

2024 CANADA DEAF GAMES

EVENT INFORMATION



DID YOU KNOW

Silent Voice is hosting Canada Deaf Games (CDG) in Toronto in May 2024 for an estimated 500 athletes and coaching staff from across Canada through eight (8) sports disciplines. CDG '24 is endorsed by the Ontario Deaf Sports Association and sanctioned by the Canada Deaf Sports Association. CDG is hosted biennially, and this is the first time Ontario, TORONTO, is hosting the Games.

Inclusive, accessible in four languages (English, French, ASL, and LSQ), and barrier-free (no communication barriers, financial barriers, in an anti-oppression landscape).

In Canada, there are many signed languages used: American Sign Language, la langue des signes québécoise, Indigenous and Inuit signed languages, and dialects such as Maritime Sign Language.

ASL is not a universal language. There are hundreds of signed languages used in the world.

CDG lead to the Deaflympics, which started in 1924 and are recognized by the International Olympic Committee (IOC). A long history of Deaf sports globally.

1,200 Followers
Biggest demographic following us are people between the ages of 25-34, with approximately 40 new followers per month.



Mayfest, the biggest celebration of Deaf people in Canada, hosted annually by the Ontario Association of the Deaf, in Toronto, engages over 3,000 community members over two days. In 2024, Mayfest and CDG will tag team. More athletes, and more fans, will be able to participate in both huge events, making Toronto the place to be!

Approximately 93% of Deaf babies are born to hearing parents.

3,500 Followers
Biggest demographic following us on FB are people between the ages of 35-44.



Did you know that around 70% of Deaf kids experience language deprivation and information deprivation that continues into adulthood.

At most 40% of families with a signing Deaf child learn and use sign language in their homes.

Silent Voice has been serving the Deaf community since 1975 with diverse and innovative outreach and programming, from summer camp and interpreting services to a full spectrum of services: American Sign Language (ASL) language development services of the Ontario Infant Hearing Program; Community and Settlement Services; Children and Youth programming; and ASL resource development and e-learning. One of our most successful innovations is our Sports Program, established in 2006 when a group of high school students asked us to host flag football for them during their March Break. Today, our sports program engages over 500 children, youth, adults, and mentors each year.

The isolation Deaf kids and youth experience has never been as severe as during the pandemic.

We host clinics and tournaments with world-class Deaf athletes, coaches, and mentors, who welcome Deaf and Hard of Hearing kids and youth to barrier-free sport, in sign language! Some participants have gained the skills to compete nationally and internationally.

Sports is one of the critical activities that have been suspended for 2020, 2021, and some of 2022.



DEAF ECOSYSTEM

SPONSORSHIP PACKAGES

Opportunities

Banners

Size varies per package

Access to Opening & Closing Ceremonies

You are free to attend the ceremonies in accordance with the number of complimentary tickets you have received

Social Media & Website

We will conduct regular promotional activities on our social media platforms including websites celebrating your support and displaying your logo on the CDG website.

Promotional Video

As part of CDG promotional efforts, we will display your logo on our promotional video

Press Release

In 2023, we will issue a press release and inform participants regarding our Champ and Hands Waving Sponsors

Information Booth

Booth available for your employees to promote your company



CHAMP
\$2000 & UP



6 Tickets



HANDS WAVING
\$1500 - \$1999



4 Tickets



HOORAY
\$1000 - \$1499



2 Tickets



I LOVE YOU
\$500 - \$999



1 Ticket



THUMB UP
\$250 - \$499



1 Ticket



Endorsed by the Ontario Deaf Sports Association | Sanctioned by the Canadian Deaf Sports Association

If you have any questions, please contact us at: cdg2024sponsorship@silentvoice.ca

SPONSORSHIP CONTRACT

Sponsor Name:

Contact Name:

Title:

Email:

Sponsor Level:

Amount:

Date Sent:

Signature:

of the Sponsor Contact

An official receipt will be mailed out to the Sponsor address.

Charitable Registration number: 10798 0625 RR0001

Below is for CDG Purpose Only:

Date Received:

Signature:

of the CDG General Director



Thank you for your generosity!