

AUGUST 6 – 21, 2022, NIAGARA REGION, ONTARIO, CANADA

13^{FOR SUR}13 FESTIVAL



COMING TOGETHER IN CELEBRATION



BETTER DAYS AHEAD

A unique opportunity for all Canadians to come together and celebrate moving forward from unprecedented country-wide shut downs due to coronavirus pandemic



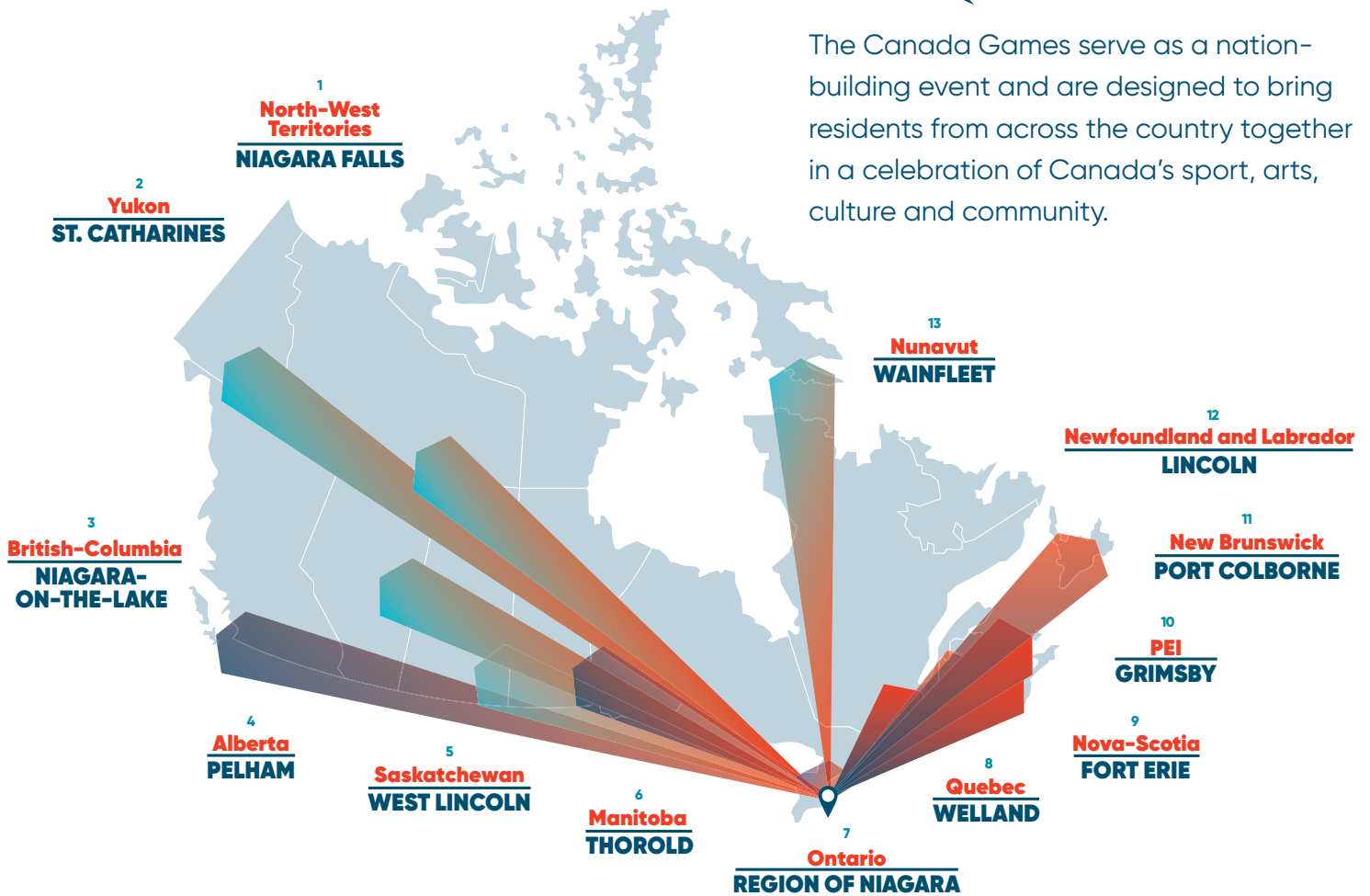
Alex Cuba, 2017 Canada Summer Games

NIGHTLY SHOWCASE – AUGUST 6 – 21, 2022

Travel across Canada without leaving the Niagara Region!

