

THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD
CANADA - ONTARIO

SKI FOR THE DUKE

Thursday March 5, 2020
Toronto Ski Club, Blue Mountain

10TH ANNIVERSARY

Presented in partnership with
Canadian Association of Alternative Strategies and Assets



WELCOME



Jeff Needham

Executive Director, Ontario Division

Thank you for being a part of Ski for the Duke. With this being Ski for the Duke's 10th Anniversary, I am excited to welcome new sponsors and marketing partners. The Award is a global program with the goal of challenging, empowering and recognizing young people between the ages of 14-24. The classroom is not the only place to nurture the potential of one of our country's greatest natural resources – our youth. We strive to reach young people in communities across our province to provide a platform that helps them chart their individual lives and equip them with important life skills. To accomplish our goals, we need your help. Thank you for your investment in Ontario's youth.



Jack Mayer

Board Member

Chair, Ski For The Duke Committee

As Volunteer Chair of the Ski for the Duke event, it is an honour to work with an organization that provides the framework for our future leaders to excel and flourish, not only in academia, but also with non formal learning that comes from experiences outside of a classroom. Providing our young people with access to the Award allows them to set goals and challenges for now – and in their future. Having the Award on their CV sets them apart from others, therefore giving them a headstart. Our young people need every advantage they can acquire in order to succeed at home, in the business world and in being a contributor to their community. Your participation within Ski for the Duke will ensure the continuation of our proven and impactful program.



Caroline Chow

Vice-President & Co-founder, CAASA

CAASA is proud to partner with The Duke of Edinburgh Award. A large focus of ours is on the growth of the alternative investments industry and this includes investing in our next generation. We need to ensure that our youth today have the skillset and means to move forward and confidently create positive change. The Award is unique in that it allows young people to take the initiative to learn and grow into the best version of themselves. The program results in youth that are well-rounded, have a positive perspective on life, society and most importantly who they are and what they are capable of. All key skills for success in any industry or community. Ski for the Duke aligns with CAASA's core values as it ultimately allows the award to be inclusive and accessible for all. This wonderful fundraising event aids in the removal of financial barriers to those that might not otherwise be able to complete the Award.

AS A RESULT OF DOING THE AWARD

91%

felt more connected with their community

91%

felt encouraged to try something new

85%

felt more challenged

83%

felt they understood their strengths and weaknesses better

**Survey, Canada, May 2017 – September 2018*



Anne

Parent of Duke of Ed Bronze, Silver and Gold Achievers

“This Award pushed both my daughters on so many different levels. I watched Erin become dedicated to things in a way she had never been before, the Award pushed her outside of her comfort zone and gave her opportunities I would never have been able to provide her with. I am so grateful to the Award as it ensured Erin was able to achieve all three levels of this award. She has tried new things and seen the world!”

SPONSORSHIP OPPORTUNITIES

Today, The Duke of Edinburgh's International Award can be found right across the country, currently engaging over 51,000 young people and over 2,700 Award Leaders. Our program is available in cities, rural and remote areas, through government and independent schools, universities and colleges, and a wide range of organizations such as Cadets, Scouts, Girl Guides, Indigenous youth groups, new immigrant support programs, sports clubs, employers, youth detention centres and community youth organizations.

Each sponsorship level is critical to the success of the event and the Award. From Platinum Level to Activity Sponsor, different opportunities are in place to ensure your company's profile and participation is highlighted.

Platinum Sponsor	\$10,000
Gold Sponsor	\$ 6,000
Silver Sponsor	\$4,000
Bronze Sponsor	\$ 2,500
Activity Sponsor	\$1,500

Choose from one of our activities to show other organizations how all levels of support are important to the young people who are engaged in the Award .

☐ Ski Day Breakfast

☐ Ski Day Lunch









☐ Ski Day Apres-Ski

In-Kind Sponsor

Gifts in-kind are welcome and needed to enhance all Award events.

