



United Nations Association in Canada  
Association canadienne pour les Nations Unies

## SPONSORSHIP INVITATION



Model Arctic Council

## 2010 MODEL ARCTIC COUNCIL An Inaugural Simulation of the Arctic Council

**Date:** October 27-30, 2010

**Location:** Westmark Whitehorse Hotel and Conference Centre, Whitehorse, Yukon

### EVENT OVERVIEW

The United Nations Association in Canada (UNA-Canada) is pleased to announce the inaugural simulation of the Arctic Council which consists of eight Arctic nations in addition to five multilateral organizations. The Council addresses current and future issues of concern to all countries who share the spaces around the Arctic Ocean – and all citizens of the world. This experiential learning simulation for youth is designed to bring together youth from the three Territories and northern Canada and around the pole, to explore their common interests and experiences in a region of this globe that is garnering unprecedented attention.

UNA-Canada is experienced in engaging young Canadians in Canadian policy, reflecting issues that affect us all, through innovative national and regional programming and projects. The unique approach of model simulations is a recognized and awarded specialty of UNA-Canada. We have not only hosted one of the world's largest bilingual Model United Nations (CANIMUN) for many years, the last taking place in partnership with the Paralympics in Vancouver in March 2010, but we have also developed innovative simulations including NorthernMUN (or Northern Model UN) which brings high school students in the north together in Yellowknife to explore issues of importance to them within the framework of a Model UN.

It is so rare that opportunities of this nature include northern youth. While we expect a majority of the participants will be from Canadian communities we plan for a small

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delegation from each of the other Arctic countries. Importantly, we are working with Northern partners to ensure that a significant number of aboriginal youth participate.

The Model Arctic Council framework will showcase to young citizens successful and sustainable models for addressing the issues which are unique and/or critical to the well-being of the northern regions

### SPONSORSHIP OPPORTUNITIES

The Model Arctic Council (MAC) will showcase the importance of Canada's northern communities through youth engagement and international participation. Having partners from socially responsible and energetic companies from the northern communities would fit perfectly into the event's goal of improving youth engagement and action. Furthermore, we enjoy the ability to work with sponsors from those communities who are dedicated to improving the lives and abilities of northern Canadians. The Model Arctic Council will include a simulation event, opening ceremonies, and a cultural festival for students to interact socially.

### SPONSORSHIP BENEFITS

- A unique opportunity for robust companies to demonstrate leadership on issues affecting the North;
- Extensive exposure through MAC marketing initiatives including profile on the MAC Website ([www.ModelArcticCouncil.org](http://www.ModelArcticCouncil.org)), Twitter, Facebook and through UNA-Canada's 20,000 member network;
- Confirmed sponsors will also be promoted in advertisements and notices being sent to over 50 high schools in the North, educators and parents across the North and throughout the Arctic; Municipal, territorial and federal Government representatives working on Northern Policy issues, and relevant private sector companies;

### **Special guests at the Model Arctic Council will include:**

- Ambassadors from the Arctic Council Countries (Iceland, Denmark, Sweden, Norway, Finland, Russian Federation, United States of America, Canada)
- Minister of Foreign Affairs
- Premier of the Yukon
- Mayor of Whitehorse
- Senior Arctic Officials
- Senior Canadian Government Representatives, including Deputy Ministers, Members of Parliament, and Senators
- Indigenous Representatives
- Whitehorse Chamber of Commerce Representatives
- Academia
- Senior Departmental Officials at the Territorial Level
- Youth Delegates
- Guest Speakers, including United Nations representatives and subject matter experts on Circumpolar Policies

## Benefits to Sponsors

- Prominent corporate branding of your company as Sponsor, including:
  - Ad with prominent logo on the rolling multi-media slideshow showcased in the main conference room and in the conference booklet;
  - Acknowledgement from the podium during speeches;
  - Prominent corporate logo on post-event materials, including a “thank-you” ad in a national newspaper, and the “thank-yous” sent to attendees;
  - Recognition in UNA-Canada’s 2010 Annual Report (based on level of contribution);
  - Recognition on the Model Arctic Council website;
- Opportunities to display products or services at the event’s general reception

## Where will your contribution go?

UNA-Canada has identified 4 priority areas where sponsorship support will be directed.

