

WINNIPEG
HOSTS THE WORLD



2025
WORLD ARCHERY
YOUTH CHAMPIONSHIPS
WINNIPEG • WÎNIPÊK



OVERVIEW

The World Archery Youth Championships represent World Archery's largest, by participant, international events. As many as 600 athletes representing 60 countries, with as many as 300 coaches and team officials, attend the biennial event. A large number of parents, family members and friends are also expected.

The youth event features athletes in the under-18 and under-21 age categories, shooting in both compound and recurve divisions. Each country can send as many as 24 athletes: three U-18 male, three U-18 female, three U-21 male and three U-21 female in compound, and a corresponding number in recurve.

We expect, given Winnipeg's central location, that the American and Canadian teams will arrive in force, with potentially each athlete accompanied by family and friends.

The 2025 event will be Winnipeg's first time stepping on to the world stage in archery, and we are committed to success, and repeating as a World Archery host city.

Previous host cities to the Winnipeg event are or will be:

2023 - Limerick, Ireland
2021 - Wrøclaw, Poland
2019 - Madrid, Spain
2017 - Rosario, Argentina
2015 - Yankton, South Dakota



2019 World Archery
Youth Championship
silver medallist
Austin Taylor
of Winnipeg



EVENT LOCATIONS

Qualification rounds, which establish rankings for the individual and team elimination rounds, will be held in a high-profile location in Winnipeg, TBD.

Semifinal and final rounds of elimination will take place at The Forks in downtown Winnipeg. The city's premiere tourist destination, The Forks is bestowed with 6,000 years of history. Archeological evidence uncovered on the site reveals the confluence of the Red and Assiniboine rivers has been a meeting place dating back to the B.C. era. Evidence has also shown The Forks to be the site of a historic treaty convention in or about the 1200s A.D. involving First Nations from what is now Michigan, the Dakotas, Wisconsin, Minnesota, Saskatchewan, Ontario, Alberta and, of course, Manitoba.

Archers will shoot in the general direction of the Canadian Museum for Human Rights and the iconic WINNIPEG sign.



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SPONSORSHIP OPPORTUNITIES

Categories

Gold Bow Sponsor - \$60,000, includes more than \$1 million of impressions - two available.

Silver Arrow Sponsor - \$30,000, includes more than \$200,000 worth of impressions - two available.

Bronze Target Sponsor - \$20,000, includes more than \$100,000 worth of impressions - four available.

Podium Partner - \$10,000, includes more than \$50,000 worth of impressions - six available.

Bullseye Builder - \$6,000, includes more than \$30,000 of impressions - eight available.

All sponsors Bronze and above will receive booth space at both venues.

Title sponsor

Title sponsor gets to brand the event, with brand mentions in all communications, advertising, public relations and social media postings. Priority signage in all key areas (behind targets during finals, along entrances to venue, along sides of venue, behind archers in finals, inside athlete lunch and dining venues, in athlete room drops, on Champions of Archery Walk signs throughout downtown and Exchange District, as well as a full-page advertisement in our brochure, which is given to all attendees as well as distributed to 200,000 households in Winnipeg. Title sponsor will be granted rights to add brand message to 20 of our social media posts, in addition to our posts bearing their brand's name as title sponsor. This level is negotiable.

GOLD BOW SPONSORS

Secondary logo placement on all shared sponsor signs at both the qualification and finals venue. Shared sponsor signage will be half the number of title sponsor exclusive signs and will be distributed evenly. Gold sponsor will be granted rights to add brand message to 15 of our posts (exclusive from the title sponsor's brand message). Mentions on our website and links to your website from the WAYC25 Winnipeg app. QR code placements for visitors seeking more information (we are attempting to minimize our environmental footprint by reducing paper as much as possible.)

