



EMPOWER ATHLETICS

Sponsorship Package

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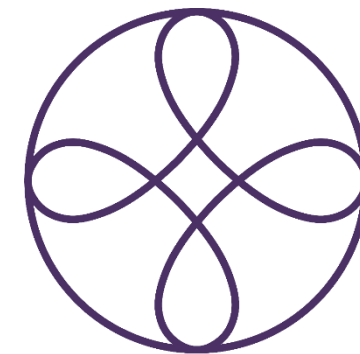
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Click the screen to press play!

The Story of Our Company



EMPOWER ATHLETICS

Empower Athletics & Co. is a community-focused company geared towards supporting sporty girls. We run many programs, mindfulness workshops, and events in our community to develop the world of female athletics.

We are passionate about increasing the participation of girls in sport (of all levels) through safe and fun environments, so that all girls have the opportunity to be healthy. Not only physically, but emotionally as well.

We are experienced **influencers** in our community who believe that girls are the future, and need to be supported in the most positive way possible. We are the women who actively **inspire** girls to follow their path, to speak their truth, and to be proud of who they are.

Lead by owner Chelsea Spencer, a former NCAA scholarship, Canadian National level athlete, and experienced youth coach, we are determined to empower all girls to live out their dreams in whichever direction life takes them.

OUR THREE PILLARS

We take pride in supporting female athletes -- empowering them is what we do best! Our programs are built on the foundation of our three pillars: **Self-Awareness, Support, and Ownership.**



What We Do

01

Community
Outreach

02

Empowerment
Workshops

03

Female
Mentorship

To find out more about our programs, please visit us at www.EmpowerAthleticsCo.com.





Owner & Founder

CHELSEA SPENCER

Chelsea comes from an extensive athletic background filled with valuable experiences; experiences that she uses to support female athletes of all ages in her community. Growing up, Chelsea was a member of both the Ontario Provincial, and Canadian National programs, and received a full scholarship to Niagara University where she graduated with a Bachelor of Arts in French.

In 2012, after retiring from her playing career, Chelsea began coaching club soccer at the Oakville Soccer Club. She has coached and continues to coach in various competitive female soccer programs for Oakville and has led the teams she has worked with to a great deal of success as well as league promotions.

While coaching soccer is her passion, Chelsea saw a deeper need for girls in sport. With only 33% of female coaches in the Canadian sporting community, the lack of mentorship for girls is extremely prevalent. For this reason, Chelsea decided to add to her coaching arsenal by starting empowerment programs for youth female athletes in her community.

Since beginning her journey as a female empowerment coach, Chelsea has been trained and hired as a certified *Female Coach Mentor* through the *Coaches Association of Ontario*; has been recently featured in articles; has spoken on the *Canadian Broadcasting Channel's* 'Metro Morning' program, and come fall, will be featured in *Canada's Sports Hall of Fame's* new campaign called "Girls in Sport."

Did you know?

If a girl doesn't participate in physical activity by age 10, there is only a 10% chance that she will be physically active at age 25.

10%





#RaiseOurGirls

Sponsorship Guidelines

August 19th, 2018 | Harbour Banquet Centre,
Oakville, ON





ABOUT OUR EVENT

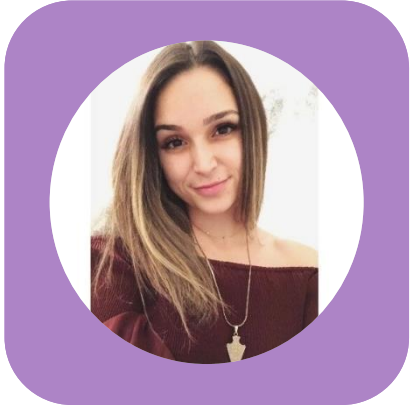


#RaiseOurGirls is a charity event for women in the GTA. It was created with the intention of supporting females in our community, and to build a safe and encouraging environment for sporty girls to be healthy and active.

What can guests expect from the *#RaiseOurGirls* event?

All guests will enjoy a welcome drink, a full lunch, guest speakers, prizes, and more fun surprises! Enjoy the beautiful scenery at the *Harbour Banquet and Conference Centre*--right on the Oakville Marina--as we celebrate being women, and coming together for a great cause. All proceeds from our event will be donated to the *Canadian Women's Foundation's* "Empowering Girls" program, and to *Canada's Sports Hall of Fame's* "Girls in Sport" media campaign.

