



TEAM 700 SPONSORSHIP
Competitive Indigenous Youth Boxing team

#supportthe700

Table of Contents

1. Why We Should Work Together
 2. What is Team 700
 3. Who We Support + Our Future
 4. Our Reality
 5. Team Costs
 6. Our Audience
 7. Sponsorship Options
 8. Sponsorship Plans
 9. Pledge Form
-

*"Team 700 is a family,
it's where I feel safe"*

Why We Should Work Together

The history of Canada can be defined by the injustices and tragedy perpetrated against Indigenous peoples, but our future will be defined by the bright future we create together and our triumph over regret.

Reconciliation is not just a word, it's an act that creates positive and tangible change by ensuring the same opportunities are open to all people, especially those in need. By being a supporter of Team 700 you do more than affect a young person's life, you support Indigenous youth access a culturally rich safe space for personal and athletic development.

"You are worth the money, you are worth the sacrifice, you're worth us taking down whatever red tape gets in the way of you having a proper childhood – because we can't say sorry again."

*Dr. Cindy Blackstock, Executive Director
First Nations Child and Family Caring Society of Canada*

Sponsoring Team 700 and its athletes would reflect very well on any organization or business trying to cement themselves as socially conscious. Contained in this proposal are additional ways we've thought of providing value in return for sponsorship, like direct access to our growing and highly engaged audience.

We're ready to collaborate with sponsors to make the lives of Indigenous youth better – if you have any ideas or suggestions about ways to support Team 700 please tell us, we'd love to hear you!

Thank you for considering to support Team 700.



What is Team 700

Team 700 is a competitive Indigenous youth boxing team created by Ivy Richardson, the founder of Red Girl Rising, and the Nanaimo Youth Advisory Council (NYAC). The NYAC is comprised of Indigenous youth who have lived experience of government care.

When the team was started, 700 was the number of youth who aged out of government care every year in British Columbia. Although that number is now closer to 1000, our team wanted a name that would start meaningful conversation and raise awareness for #supportthe700.

The goal of Team 700 is to offer low-barrier access to sport for Indigenous youth with priority given to Indigenous youth in and from government care. Team 700 is an outlet, an opportunity to excel, and where Indigenous youth are encouraged to achieve greatness inside and outside of the gym.

Without Team 700 and all the coaches I don't think my son would have had these opportunities.

Who We Support

The benefits of boxing exceed the standard definitions of fitness and improve all aspects of life. Team 700 offers more than the chance to be valued as an individual, it offers participation in an invested and supportive community that develops unrealized potential for its athletes.

As a way of honouring a recently departed friend, Team 700 has started the Victor Hanuse Grant which provides monetary assistance to Indigenous persons in or from government care to access sport. Every \$1,000 raised creates and makes available two \$500 grants available for application.

Our Future

Our short-term plan is to secure sponsorship for the original Team 700 in Nanaimo. However, to benefit as many youth as possible we also plan to establish new teams across the island (and one day Canada) so that safe opportunities for success exist where they can actually make a difference.

This is why our Head Coach Ivy Richardson is developing our Program Pathway. The Pathway will act as a guide for coaches and athletes during the program-creation process, including the Team's code of conduct, training programs, and more.





Our Reality

To make team membership as low barrier as possible, almost all of our funding comes from external sources. However, after losing our primary funding in early 2021 due to sweeping budget cuts our future has been in jeopardy.

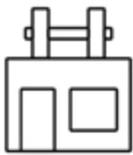
Providing the best experience for our team members means renting a gym to train in, traveling to compete in tournaments, hiring professional trainers, assistant coaches, and purchasing equipment and uniforms.

In reality, the vision and impact of Team 700 is restricted by the resources available, time, and the number of people who can actively make a difference. This is why we are searching for sponsors who share the vision of a better life for Indigenous youth.

After practise my son is so full of life, energy, and confidence. Team 700 has been an amazing, uplifting, and rewarding experience for him.

Team Costs

Here are some of the expenditures required to maintain the Team 700 program, and illustrates how quickly money can become an insurmountable obstacle between youth and sport participation.



Somewhere to Practise
\$8,400/yr



Uniforms to wear
\$2,000/yr



Coaches to Teach Us
\$24,000+/yr



A Coach to Train Us
\$12,000+/yr



Equipment to use
\$3,200/yr



Team Competition
\$5,000





**Interviewed by CBC,
Cityline, Chek News, +
Nanaimo News Now**



**Just under 6,000
followers on
Facebook + Instagram**



**Model for national
ad campaigns**

50%

**Up to 50%
post engagement
on social media**

Our Audience

On top of our considerable mid-island audience, Team 700's reach is rapidly transcending cultures and borders as we have been interviewed on CBC, Chek, Cityline, Nanaimo News Now, and more!

Ivy has already done sports modelling for a nationally published campaign with Everlast and Reigning Champ, and her and the team just had an interview and professional video shoot with Under Armour and Sport Chek that has the potential to boost our message to 2 million+ people.