Tangible benefits to sponsors	Expected reach/value
Signage on safety wall, side walls, rear wall, flags, athlete lunch area, family picnic area	1,200 people daily, 10x per day for 10 days
Signage at finals venue (inward and outward facing)	11,000 people per day for five days
Branded social media posts	15 posts, 195,000 impressions
Live broadcast	100,000 impressions
Streaming broadcast	6,000,000 impressions
Branded room drops for athletes	600 impressions
Five seats in VIP seating	\$250 value
Intangible benefits	
Prestige of sponsoring a major international archery event.	

SILVER ARROW SPONSORS

Secondary logo placement on all shared sponsor signs at both the qualification and finals venue. Shared sponsor signage will be half the number of gold sponsor exclusive signs and will be distributed evenly. Silver target sponsor will be granted rights to add brand message to 10 of our posts (exclusive from the title and gold sponsors' brand messages). Mentions on our website and links to your website from the WAYC25 Winnipeg app. QR code placements for visitors seeking more information (we are attempting to minimize our environmental footprint by reducing paper as much as possible.)

Tangible benefits to sponsor	Expected reach/value
Secondary signage on safety wall, side walls, rear wall, flags, athlete lunch area, family picnic area	1,200 people daily 10x per day for 10 days
Secondary signage at finals venue, inward and outward facing	11,000 people per day for five days
Branded social media posts	10 posts, 130,000 impressions
Live broadcast	100,000 impressions
Streaming broadcast	6,000,000 impressions
Branded room drops	800 impressions
10 general admission tickets to finals	\$50
Intangible benefits	
Prestige of sponsoring major international archery event	

BRONZE TARGET SPONSORS

Tertiary logo placement — slightly smaller than silver — on all shared sponsor signs at both the qualification and finals venue. Shared sponsor signage will be half the number of title sponsor exclusive signs, will be distributed evenly. Bronze Target sponsor will be granted rights to add brand message to five of our posts (exclusive from the title, gold and silver sponsors' brand messages). Mentions on our website and links to your website from the WAYC25 Winnipeg app. QR code placements for visitors seeking more information (we are attempting to minimize our environmental footprint by reducing paper as much as possible.)

Tangible benefits to sponsor	Expected reach/value
Tertiary signage on safety wall, side walls, rear wall, flags, athlete lunch area, family picnic area	1,200 people daily 10x per day for 10 days
Tertiary signage at finals venue, inward and outward facing	11,000 people per day for five days
Live broadcast	100,000 impressions
Streaming broadcast	6,000,000 impressions
Branded room drops	800 impressions
10 general admission tickets to finals	\$50
Intangible benefits	
Prestige of sponsoring major international archery event	

PODIUM PARTNERS

Multiple logo placements in multiple locations at both venues. Mentions on our website and links to your website from the WAYC25 Winnipeg app. QR code placements for visitors seeking more information (we are attempting to minimize our environmental footprint by reducing paper as much as possible.) Social media activations subject to negotiation.

Tangible benefits to sponsor	Expected reach/value
Tertiary signage on safety wall, side walls, rear wall, flags, athlete lunch area, family picnic area	1,200 people daily 10x per day for 10 days
Tertiary signage at finals venue, inward and outward facing	11,000 people per day for five days
Live broadcast	100,000 impressions
Streaming broadcast	6,000,000 impressions
10 general admission tickets to finals	\$50
Intangible benefits	
Prestige of sponsoring major international archery event	

BULLSEYE BUILDER

Multiple logo placement at both venues. Mentions on our website and links to your website from the WAYC25 Winnipeg app. QR code placements for visitors seeking more information (we are attempting to minimize our environmental footprint by reducing paper as much as possible.)

Tangible benefits to sponsor	Expected reach/value
Tertiary signage on safety wall, side walls, rear wall, flags, athlete lunch area, family picnic area	1,200 people daily 10x per day for 10 days
Tertiary signage at finals venue, inward and outward facing	11,000 people per day for five days
Live broadcast	100,000 impressions
Streaming broadcast	6,000,000 impressions
Branded room drops	800 impressions
10 general admission tickets to finals	\$50
Intangible benefits	
Prestige of sponsoring major international archery event	

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