*Not seeing a sponsorship fit in the above opportunities?
Contact Lorraine Johnson at 416.203.2282 ext. 203 or ljohnson@dukeofed.org and she will assist in creating a sponsorship package that will answer your marketing and corporate social responsibility needs.*



	PLATNUM \$10, 000	GOLD \$6,000	SILVER \$4,000	BRONZE \$2,500	ACTIVITY \$1,500
Lift Tickets	12	9	6	3	3
Event Tickets for DoE Participants	6	3			
Print Materials & Advertisements	Logo	Logo	Logo	Logo	Text
Social Media	Logo	Logo	Logo	Logo	Text
Annual Report	Logo	Logo	Logo	Logo	Text
Newsletter	Logo	Logo	Logo	Logo	Text
Leaderboard Signage at Event	Logo	Logo	Logo	Logo	Text
Prime Seating at Event					
Product Placement in Swag Bags					
Product Placement at Event					
Audio promotion via PA system during					



Claire
Gold Award Achiever

"I am eternally grateful for my Award Leader and all of the amazing opportunities the Award has given me.

I had always been a very shy kid and found it difficult to edge out of my comfort zone and try new things. When I began working towards my Bronze Award I was afraid of trying a new skill or sticking my hand up for new opportunities. The Duke of Ed community that I found in my high school and city helped to push me to try new things like canoe trips and motivated me to work hard towards my goals in skills that I already had.

I will forever be grateful for the opportunities that this community and Award have given me. I have become a confident leader and truly transformed with the help of everyone who showed me what I was capable of. I hope to continue to be an involved citizen and grow new skills in true Award fashion. Give this program a try and who knows, maybe you will discover your secret passion as well!"

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Young people make positive changes to their lives and communities by participating in the Award. Our impact framework identifies these impacts and how the Award measures up against them.



IMPROVED EDUCATIONAL ATTAINMENT

Improving young people's attendance at school and college, their commitment to education and their achievement levels.

Outcome for young people: Confidence.



IMPROVED EMPLOYABILITY AND SUSTAINABLE LIVELIHOODS

Improving young people's employability levels and ability to support themselves financially when they need to do so.

Outcome for young people: Ability to manage their feelings.



IMPROVED HEALTH AND WELL-BEING

Increasing young people's physical fitness, and their own sense of emotional and mental well-being.

Outcome for young people: Resilience and determination.



INCREASED PARTICIPATION IN CIVIC LIFE

Increasing young people's involvement in volunteering and community activities, and their participation in the social and political life of their community.

Outcome for young people: Building relationships and leadership.



SOCIAL INCLUSION

Improving community integration, acceptance of individual differences, and increasing the access of all young people to development opportunities.

Outcome for young people: Creativity and adaptability.



THE ENVIRONMENT

Increasing young people's awareness of environmental issues, and involvement in sustainability initiatives.

Outcome for young people: Planning and problem-solving.



GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN

Bridging the gender gap and empowering marginalised young women, building their self-worth and enabling them to demonstrate their potential.

Outcome for young people: Civic & intercultural competence.



REDUCTION IN VIOLENCE , CONFLICT RESOLUTION & PEACE BUILDING

Reducing inter-and intra-group conflict and violence, and building dialogue and co-operation within communities.

Outcome for young people: Personal and social well-being.



REDUCED REOFFENDING (RECIDIVISM) RATES

Reducing youth crime and contributing to the reduction of re-offending rates.

Outcome for young people: Communication.

The Duke of Edinburgh's International Award - Ontario

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OUR MISSION

To give Canadians aged 14-24 a supportive, non-competitive youth development platform that deepens self-awareness, builds confidence and broadens skills and experience to further their growth as active, responsible citizens.



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The Canadian Association of Alternative Strategies & Assets (CAASA) maintains a growing network of 192 members consisting of investment managers, service providers, and investors. Through CAASA's 50+ events, the association promotes information sharing, networking, and collaborative initiatives. Members can be found across the globe making CAASA a bridge to Canadian investors and managers - bringing the world to Canada and Canada to the world.



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