



MAY 16-19.2024

SPONSORSHIP  
OPPORTUNITIES



# OUR STORY

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Four years ago 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 seem to represent hope and was the best ambassador for race relations. Our family, friends and home community miss his presence each day. His memoir "Call Me Indian" became a National Best Seller, which educated a generation on the effects of Residential Schools.

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 with 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.



## MAY 16-19, 2024

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56 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 16 women's teams.

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





# LAST 4 CHAMPIONSHIPS

## MEN'S DIVISION



CROSS LAKE ISLANDERS 2023



NORWAY HOUSE BRUINS 2022



CANOE LAKE YOUNG GUNS 2021



WASWANIPi CHIEFS 2019

## WOMEN'S DIVISION

**SAGESTRONG** 2023 Women's Champions

**SAGESTRONG** 2022 Women's Champions



# OUR PLAYER



56 TEAMS ACROSS CANADA &  
**OVER 12,500 FANS**  
NATIONWIDE,  
THE CHIEF THUNDERSTICK  
NATIONAL HOCKEY  
CHAMPIONSHIP ATTRACTS THE  
BEST INDIGENOUS PLAYERS IN  
NORTH AMERICA. ★ ★ ★ ★

# DEMOGRAPHIC

CHIEF THUNDERSTICK PROFILE

	2024 FORECAST	2023	2022
ATTENDANCE	12,500	11,500	9,000
ONLINE FOLLOWING	30,000	26,000	21,000
ONLINE REACH	6,000,000	4,300,000	2,600,000
# OF TEAMS	56	56	40
# OF ATHLETES	1,100	1,100	800
# STREAMED GAMES	127	127	106





# 2024 TEAM LIST

## WOMEN'S DIVISION

1. SAGE STRONG
2. MOOSE CREE LADY SCRAPPERS
3. LONG PLAIN
4. RED PHEASANT LADY REBELS
5. LARONGE LADY9ERS
6. CROSS LAKE LADY ISLANDERS
7. MÉTIS NATION
8. ONION LAKE WILD
9. MIXED NATIONS
10. FORT ALBANY
11. TREATY 4 LADIES
12. ALBERTA THUNDERBIRDS
13. ALEXIS NAKOTA
14. NORTHEAST WILDCATS
15. ONTARIO THUNDER
16. ATLANTIC HAWKS

## MEN'S DIVISION

1. PATUANAK PATS, SK
2. RANKIN INLET FALCONS, NT
3. INUVIK HUSKIES, NWT
4. SUCKER CREEK CAPITALS, AB
5. SAMSON HAWKS, AB
6. KAINAI BRAVES, AB
7. KWANLIN DUN PREDATORS, YUKON
8. ALEXIS NAKOTA SIOUX, AB
9. ONION LAKE BORDER CHIEFS, SK
10. CANOE LAKE YOUNG GUNS, SK
11. PBCN STARS, SK
12. STANLEY MISSION RIVER HAWKS, SK
13. WHITEFISH FLYERS, SK
14. SANDY LAKE CHIEFS, SK
15. MUSKEG LAKE BLADES, SK
16. RED PHEASANT REBELS, SK
17. KEESEEKOSE RANGERS, SK
18. ROUND LAKE BEARS, SK
19. BEARDY'S BLACKHAWKS, SK
20. NORWAY HOUSE BRUINS, MB
21. CROSS LAKE ISLANDERS, NB
22. OCN WINTERHAWKS, MB
23. SIOUX VALLEY BUFFALO, MB
24. SAGKEENG BRAVES, MB
25. FISHER RIVER CREE, MB
26. PEGUIS MOHAWKS, MB
27. FROG LAKE T-BIRDS, AB
28. MOOSE CREE SCRAPPERS, ONT
29. EAGLE LAKE CHIEFS, ONT
30. SIX NATIONS IRONMEN, ONT
31. WENDAKE WENDAT, QC
32. AKWESASNE WILD, ONT, QC, NY
33. UASHAT MAK MANI-UTENAM, QC
34. PESSAMIT MONTAGNAIS, QC
35. KITIGAN ZIBI BULLS, QC
36. MISTISSINI TRAPPERS, QC
37. TSUUTINA 7 CHIEFS, AB
38. WASKAGANISH WINGS, QC
39. TAHLTAN BEARDOGZ, BC
40. ELSIPOGTOG OILERS, NB