Additionally Ivy's social media (Red Girl Rising) has a highly involved and growing audience of nearly 6,000 followers between Facebook and Instagram, with posts receiving as much as 50% viewer engagement.

We plan to travel both nationally and internationally to compete in tournaments which means our team will be in front of thousands of athletes, families, coaches, sporting organizations, talent scouts, and local news agencies.

It's kept me away from drugs and being in the streets. I'm proud to be part of an Indigenous youth boxing team.

What Do You Think?

Our sponsorship options are flexible and can be rearranged to fit any objective. You decide on how you'd like to be represented as our sponsor, and what sort of additional value you receive with your contribution.

Sponsorship Options

Logo Placements:

Primary/Second/Support

- Website
- Interviews
- Uniforms/Gear
- Social Media
- Practise Space
- Print Media

Website

- Red Girl Rising/Team 700 Page Placement
- Footer Placement
- Custom slide deck
- Dedicated Banner
- Ad space

Practise Space

- Branded Banner
- Large Sponsor Signs

Print Media

- Fight + Event Posters
- Brochures
- Events Programs
- Forms
- Program Pathway

Social Media

- Facebook
- Instagram
- Weekly/Bi-weekly/ Monthly posts
- Custom Content
- Model Shoots
- Supplied content
- Create Feature Ads
- Special Events
- Shout-outs
- Live Streams

Uniforms/Gear

- Shirts
- Jackets
- Gloves
- Shorts
- Water Bottles

Office+Team Workshops

- Boxing
- Movement
- Yoga
- Individual/Group
- Office/community Workshop





Sponsorship Plans

Primary Sponsor \$50,000+

Provide for ten athletes three coaches, and the community at large. On top of that, you receive our entire team of athletes promoting you and your organization everywhere we go.

Your logo would get premium exposure and placement on all of our materials and media. You would be associated with everything our team does or has: uniforms, interviews, our media, on our website, outreach activities, practise space, events, tournaments, brochures, forms... you name it.

We would actively work with you to ensure you're getting as much exposure as possible, and consistently publish promotional media to highlight our relationship. On top of that you can book an agreed upon number of free Red Girl Rising movement workshops for your office or as gifts for individuals and small groups.

Secondary Sponsor \$25,000+

Your logo would go on all of our material and be present at any event, second in prominence only to the primary sponsor. Highly customizable options, with promotional media published bi-weekly to highlight our relationship.

Supporting Sponsor <\$10,000

Receive a special thank you on social media, have your logo on our website sponsor section, logo displayed at events, fewer options.



Sponsorship Pledge Form

✉ IVY@REDGIRLRISING.COM 📞 1-250-713-6450

🌐 WWW.REDGIRLRISING.COM/TEAM-700

CONTACT INFORMATION

ORGANIZATION
GROUP NAME

CONTACT
NAME

CONTACT
PHONE

CONTACT
EMAIL

BILLING
ADDRESS

SPONSOR INFORMATION - PLEASE MAKE ALL PAYMENTS TO RED GIRL RISING/TEAM 700

FINANCIAL SPONSOR

MATERIAL SPONSOR

OTHER, PLEASE SPECIFY:

PAYMENT METHOD:

E-TRANSFER

CHEQUE

DEPOSIT

OTHER, PLEASE SPECIFY

PAYMENT FREQUENCY:

ANNUAL

BIANNUAL

QUARTERLY

OTHER, PLEASE SPECIFY

MATERIAL SPONSOR:

EQUIPMENT

UNIFORMS

GYM SPACE

OTHER, PLEASE SPECIFY

PLEASE PROVIDE A BRIEF DESCRIPTION AND THE VALUE OF THE SPONSORSHIP YOU ARE OFFERING:

Your Ideas

PLEASE SHARE YOUR IDEAS OR ANY ADDITIONAL INFORMATION! HOW CAN WE MAKE WORKING TOGETHER EASIER?

ALTERNATIVE SUPPORT METHODS

NOT READY TO MAKE A COMMITMENT, BUT STILL WANT TO OFFER YOUR SUPPORT? CONSIDER BUYING BRANDED MERCHANDISE FROM OUR TEAM 700 STORE, VOLUNTEERING WITH THE TEAM, GIVING A DIRECT GIFT, OR DONATE ANY SUM OF MONEY TO THE VICTOR HANUSE SPORT GRANT. ALL PROCEEDS FROM BRANDED TEAM 700 APPAREL ARE USED FOR INDIGENOUS YOUTH SPORTS, WITH 50% FOR THE TEAM AND 50% FOR THE GRANT. DO YOU KNOW SOMEONE OR AN ORGANIZATION WHO WOULD BE A GREAT FIT AS A TEAM 700 SPONSOR? PLEASE SHARE WITH US!

** GIFTS + ANONYMOUS SPONSORSHIPS CANNOT BE WRITTEN OFF AS BUSINESS EXPENDITURES WITHOUT VALUE RETURN PROVIDED VIA PROMOTION, ADVERTISEMENT, OR TRAINING.





Being a part of Team 700 means everything, it makes you think that there's more. To me boxing means life, happiness, freedom from everything, I'm glad that I got to join the team

Thank You