



**NYO GAMES
ALASKA**

**STRENGTHENING
COMMUNITY
NURTURING
LEADERS
JOIN US!**

NYO Games Alaska | April 21-23, 2016 | Alaska Airlines Center | Anchorage, Alaska

2016 NYO Games Alaska

Corporate donations to NYO games are eligible for the Alaska Education Tax Credit Incentive!
See back page for details

ALASKAN HIGH KICK
2015 NYO Games Alaska
Alaska Airlines Center, UAA

CONTACT:
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Cook Inlet Tribal Council
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Our young people are our greatest resource



Gloria O'Neill
President & CEO
Cook Inlet Tribal Council

Teamwork, leadership, cross-cultural understanding, and respect. These are the values that make strong communities and build tomorrow's leaders. That is what NYO Games all about, bringing students together from throughout the state for healthy athletic competition—providing them with opportunities to celebrate their achievements and advance their potential.

Celebrating its 46th year, NYO is a cherished tradition we all look forward to with great anticipation. Nearly 2,000 students from more than 50 communities across Alaska compete in the Games. We applaud our young athletes' commitment and hard work as they strive for their own personal best.

That is why NYO is so important to our community and our state. NYO Games promote good sportsmanship, and foster understanding between diverse communities and cultures. They nurture the mental toughness and determination that young people need to succeed in school, train for a job, and become responsible adults and parents. NYO is a training ground for tomorrow's leaders—what could be more important?

Hosting NYO Games is a tremendous team effort, and we need your help to make this year's Games possible. We invite you to make an investment in our youth—tomorrow's leaders—by sponsoring the 2016 NYO Games Alaska. Your sponsorship goes directly to supporting this important statewide program that serves Alaska students of all cultures.

We hope to see you at the Games, so you can experience for yourself the tremendous skill and dedication of the athletes. These dynamic young people inspire us with their enthusiasm and talent, and give us great confidence in the future. ❖

Sincerely,

A handwritten signature in black ink that reads "Gloria O'Neill".

Gloria O'Neill
President & CEO

2016 NYO GAMES ALASKA

WHEN: April 21-23, 2016

WHERE: Alaska Airlines Center,
UAA campus
Anchorage, Alaska

ATHLETES:

400+ NYO (Grades 7-12)
1,200+ JNYO (Grades 1-6)

SPECTATORS: 5,000+

STATEWIDE REPRESENTATION:

More than 50 communities
represented

ON THE WEB:

citci.org/nyo

ON FACEBOOK:



NYO Games Alaska
Cook Inlet Tribal Council, Inc.





Invest in our Youth Today!

NYO is a year-round program that has a quantifiable positive impact on more than 2,000 youth each year. NYO influences our youth to improve their academic performance, strengthens overall health and well-being, and instills important values, including leadership and respect—values that make strong communities and build tomorrow's leaders.

In a survey emphasizing NYO's impact, **411 NYO athletes** in grades 7–12 who competed in the 2015 NYO Games offered the following insight:

- **75%** credited NYO as an incentive to **stay in school**
- **74%** **improved or kept up their grades** in order to continue participation in NYO Games
- **69%** indicated improved **self-confidence**
- **47%** indicated improved leadership and self-esteem
- **37%** reported improved **overall health**
- **37%** indicated a **greater sense of well-being**
- **87%** see themselves as a **role-model** for future NYO athletes
- **90%** learned more about **Alaska Native culture** and values
- **92%** **developed new friendships** with other athletes, coaches, and teachers
- **14%** **stopped using tobacco products**
- **6%** **stopped using alcohol**
- **7%** **stopped using illegal substances**
- **146 athletes** indicated they practice at least **6–10 hours per week**

Your investment builds tomorrow's leaders!