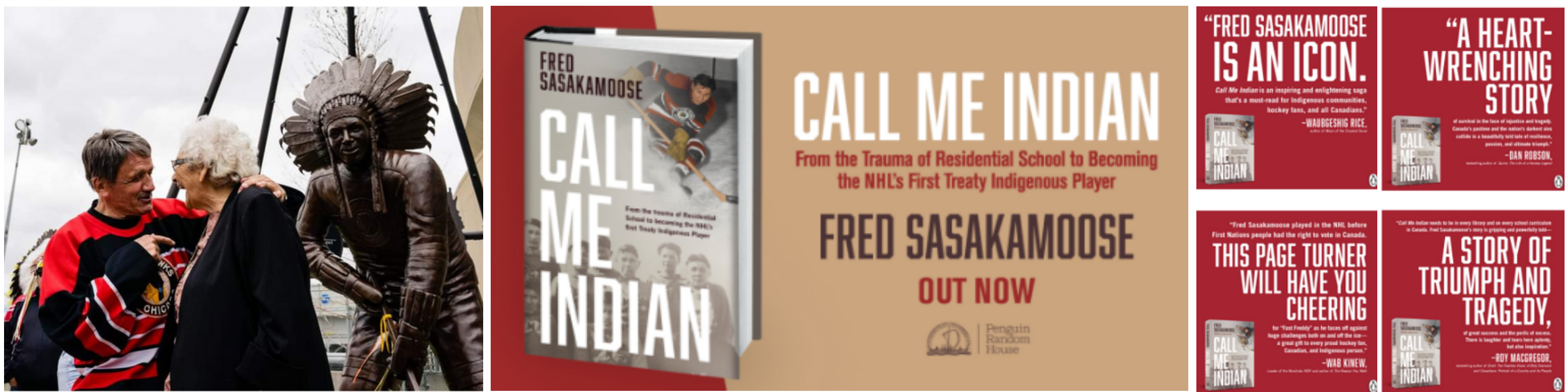




# FRED SASAKAMOOSE LEGACY & FOUNDATION

FREDS DREAM WAS TO PROMOTE & DEVELOP INDIGENOUS HOCKEY

## Fred’s Statue Unveiling & Book Launch



## MAY 18TH IS FRED SASAKAMOOSE DAY IN SASKATCHEWAN



## 2023 National Live Game Broadcast Men’s & Women’s Final



**FRED SASAKAMOOSE**  
Chief Thunderstick Sports Inc.



# CHIEF THUNDERSTICK SPONSOR OPPORTUNITIES

FREDS DREAM WAS TO PROMOTE & DEVELOP INDIGENOUS HOCKEY

## CHIEF THUNDERSTICK: \$25,000

okatahaskwewahtik okimaw

- Live Game Broadcast Sponsor Recognition.
- Chief Thunderstick Fan Zone Sponsor Recognition.
- Player of the game sponsor and selection.
- 30 Weekend All Access VIP Passes to Chief Thunderstick National Hockey Championship.
- 30 Fred Sasakamoose "Chief Thunderstick" Commemorative Jackets.
- Merlis Belsher Event Suite.
- Front Page Social Media & Live Stream Promotion to +30,000 followers, Tradeshow Table, MC announcements at both arenas, Digital Signage on Jumbotron, Logos Included on VIP Tags & Event Programs.
- Recognition at Sponsor & Team Night: May 15th, 8:00 PM (CST), 2024, Location TBD.

## CHIEF RUNNING DEER: \$10,000

apisimosis ka-pimipahtat okimaw

- Live Game Broadcast Sponsor Recognition.
- 12 Weekend All Access VIP Passes to Chief Thunderstick National Hockey Championship.
- 12 Fred Sasakamoose "Chief Thunderstick" Commemorative Jackets.
- Front Page Social Media & Live Stream Promotion to +30,000 followers, Tradeshow Table, MC announcements at both arenas, Digital Signage on Jumbotron, Logos Included on VIP Tags & Event Programs.
- Recognition at Sponsor & Team Night: May 15th, 8:00 PM (CST), 2024, Location TBD.