Our Event Staff Experts



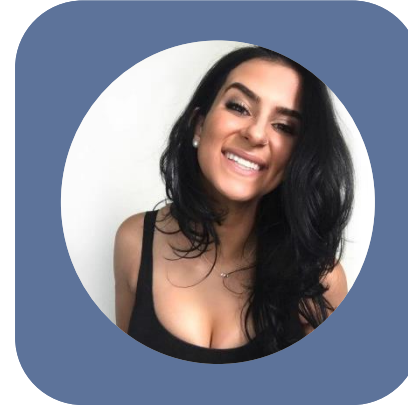
Hannah Duarte

Certified in Special Events Management (*George Brown College*)



Julie Maheu

Associate Trade Marketing Manager (*Newell Brands*); Former athletic scholarship athlete



Krista Cellucci

Special Events Management (*Owner of Krista Nicole Events*); Former athletic scholarship athlete



Chelsea Easter

Customer Service Specialist (*Terrapure*); Former athletic scholarship athlete

Educating "Our Girls"

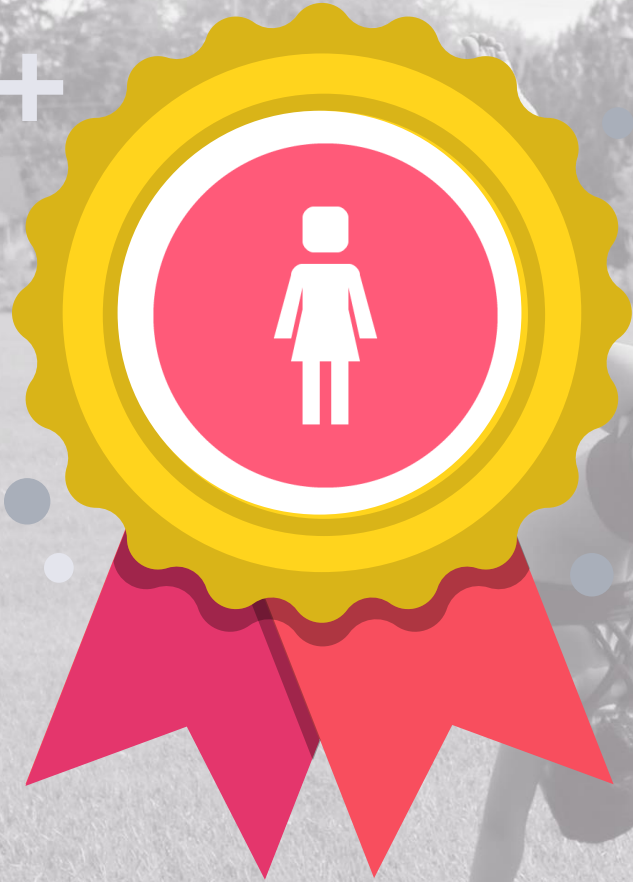
Talking the Right Language for a Brighter Future

#RaiseOurGirls is a charity event created with the intention of celebrating girls, and bringing awareness to our community on the importance of girls participating in sports.

With only 2% of girls in Canada engaging in physical activity, *Empower Athletics's* mission is to build a safer, more inclusive community for girls to participate in sports. We are doing that through many of our own programs, and partnerships with likeminded organisations.



#GirlPOWER Sponsor Level



\$750 Your donation



Product



Gift Card



Monetary

How we'll promote you:



01 | PROMOTION

We will be sharing a post per week leading up to our event with your company logo! Posts will be shared on all of our social media platforms (LinkedIn, Facebook, Instagram). We will also add your logo to our website.



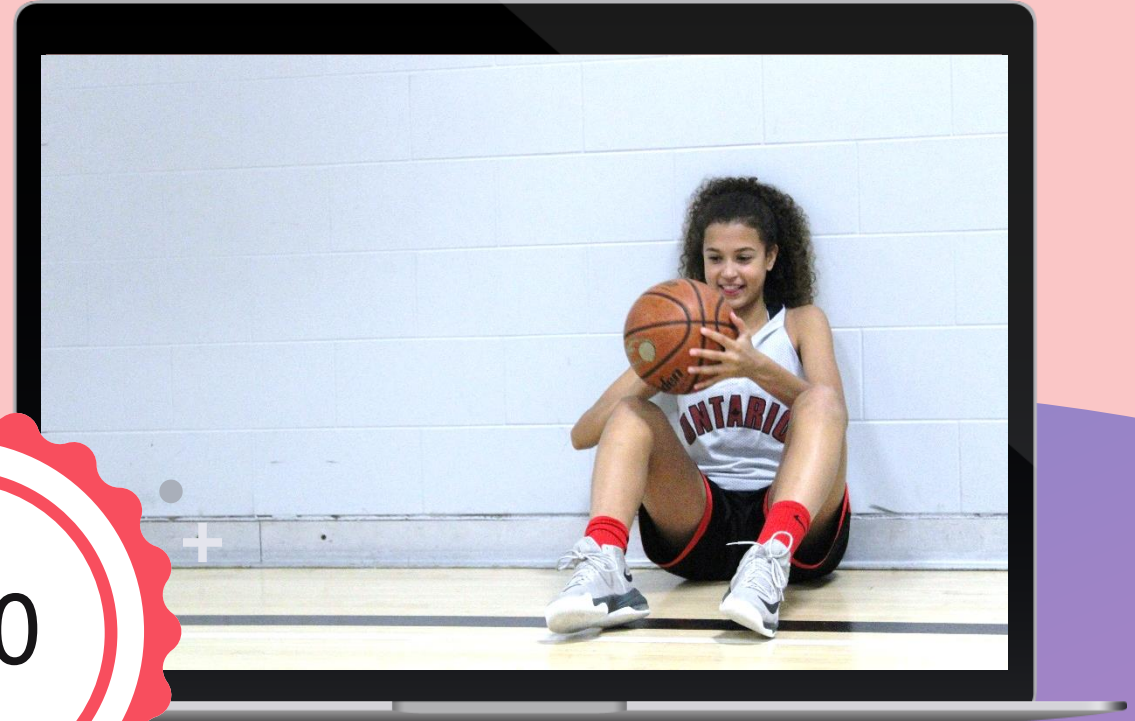
02 | STRATEGY

We don't just "post" for the sake of posting. Our posts are creative, captivating, and engaging.