2016 NYO Games Alaska

DATES & TIMES ARE SUBJECT TO CHANGE

THURSDAY, APRIL 21

10 a.m.	Registration
Noon	Coaches' meeting
1 p.m.	Opening Ceremonies
2 p.m.	Kneel Jump & Awards
3:30 p.m.	Wrist Carry & Awards
5:30 p.m.	Alaskan High Kick & Awards

FRIDAY, APRIL 22

9 a.m.	Coaches' meeting
10 a.m.	Eskimo Stick Pull & Awards
12:30 a.m.	Celebration of High School Graduates
1-1:30 p.m.	<i>Cultural/Entertainment Performance TBA</i>
1:30 p.m.	Toe Kick & Awards
3:30 p.m.	One-Hand Reach & Awards
5:30 p.m.	Two-foot High Kick & Awards

SATURDAY, APRIL 23

9 a.m.	Coaches' meeting
10 a.m.	Indian Stick Pull & Awards
Noon	<i>Pilot Bread Recipe Contest winners announced</i>
12:15-12:30 p.m.	<i>Cultural/Entertainment performance TBA</i>
12:30 p.m.	One-Foot High Kick & Awards
3 p.m.	Seal Hop & Awards
5 p.m.	<i>Alaska Native dance performances & Closing Ceremonies</i>
8-11 p.m.	<i>NYO athlete dance</i>

“Being part of NYO was incredibly special. The air was filled with culture and tradition ... It’s the biggest cliché there is, but remembering where you’re from is perhaps the most important thing to keep in your mind throughout life.”

—CALLAN CHYTHLOOK-SIFSOF
Olympic medalist and former NYO competitor



EVENT SCHEDULE

Join Us as a Sponsor Today!

2016 NYO GAMES OFFICIAL GUIDE
Presenting **SAMPLE PAGE**
Gold and Silver Levels



Wrist Carry

The **Wrist Carry** is tailor-made for small, muscular athletes with a will of iron. Starting from a sitting position, athletes hook one wrist over the middle of a long pole held by two carriers. Without touching the pole with any other part of the body, athletes lift themselves off the floor and maintain the position while being carried over the course (carriers may walk or run) until they can no longer hold their own weight. The contestant who covers the greatest distance while suspended wins.

History: The Wrist Carry shows the significance of a successful hunt, and tests the strength and endurance of hunters, while showing appreciation for the animal giving itself. ❖

EVENT SPONSOR



**ALASKA NATIVE
TRIBAL HEALTH
CONSORTIUM**



2015 NYO Sr. Games Results

BOYS

1. Joshua Hughes	Mat-Su A	532' 1"
2. Connor McCracken	Unalaska	465' 4 ½"
3. Jaylen Moses	Yupitit	455' 2"

GIRLS

1. Erin Sivits	Anchorage A	344'
2. Sadie Tuckwood	Dillingham	288' ½"
3. Makayla George-Johnson	Yupitit	284' 4"

STATE RECORDS

BOYS > 730' 6"

Joshua Hughes, Mat-Su, 2014

GIRLS > 662' 4" INCHES

Lyndsey Mercurief Anchorage, 2006



SPONSOR OPPORTUNITIES

PRESENTING PARTNER

\$50,000 (1 available)

- Tagged in all radio, TV, print advertising/promotion and includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000), KNBA, and numerous Anchorage radio stations
- NYO Games Event Sponsor (includes sponsorship tagline and corporate logo in NYO Games guide event page—see enclosed sample on Page 5), corporate logo on large screen during sponsored event, corporate representative to present award to winning athletes
- Speaking opportunity at Opening Ceremony
- Corporate logo on screen during Opening Ceremony
- Corporate logo on all large screen event slides throughout the Games
- Sponsor profile in the NYO Games guide
- Full-page color ad with prominent position in NYO Games guide
- Logo on the cover of NYO Games guide
- Name on every page folio of NYO Games guide
- Corporate logo on athlete goody bags
- Logo on all officials' shirts
- Quad booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue lobby and exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC website, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter



▼ A GREASED, WOODEN DOWEL

is used for the Indian Stick Pull event. Feet must remain planted, and no physical contact is allowed during the match.