Every evening between August 7 and 20, 2022, the 13 For 13 Cultural Festival will enable each of Niagara's municipalities to collaborate with a paired Province or Territory and showcase the unique cultural heritage, entertainment, art, and culinary experiences of their pairing on their assigned special evening of celebration.

The Canada Games serve as a nation-building event and are designed to bring residents from across the country together in a celebration of Canada's sport, arts, culture and community.



13 For 13 Brand Story

The 13 For 13 logo is a stylized map of Canada shaped like a maple leaf. Beams of light radiate from Niagara Region out towards each province and territory. The light projects positive energy and hope, representing Canadians travelling to come together after a long period of isolation. The translucent, converging shapes have the appearance of crystal chards, representing the resilient nature of our citizens, but also implies the power of healing.



PAIRING CANADA'S PROVINCES
AND TERRITORIES WITH NIAGARA'S COMMUNITIES

A warm welcome to Niagara Region



Week One: August 6 to 13, 2022

Date	Pairing
Saturday, August 6th	Opening Ceremony
Sunday, August 7th	Lincoln & Newfoundland and Labrador
Monday, August 8th	West Lincoln & Saskatchewan
Tuesday, August 9th	Thorold & Manitoba
Wednesday, August 10th	NOTL & British Columbia
Thursday, August 11th	St. Catharines & Yukon
Friday, August 12th	Fort Erie & Nova Scotia
Saturday, August 13th	Niagara Falls & Northwest Territories (turnover event)

Week Two: August 14 to 21, 2022

Date	Pairing
Sunday, August 14th	Niagara Region & Ontario (turnover event)
Monday, August 15th	Port Colborne & New Brunswick
Tuesday, August 16th	Wainfleet & Nunavut
Wednesday, August 17th	Open TBD
Thursday, August 18th	Pelham & Alberta
Friday, August 19th	Welland & Québec
Saturday, August 20th	Grimsby & Prince Edward Island
Sunday, August 21st	Closing Ceremony

SPARKING COMMUNITY PRIDE AND NATIONAL UNITY

The highest level of national competition for young Canadian athletes



**JEUX DU
CANADA
GAMES**



Canada Games

At the peak of Niagara's boldest summer yet, more than 5,000 up-and-coming athletes, dedicated coaches and support staff will gather to compete for the podium in Canada's largest multi-sport event. From August 6th to 21st, 2022, Niagara will surge stronger than ever on the national stage. The 2022 Games, made possible thanks to funding and support from the Government of Canada, the Government of Ontario, the Niagara Region, and the Canada Games Council, will give rise to new legacies of ambition, confidence, and compassion that will inspire generations to come.

Canada

Ontario



Niagara Region



A NATIONAL BLOCKBUSTER EVENT



Powerful concerts and cultural entertainment

Each nightly showcase is expected to attract national audiences of 2,000 – 5,000, and in the case of the Niagara Falls event, a foreseeable minimum attendance of 30,000 is expected. In total, this unparalleled cultural festival could attract over 100,000 attendees, which advances the awareness and importance of the Canada Games.



Entertainment

Renown headliners and/or cultural groups representing each province/territory



Event Check-in App

Anticipating that Canadians will not only be ready to celebrate post COVID-19, but to travel and rediscover our country, the Niagara 2022 team will make available a festival check-in app that will allow 13 For 13 Cultural Festival visitors to plan their nightly festival visits.



Destination Prizes

Visitors will be eligible to win round trip all-inclusive destination prizes to the featured Province or Territory by using the Check-in app.



Seize the moment to bring Canadians together

Your Participation

Festival augmentation will require the full collaboration of each province/territory to ensure its success.



- **Talent |** Assist with curating musical talent for a paired event consisting of renown headliners and/or cultural groups representing each province/territory
- **Prizing |** Supply a round trip all-inclusive Destination Prize to support the festival engagement app contest
- **Onsite Activation |** Contribute to spectator experience with provincial/territorial cultural games, promotional products, food samples, etc.
- **Branding |** Augment signage and pageantry of the paired municipality's festival site with provincial/territory specific branding



For more information

The Niagara 2022 team is happy to discuss these ideas and opportunities further. Please connect with Paula Racher, Manager, Events & Community Relations: pracher@2022canadagames.ca or t/ 289-690-7044.