03 | PROMOTION

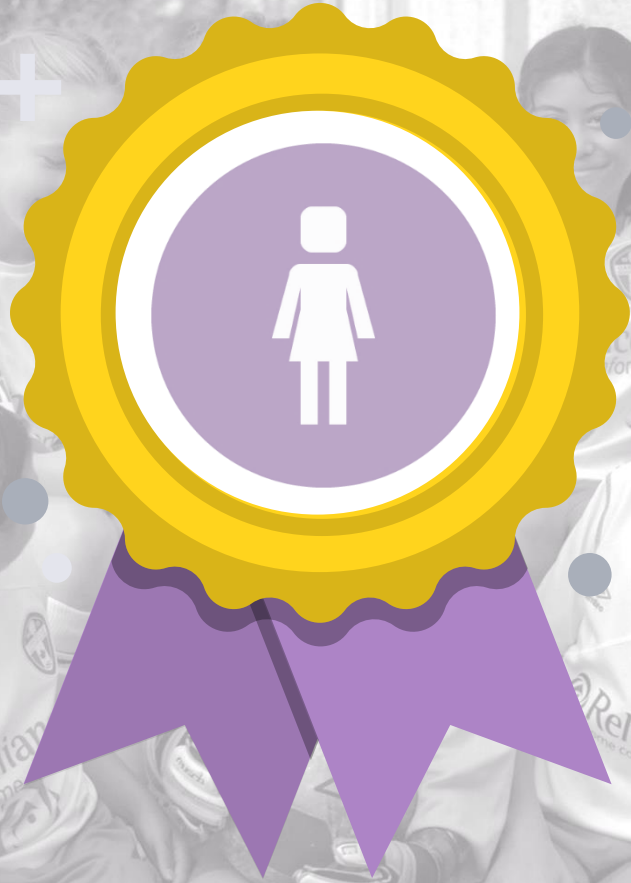
On the day of our event, we will mention your company name in our opening speech, and your logo will be added to our banner.



FOUR TICKETS

To Our #RaiseOurGirls
Event!

#leadHER Sponsor Level



\$500 Your donation



Product



Gift Card



Monetary

How we'll promote you:



01 | PROMOTION

We will be sharing a post every two weeks leading up to our event with your company logo! Posts will be shared on all of our social media platforms (LinkedIn, Facebook, Instagram). Your company logo will also be added to our website.



02 | STRATEGY

We don't just "post" for the sake of posting. Our posts are creative, captivating, and engaging.



THREE TICKETS

To Our #RaiseOurGirls
Event!

#inspiHER Sponsor Level



\$250 Your donation



Product



Gift Card



Monetary

How we'll promote you:



01 | PROMOTION

Your company logo will also be added to our website.



TWO TICKETS

To Our #RaiseOurGirls
Event!




Where will your donations go?

50%



**Canadian Women's
Foundation**

50%



**Canada's Sports
Hall of Fame**

We believe in building a connection to other women and creating a 'sisterhood'—as they say, we are **stronger** in numbers!

All of our donations received will be evenly distributed to the *Canadian Women's Foundation's* program "Empowering Girls", and to the *Canada's Sports Hall of Fame* media campaign "Girls in Sport". Both initiatives are in line with *Empower Athletics's* values on supporting girls to be active and healthy!

More on the two programs...

EMPOWERING GIRLS

With your support, the Foundation's 4-year Girls' Fund grants engage girls during a critical phase in their lives. The funded programs are tailored for ages 9 to 13, when self-confidence often plummets and rates of depression soar. In a supportive, all-girl environment, participants build the confidence, resilience, and critical thinking they need to face life's challenges. Depending on the program, the core activities include: *Science and technology, sports and physical activity, media literacy and critical thinking, indigenous culture and community, and mentoring.*

GIRLS IN SPORT

We are thrilled to officially launch the *Girls in Sport* campaign with the goal of making people more aware of why girls need to be inspired, influenced, and encouraged to get involved and stay involved in sport. Playing sports, whether recreational or elite, has been proven to directly impact success in school, career, and quality of life. This digital campaign features a series of short videos tied to the *Girls in Sport* theme.

Let's Connect!

contact@empowerathleticsco.com

905-802-1833

www.empowerathleticsco.com





WE LOOK FORWARD TO PARTNERING WITH YOU!

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