“Native Youth Olympics is the purest form of athletic competition. Nowhere do you see young athletes try harder to reach their best. Nowhere do you see young athletes try harder to help their competitors do the same. **NYO preserves indigenous tradition and strengthens cultural relevance.** It is an irreplaceable part of our youth programs and the best culmination to the athletic year possible.”

—JEFF ERICKSON

*NYO Athlete, Coach and Supporter
Bering Straits School District*

GOLD MEDAL PARTNER

\$25,000 - \$49,999 *(limited availability)*

- Tagged in all radio, TV, print advertising/promotion and includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000), KNBA, and numerous Anchorage radio stations
- NYO Games Event Sponsor (includes sponsorship tagline and corporate logo in NYO Games guide event page—see enclosed sample on page 5), corporate logo on large screen during sponsored event, corporate representative to present award to winning athletes Presentation of Sportsmanship Team Trophies and Individual Trophies/corporate logo on event screen during presentations
- Full-page color ad in NYO Games guide
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Quad booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue lobby and exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC web site, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter

◀ THE INDIAN STICK PULL EVENT

is often an equalizer over stronger, bigger competitors, as balance and technique often prevail over size and strength.

SILVER MEDAL PARTNER:

\$10,000 - \$24,999 (NYO Games event sponsor; 10 available)

- Advertising/promotion includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000)
- NYO Games Event Sponsor (includes sponsorship tagline and corporate logo in NYO Games guide event page—see enclosed sample on Page 5), corporate logo on large screen during sponsored event, corporate representative to present award to winning athletes
- Half-page color ad in NYO Games guide
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Corporate booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC web site, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter



THE SEAL HOP is perhaps the most physically and mentally demanding of all the events.

BRONZE MEDAL PARTNER:**\$5,000 - \$9,999**

- Advertising/promotion includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000)
- Quarter-page color ad in NYO Games guide
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Corporate booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC web site, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter



As a young man involved in Native Youth Olympics, **John Baker held the state record for the One-Foot and Two-Foot high kicks**, an honor that came only after he worked long and hard to get there, says Andy Baker, John's brother. "John had the drive to do it—not just do it—but do it better than anybody else."

"I dream. I try. I win."

—JOHN BAKER

2011 Iditarod Champion and past NYO record holder

HONORABLE MENTION**\$1,500 - 4,999**

- Advertising/promotion includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000)
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Corporate booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue exhibit hall
- Announcements throughout the event
- Link on CITC web site, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter

Targeted Partnership Opportunities

Can be a combination of cash and/or in-kind

MEDIA PARTNER

\$15,000 (limited availability)

- Advertising/promotion includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000)
- Half-page color ad in NYO Games guide
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Corporate booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC web site, www.citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter

“Just like the old days, when village members worked together to gather their food, the Native Youth Olympics teaches children to **work together to reach their highest goals by using encouragement, support and teamwork**, and that’s why I enjoy NYO so much and appreciate that it’s a sport here in Alaska.”

—KIRA ECKENWEILER

NYO Athlete, Bering Straits School District



COMMUNICATIONS PARTNER

\$10,000 (1 available)

- Advertising/promotion includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000)
- Exclusivity at the NYO Games
- Wireless internet kiosks/enter-to-win terminals/booth space
- Product placements at kiosks and within exhibit hall
- Half-page color ad in NYO Games guide
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Corporate booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC web site, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter

ENTERTAINMENT/CULTURAL PARTNER

\$10,000

This sponsor provides support to six cultural/entertainment acts to be performed throughout the NYO Games. Funds will support the Artisans Corral Vendor booths, and Activity Dance for all NYO Games Athletes. (approximately 600).