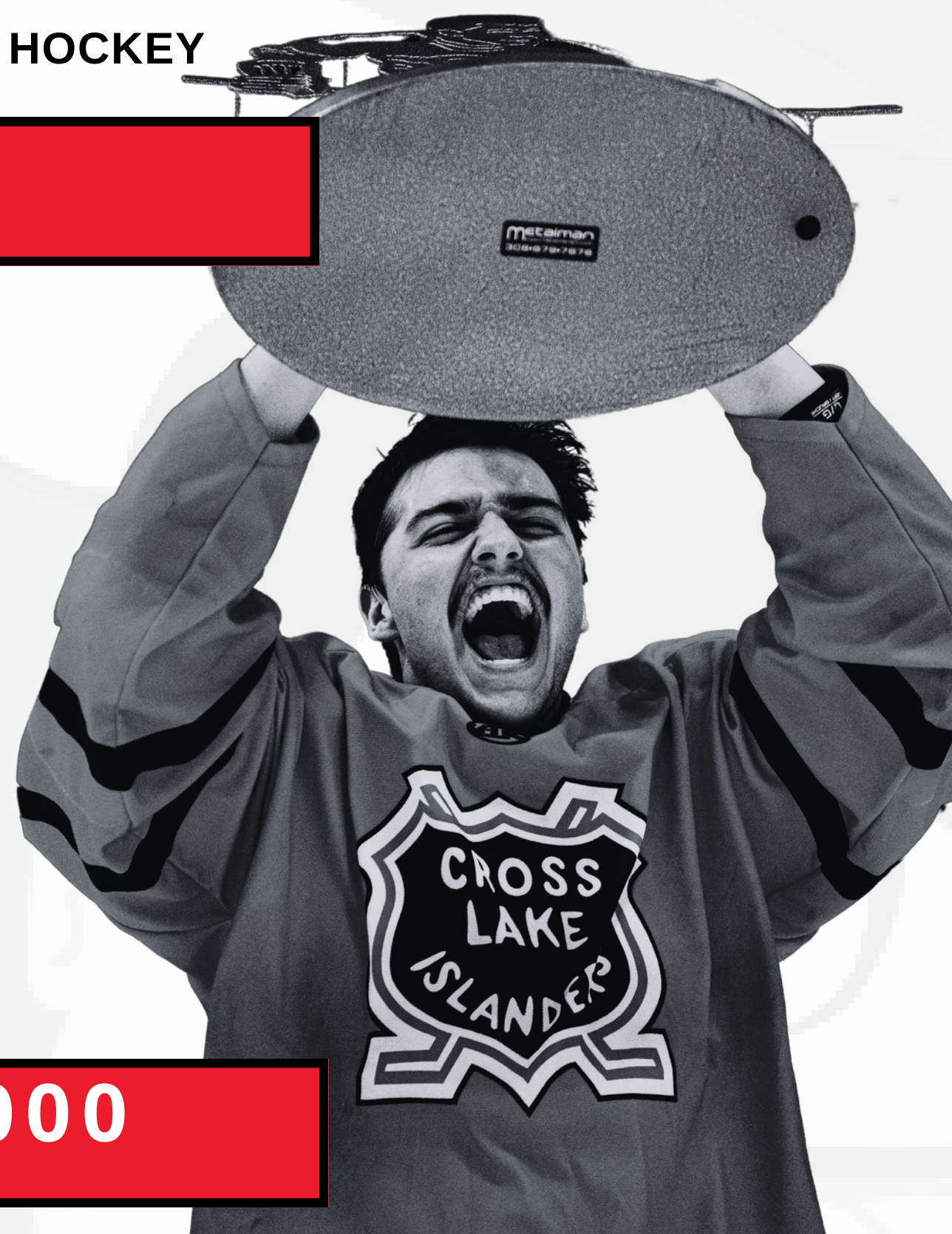
## STANDS FIRM: \$5,000

ayahkokopawiyin

- 6 Weekend All Access VIP Passes to Chief Thunderstick National Hockey Championship.
- 6 Fred Sasakamoose "Chief Thunderstick" Commemorative Jackets.
- Front Page Social Media & Live Stream Promotion to +30,000 followers, MC announcements at both arenas, Digital Signage on Jumbotron, Logos Included on VIP Tags & Event Programs.
- Recognition at Sponsor & Team Night: May 15th, 8:00 PM (CST), 2024, Location TBD.

## FRIENDS OF FRED: \$2,500

- 2 Weekend All Access VIP Passes to Chief Thunderstick National Hockey Championship.
- 2 Fred Sasakamoose "Chief Thunderstick" Commemorative Jackets.
- Front Page Social Media & Live Stream Promotion to +30,000 followers, MC announcements at both arenas, Digital Signage on Jumbotron, Logos Included on VIP Tags & Event Programs.
- Recognition at Sponsor & Team Night: May 15th, 8:00 PM (CST), 2024, Location TBD.





# CHIEF THUNDERSTICK 2023 EVENT SPONSORS

A SPECIAL THANKS TO ALL OUR 2023 SPONSORS

## CHIEF THUNDERSTICK

**BATC**  
Community Development Corporation



## CHIEF RUNNING DEER



FIRST NATIONS CAPITAL AND  
INFRASTRUCTURE AGENCY



## STANDS FIRM



## FRIENDS OF FRED



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

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Saskatoon, Sk. S7R 0H9

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