



Extra Life

N O R T H

In Support of:



The
Children's
Hospital
Foundation
of Manitoba

SPONSORSHIP OPPORTUNITIES

AUGUST 8 - 9, 2026





Be a part of Extra Life North – the inaugural event in 2025 raised over \$2,500 for the Children’s Hospital Foundation of Manitoba!

Extra Life North is a two-day celebration of gaming on **August 8 & 9, 2026**. Gamers from across Canada and the US will gather for two days of fun, connection, and fundraising!

The event is open to anyone in the gaming community and inclusive of all skill levels. There are multiple casual and competitive tournaments available for registration throughout the event, plus casual gaming is available all weekend. Video games, board games, tabletop RPGs, and trading card games are all welcome.

We need YOUR help to do even more in 2026! All proceeds support kids in our community who rely on Manitoba’s only children’s hospital, and will go towards life-saving equipment, programs that provide comfort to families during difficult times, and leading-edge research at Children’s Hospital Research Institute of Manitoba (CHRIM).

Say YES to #ContinueCaringForKids... **let’s make anything possible!**

TO BECOME A SPONSOR OR FOR OTHER INQUIRIES CONTACT:
EXTRALIFEGUILDWINNIPEG@GMAIL.COM

In Support of:



TITLE SPONSOR

\$2,000 OR PROVIDE CATERED LUNCH

1 OPPORTUNITY AVAILABLE

DID YOU KNOW THE BIGGEST COST OF HOSTING EXTRA LIFE NORTH IS THE FOOD?

By reducing the food and beverage cost, you can directly and significantly impact the financial success of the event!

The Title Sponsor may either provide financial sponsorship or donate a catered lunch for approximately 50 - 60 people on Saturday, August 8 and Sunday, August 9.

RECOGNITION AT THE EVENT:

- Opportunity to provide marketing materials or branded promotional gifts for participant swag bags
- Company logo on all slideshows displayed during the event
- Special recognition during main stage announcements
- Ability to display supplied signage (i.e. pop-up banner or similar)
- Signage displayed with the food during the event
- 2 complimentary tickets to the event

ONLINE RECOGNITION:

- Shout-outs on social media before and after the event
- Company logo with link to be featured on the Extra Life Winnipeg website, on "Sponsors & Partners" and "Extra Life North 2026" pages
- Recognition in press release from the Children's Hospital Foundation of Manitoba

TO BECOME A SPONSOR OR FOR OTHER INQUIRIES CONTACT:
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In Support of:



COFFEE SPONSOR

\$500 OR PROVIDE COFFEE & PASTRIES

1 OPPORTUNITY AVAILABLE

DID YOU KNOW THE BIGGEST COST OF HOSTING EXTRA LIFE NORTH IS THE FOOD?

By reducing the food and beverage cost, you can directly and significantly impact the financial success of the event!

The Coffee Sponsor may either provide financial sponsorship or donate coffee and pastries (or similar item) for approximately 50 - 60 people on Saturday, August 8 and Sunday, August 9.

RECOGNITION AT THE EVENT:

- Opportunity to provide marketing materials or branded promotional gifts for participant swag bags
- Company logo on all slideshows displayed during the event
- Signage displayed with the food during the event
- 2 complimentary tickets to the event

ONLINE RECOGNITION:

- Shout-outs on social media before and after the event
- Company logo with link to be featured on the Extra Life Winnipeg website, on "Sponsors & Partners" and "Extra Life North 2026" pages

TO BECOME A SPONSOR OR FOR OTHER INQUIRIES CONTACT:
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In Support of:



TOURNAMENT SPONSOR

\$250 OR 4 TOURNAMENTS FOR \$750

8 OPPORTUNITIES AVAILABLE

BE A PART OF THE GAMING ACTION - SPONSOR A TOURNAMENT!

With both casual and competitive options available, tournaments at Extra Life North have high participation.

Tournament Sponsors also have an optional opportunity to provide input on the game that is played, as well as any specific challenges - it can be serious or totally goofy!

RECOGNITION AT THE EVENT:

- Company logo on all slideshows displayed during the event
- Signage displayed during the tournament

ONLINE RECOGNITION:

- Shout-outs on social media before and after the event
- Company logo with link to be featured on the Extra Life Winnipeg website, on "Sponsors & Partners" and "Extra Life North 2026" pages

TO BECOME A SPONSOR OR FOR OTHER INQUIRIES CONTACT:
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In Support of:



ACTIVITY SPONSOR

DONATE AN ACTIVITY!

5 OPPORTUNITIES AVAILABLE

HELP MAKE EXTRA LIFE NORTH 2026 SPECIAL

Extra Life North 2025 featured engaging additional activities – participants had access to a physical pinball machine throughout the event and were treated to a live performance from the Winnipeg Video Game Orchestra.

Make Extra Life North 2026 memorable by donating a product or service to delight our participants!

RECOGNITION AT THE EVENT:

- Company logo on all slideshows displayed during the event
- Signage displayed with your activity

ONLINE RECOGNITION:

- Shout-outs on social media before and after the event
- Company logo with link to be featured on the Extra Life Winnipeg website, on "Sponsors & Partners" and "Extra Life North 2026" pages

TO BECOME A SPONSOR OR FOR OTHER INQUIRIES CONTACT:
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In Support of:



VINYL FLOOR SPONSOR

\$100

10 OPPORTUNITIES AVAILABLE

LEAVE YOUR IMPACT ON THE EVENT! (...AND THE FLOOR)

While participants are walking around the event, they'll see your presence on the floor (or maybe other cool places we decide to stick the vinyl too!)

This sponsorship opportunity is open to everyone: families, individuals, and businesses.

RECOGNITION AT THE EVENT:

- Company logo or custom message featured on themed floor vinyl

ONLINE RECOGNITION:

- Shout-outs on social media before and after the event
- Company logo with link to be featured on the Extra Life Winnipeg website, on "Extra Life North 2026" page

TO BECOME A SPONSOR OR FOR OTHER INQUIRIES CONTACT:
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In Support of:



SPONSORSHIP OPPORTUNITIES

	Title \$2,000	Coffee \$500	Tournament \$250	Activity Donate	Vinyl Floor \$100
Provide marketing materials or gift for swag bag					
Company logo on all slideshows during event					
Special recognition on the main stage					
Ability to display supplied large signage					
2 complimentary tickets to the event					
Signage displayed during the event					
Logo featured on Extra Life Winnipeg website					
Shout-outs on social media before & after					
Recognition in CHFM press release					

* In accordance with Canada Revenue Agency regulations, sponsors may request a letter from CHFM which will state the full value of their sponsorship, which can be applied against company marketing budgets.

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