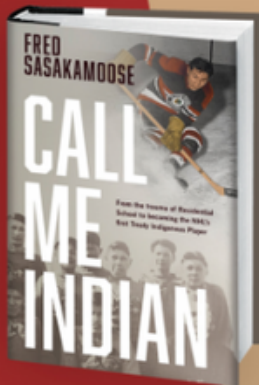


THANK YOU TO OUR 2021 SPONSORS



Federation of Sovereign Indigenous Nations





CALL ME INDIAN

From the Trauma of Residential School to Becoming the NHL's First Treaty Indigenous Player

FRED SASAKAMOOSE

OUT NOW



"Fred Sasakamoose played in the NHL before First Nations people had the right to vote in Canada."

THIS PAGE TURNER WILL HAVE YOU CHEERING



for "Fast Freddy" as he faces off against huge challenges both on and off the ice—a great gift to every proud hockey fan, Canadian, and Indigenous person."

—WAB KINIEW,

Leader of the Manitoba NDP and author of *The Power You Hold*



"FRED SASAKAMOOSE IS AN ICON."

Call Me Indian is an inspiring and enlightening saga that's a must-read for Indigenous communities, hockey fans, and all Canadians."

—WAUBGESHIG RICE,

author of *Moons of the Crested Dove*



"A HEART-WRENCHING STORY"

of survival in the face of injustice and tragedy, Canada's pastime and the nation's darkest sins collide in a beautifully told tale of resilience, passion, and ultimate triumph."

—DAN ROBSON,

bestselling author of *Queen: The Liberal's Hidden Legend*



"Call Me Indian needs to be in every library and on every school curriculum in Canada. Fred Sasakamoose's story is gripping and powerfully told."

A STORY OF TRIUMPH AND TRAGEDY,

of great success and the perils of excess. There is laughter and tears here aplenty, but also inspiration."

—ROY MACGREGOR,

bestselling author of *Start: The Hidden Lives of Billy Bennett and Canadian Hockey's Darker Side*