- Advertising/promotion includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000)
- Partner name precedes intro of all entertainment/cultural acts
- Logo recognition on large screen during entertainment/cultural acts
- Logo recognition around Artisans Corral
- Logo recognition at NYO Athlete Dance
- Half-page color ad in Games guide
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Corporate booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC web site, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter

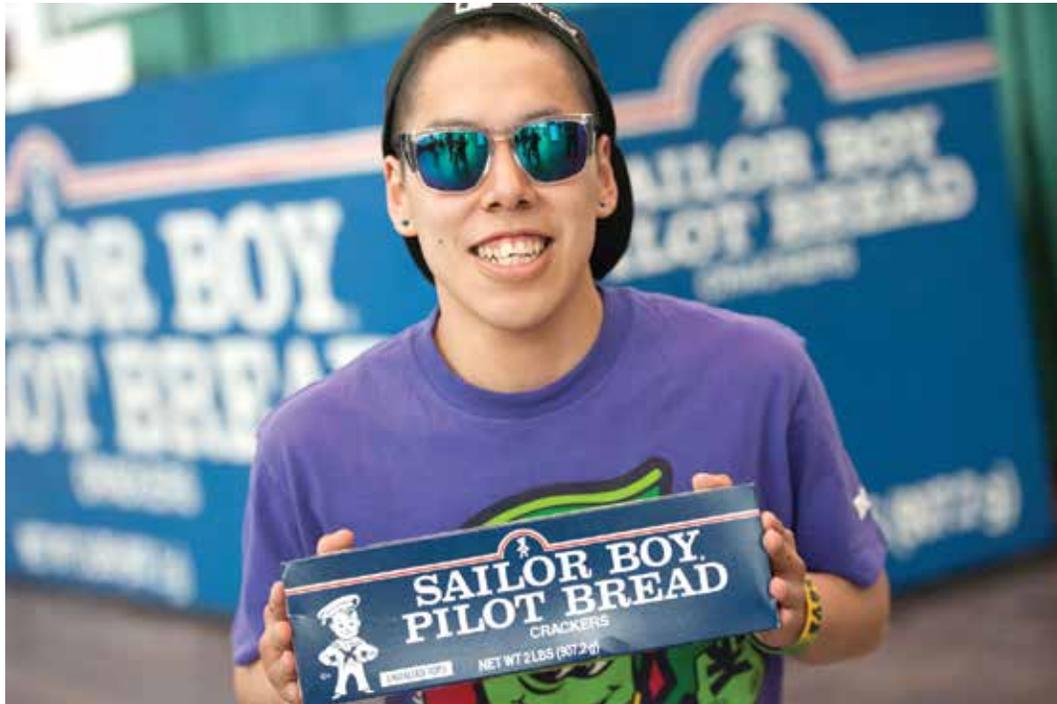


THE NYO GAMES help foster a better understanding of diverse communities and cultures through a variety of engaging performances.

For kids to participate in the Games, their grades need to be in good order, and I know that **NYO is an important influence on kids in keeping their grades up.** During practice, we talk about what one needs for success, I call it the 3 D's: **dedication, desire, and discipline ... and that's what NYO is all about.** Most importantly, being part of NYO is like being a part of a family.”

—JIM SHETTER

*NYO Former Athlete and Coach, Wasilla High School History Teacher
(Son of Barbara Kameroff from St. Mary's and Lower Yukon)*



ACADEMIC EXCELLENCE PARTNER

\$10,000

The Academic Excellence Sponsor supports a \$5,000 grant to be awarded to the team with the highest accumulative GPA.

