



*ODSA endorsed
Sanctioned by CDSA*

From one friend of the Deaf community to another, I am reaching out to you on behalf of Canada Deaf Games '24, which is being held in Toronto, for the very first time, in May 2024. Silent Voice Canada is hosting this incredible event and we need your help with sponsorship!

I am so thrilled to be working with Silent Voice again after maxing out three terms as a board member over nine years. I recently decided to semi-retire from my work as a call center manager for Canada Administrative Video Relay Service. Our amazing Executive Director, Kelly MacKenzie, asked me to consider helping with sponsorship for Canada Deaf Games 2024. I have a lot of respect for Silent Voice, and I am honoured to be included in this initiative. Silent Voice is unique and one of very few organizations that is integral to our Deaf entrepreneurial ecosystem in Canada.

Unbelievably, well over 90% of Silent Voice staff are Deaf or Hard of Hearing. Just like your organization, and you as a Deaf owner, we strive to become less dependent on the 'hearing' world. Being part of our Deaf entrepreneurial ecosystem requires us to collaborate and work together to enhance our business strategy. It will benefit your organization and Silent Voice - it is a win-win situation. Having said that, we can make it happen by ensuring this initiative, Canada Deaf Games 2024 is a success.

Canada Deaf Games 2024 is being hosted by Silent Voice, is endorsed by the Ontario Deaf Sports Association, and sanctioned by the Canadian Deaf Sports Association. Next year, the Games will be taking place in Toronto the same week as Mayfest, the largest Deaf Expo in Canada. Mayfest attracts approximately 2,000 attendees each year, with 90+ exhibitors. Holding the Canada Deaf Games during Mayfest will be beneficial to anyone wishing to attend. We expect hundreds of athletes from across Canada to compete in the Games, as well as many spectators. Athletes will compete in eight different sports taking place close to the Mayfest location along with the opening and closing ceremonies of the Games.

I'm contacting you to ask for your help linking us to sponsors from your business, or your network. We would like to arrange presentations this Summer and Fall, to present the various packages available specifically for Deaf-owned organizations. Our sponsorship target is \$150,000. Sponsors will ensure the 2024 Canada Deaf Games are a huge success with the knowledge that they are helping the Deaf Community here in Toronto and throughout Canada. As you know, Deaf people have been marginalized for many years and these games provide a wonderful opportunity to change the narrative, like the causes faced by other racialized groups such as Black Lives Matter, the Truth and Reconciliation Commission of Canada, and LGBTQ2S+ Youth organizations.

Please feel free to contact me at CDG2024Sponsorship@silentvoice.ca or Kelly MacKenize at k.mackenzie@silentvoice.ca to arrange a meeting or if you require any additional information. For further information on Deaf Canada Games 2024, visit <https://silentvoice.ca/cdg-2024/>. We look forward to your response.

Thank you in advance,

George Allen Postlethwait Jr.