1. To support the travel of youth delegates from across the Arctic to Whitehorse, Yukon.
  - Given the high cost of travel within the Arctic, and the range of remote communities from which many of our delegates must travel from, UNA-Canada has is committed to fully subsidizing the cost of all travel for our student delegates to MAC.
2. Meals and Accommodation
  - UNA-Canada anticipates that most of the delegates will require additional support to cover their meals and accommodation while in Whitehorse. These funds would be directed to housing all student delegates at the Westmark Hotel – the official conference venue.
3. Delegate Materials
  - UNA-Canada will prepare a comprehensive Delegate Handbook and corresponding delegate materials for dissemination to registered participants throughout the conference. A copy of the same will also be sent to Partners across Canada and internationally to support the development of simulations of this kind in the future.
4. Translation
  - The official working languages of the Arctic Council are English and Russian, consequently UNA-Canada would like to translate key documents into Russian, and offer whispered interpretation to Russian speaking delegates at MAC.

## UNA-CANADA BACKGROUND

The United Nations Association in Canada (UNA-Canada) is a registered charity, founded in 1946, with a mandate to educate and engage Canadians in support for, and understanding of the United Nations and its issues which have a global impact. A Canadian NGO, UNA-Canada has a wide variety of programmes and activities through which to build Canadian capacity to identify and address emerging international issues on a national basis and to provide a foresight and policy research capacity underpinning this innovative programming. With a professional, national secretariat in Ottawa and regional offices in Calgary, Toronto and Vancouver, UNA-Canada derives much of its strength and community outreach from its

network of twenty volunteer-based branches and contact points. Working with the private and public sectors, academia, community leaders, like-minded NGOs as well as multilateral organizations, UNA-Canada provides a place for Canadians to offer their made-in-Canada solutions to challenges confronting the global commons and to develop skills in living together in peace and prosperity. Key programmes target Canadian youth, human rights, sustainable development, environment, peacebuilding and corporate social responsibility. For more information, and for a sense of the full scope of our work, we invite you to visit our website at [www.unac.org](http://www.unac.org) .

### SUSTAINING OUTCOME

UNA-Canada and our simulation leaders are excited at this splendid and appropriate opportunity to apply tried and effective techniques to a new educational scenario. We are convinced of the potential for excellent events in October 2010 that will prove exciting and meaningful for all involved in this initial exercise, but will also generate a learning/experiential model that will prove to be of long-term benefit to any North American (or global) education or civil society organization which may wish to incorporate similar simulations as stand-alone sessions or as new scenarios that can be integrated into other simulation situations. The Model Arctic Council Handbook will be developed in English and French and made available – and subsequently promoted around the world to other model simulation hosts.

### PARTNERSHIPS AND BUDGET OVERVIEW

With a budget of \$150,250 for the Model Arctic Council, we have received and/or are requesting support from a range of organizations.

We have received confirmed support with gratitude from:

Department of Foreign Affairs and International Trade

Exchanges Canada

Health Canada

The Walter Gordon Foundation

The Government of Yukon

The Municipality of Whitehorse

The Norwegian Embassy in Canada

Public Policy Forum

Superintendent of Schools, Yukon

World Federation of United Nations Associations

VANOC

Yukon College

Arctic Council Indigenous Peoples Secretariat

The Northern Forum

United Nations Associations in Canada programmes, including:

- Sport-in-a-Box

- Northern Model UN

We ask you to consider sponsoring this truly innovative and important event. A variety of sponsorship levels are available, and we can work with you to tailor a package that best suits your needs. Please contact us, or visit our website for more information.

[FOR MORE INFORMATION](#)

Denise Siele  
Coordinator, Model Arctic Council  
United Nations Associations in Canada  
T: +1 (613) 232-5751 ext. 255  
F: +1 (613) 563-2455  
[denise.siele@unac.org](mailto:denise.siele@unac.org)

David Crowe  
Project Officer, Model Arctic Council  
United Nations Association in Canada  
T: +1 (613) 232-5751 ext. 233  
F: +1 (613) 563-2455  
[david.crowe@unac.org](mailto:david.crowe@unac.org)

[www.ModelArcticCouncil.org](http://www.ModelArcticCouncil.org)

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