- Advertising/promotion includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000)
- Corporate representative to present Academic Excellence Award and provide remarks/corporate logo on event screen during presentation
- Half-page color ad in NYO Games guide
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Corporate booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the Dena'ina Convention Center exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC web site, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter

ATHLETE GOODY BAG PARTNER

\$10,000

- Advertising/promotion includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,0000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000)
- Half-page color ad in NYO Games guide
- Logo recognition on all Athlete Goody bags (approximately 600)
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Corporate booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC web site, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter

ART CONTEST SPONSOR

\$7,500

Art contest with all participating schools for a new design theme for NYO Games

- Advertising/promotion includes placements in the Alaska Dispatch News and other local publications, Access 360 (20,0000/quarter), *Naquht'ana* (CITC's donor impact report—circ. 10,000)
- Logo recognition on all Art Contest marketing collateral
- Corporate representative to present Art Contest Award and provide remarks/corporate logo on event screen during presentation
- Half-page color ad in NYO Games guide
- Corporate logo recognition on large screen during Sponsorship Acknowledgements
- Corporate booth at NYO Opportunities Expo
- Marketing collateral in athlete goody bags
- Signage in the event venue exhibit hall
- Announcements throughout the event
- Link and corporate logo on CITC web site, citci.org
- Recognition in all social media including CITC and NYO Games Facebook pages and Twitter





People. Partnership. Potential.

Cook Inlet Tribal Council (CITC) stands for people, partnership, and potential. We are a tribal nonprofit organization helping Alaska Native and American Indian people residing in the Cook Inlet Region of Southcentral Alaska reach their full potential. We believe that when we work together, we can help each other develop our strengths and talents, and become successful and self-sufficient individuals, families, and communities.

Since inception in 1983, CITC has grown from a fledgling, grass-roots operation with only three employees, to one of the nation's preeminent culturally responsive social-service organizations serving more than 10,000 individuals annually, and employing nearly 200 passionate and caring people. Our full range of support services includes education, employment and training services, workforce development, family preservation, and support for individuals recovering from addiction and substance abuse.

CITC is built on values rooted in Alaska Native cultures, and the belief that investing in individual human potential builds human capital. All of our programs are steeped in our deeply held belief that true self-determination is grounded in self-sufficiency and the ability to take responsibility for one's own life, family, and community. ❖



Thank you to the following donors for supporting our 2015 NYO Athletes!

NYO Presenting Partner \$25,000+

Education Innovation Partner



JOHNSON-O'MALLEY EDUCATION



Silver Medal Partner \$10,000+



Bronze Medal Partner \$5,000+



Honorable Mention Partner \$1,500+



Alaska Dispatch News



Southcentral Foundation



Friends of NYO

- Alaska Rubber • Borowski Family • Chugachmiut • Donald H. Crandall • Cruz Construction • Sharon Davies • Ivan Encelewski • John & Heather Estabrook • Mako & Gregory Fisher • Julia Garriques • Cathleen Hahn • April Hodges • Kelly Hurd • Forrest James • Kodiak Area Native Association • Thea Lawton • Margie MacNeille • G. Matthew McCall • Moose's Tooth/Bear Tooth • Joe & Beth Newhouse • Kerry & Connie Ozer • Donald Pierce • RIM Design LLC • Teddy's Tasty Meats • Ukpeaġvik Iñupiat Corporation • Natasha & Rudolph Von Imhof • Earl Wineck • Kent & Carol Wong

Alaska Education Tax Credit Expansion

Opportunity for Business Tax Savings & Aid to Alaska Native Cultural Programs

Invest in Cook Inlet Tribal Council educational and cultural programs and receive substantial tax benefits:

In July, 2011, the Alaska State Legislature expanded the size and scope of the Alaska Education Tax Credit by increasing the financial benefits for corporations making cash donations to eligible institutions.

If you make a contribution to a Cook Inlet Tribal Council educational support or Alaska Native cultural or heritage program (NYO Games Alaska, Dena'ina House, Partners for Success, and Culture Camp), and your company pays any of the taxes listed below, you can receive Alaska Educational Tax Credit for up to 50-100 percent of your total gift, up to \$5 million.

The greater the gift, the greater the savings! The tax credit allows for progressive tiers where the donor company will receive additional credits on amounts above the previous tier. For example, after the tax credit is applied, the total net cost for a \$300,000 investment is \$32,500 (see chart below).

- 50 percent of your contribution up to \$100,000
- 100 percent of your contribution on amounts between \$100,000 to \$300,000
- 50 percent of your contribution on amounts more than \$300,000

SILVER LEVEL SPONSOR!	GIFT AMOUNT	ALASKA EDUCATION TAX CREDIT	ESTIMATED FEDERAL TAX BENEFIT*	TOTAL TAX SAVINGS (STATE & FEDERAL)	NET COST OF DONATION
	\$10,000	\$5,000	\$1,750	\$6,750	\$3,250
	\$50,000	\$25,000	\$8,750	\$33,750	\$16,250
	\$100,000	\$50,000	\$17,500	\$67,500	\$32,500
	\$200,000	\$150,000	\$17,500	\$167,500	\$32,500
	\$300,000	\$250,000	\$17,500	\$267,500	\$32,500
	\$400,000	\$300,000	\$35,000	\$335,000	\$65,000
	\$500,000	\$350,000	\$52,500	\$402,500	\$97,500
	\$1,000,000	\$600,000	\$140,000	\$740,000	\$260,000
	\$9,800,000	\$5,000,000	\$1,680,000	\$6,680,000	\$3,120,000

* Assumes a federal tax rate of 35%. This calculation is simplified, and actual results may vary depending on the unique circumstances of each taxpayer. Please contact your tax consultant for further information.

Valid for companies paying the following taxes:

- Income Tax
- Insurance Premium Tax/Title Insurance Premium Tax
- Oil and Gas Property Tax
- Oil and Gas Production Tax
- Fisheries Business Tax/Fisheries Landing Tax
- Mining License Tax

Invest in our youth today!

To learn more, please contact Sr. Director of Development Kelly Hurd at (907) 793-3272

2016 NYO Games Alaska Sponsorship Commitment Form



NAME & TITLE: _____

COMPANY NAME: _____

NAME *(As you would like to be recognized)* _____

ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____

Commitments must be received by Monday, March 21 to ensure full inclusion in NYO marketing materials. Your corporate contribution may be eligible for substantial tax savings through the Alaska Education Tax Incentive.

Contact Kelly Hurd at (907) 793-3272 to learn more.

AMOUNT: \$ _____

CHECK ENCLOSED: _____ PLEASE INVOICE: _____

PLEASE CHARGE MY CREDIT CARD:

(CIRCLE ONE)

VISA MASTERCARD AMEX

CARD NUMBER: _____

EXPIRATION DATE: _____ CVR: _____

SIGNATURE: _____

Thank You!
**Your generous support makes
NYO Games possible!**

SPONSORSHIP LEVELS	
<input type="checkbox"/> Presenting Partner \$50,000	<input type="checkbox"/> Media Partner \$15,000
<input type="checkbox"/> Gold Medal Partner \$25,000—\$49,999	<input type="checkbox"/> Communications Partner \$10,000
<input type="checkbox"/> Silver Medal Partner \$10,000—\$24,999	<input type="checkbox"/> Ent./Cultural Partner \$10,000
<input type="checkbox"/> Bronze Medal Partner \$5,000—\$9,999	<input type="checkbox"/> Academic Exc. Partner \$10,000
<input type="checkbox"/> Honorable Mention \$1,500—\$4,999	<input type="checkbox"/> Athlete Goody Partner \$10,000
	<input type="checkbox"/> Art Contest Sponsor \$7,500

YES! We would like a booth at the 2016 NYO Opportunities Exposition:
(as outlined in the 2016 NYO Opportunities Sponsorship Packet)

YES

NO, THANKS



Please return to:

Kelly Hurd, Sr. Director of Development
Cook Inlet Tribal Council, 3600 San Jeronimo Drive
Anchorage, AK 99508
Direct: (907) **793-3272** Cell: (907) **227-6011**
Fax: (907) **793-3422** khurd@citci.org