



# IGNITE

TORONTO 2015  
Pan Am/Parapan Am™



PROGRAM  
INFORMATION

# IGNITE THE SPIRIT!

Are you involved in a community youth soccer league or a local cultural festival? How about teaching salsa lessons or celebrating Caribbean cuisine?

Do you want to be part of the TORONTO 2015 Pan Am/Parapan Am Games, one of the world's largest multi-sport Games?

IGNITE is an exciting new community partnership program that enables individuals, organizations and communities to create their own special Games-themed initiative, or increase awareness of existing projects through an association with the TORONTO 2015 Pan Am/Parapan Am Games—the “People’s Games.”

The goal of the IGNITE program is to inspire communities throughout Toronto, the Greater Golden Horseshoe, Ontario and Canada, to come together and build excitement around the Games and bolster community spirit.

Help us make the TORONTO 2015 Pan Am/Parapan Am Games a success by leaving a positive social legacy—one where our communities are closer, our young people are healthy and happy and everyone feels included in this once-in-a-lifetime celebration!

Be creative, get inspired and IGNITE the spirit of the Games!

## WHAT IS THE TO2015 IGNITE PROGRAM?

The IGNITE program is a community partnership enabling individuals, organizations and communities to create their own Pan Am/Parapan Am Games initiative and/or increase awareness of existing initiatives by being associated with the TORONTO 2015 Games.

### WHO CAN PARTICIPATE?

Most non-profit entities are eligible to participate in the TO2015 IGNITE program. This includes individuals, charities, non-profits, associations, schools, colleges and universities and faith groups, for example.

### WHAT TYPES OF INITIATIVES ARE ELIGIBLE?

The TO2015 IGNITE program is looking for initiatives that:

- Celebrate the TORONTO 2015 Pan Am/Parapan Am Games.
- Demonstrate a strong connection to the mission of the Games: Ignite the spirit through a celebration of sport and culture.
- Promote community sport, physical activity and recreation, healthy living and/or arts and culture.
- Foster diversity and inclusion.
- Have pre-approved funding.

Initiatives that promote religion, partisan politics or violate any aspect of the human rights code are not eligible.

Please visit [toronto2015.org](http://toronto2015.org) and click on the About Us tab for more information.

### MISSION:

Ignite the spirit through a celebration of sport and culture.

IGNITE initiatives must reflect TO2015's mission.

## PROGRAM BENEFITS

This is the first time in 80 years that Toronto and the Greater Golden Horseshoe region will host a multi-sport Games of this magnitude. Participating in the TORONTO 2015 Pan Am/Parapan Am Games is a once-in-a-lifetime opportunity. Imagine being able to inspire communities—through the largest multi-sport event in Canadian history—with a unique initiative. As an IGNiTE community partner, here are some of the benefits of participating in the program:

- Be part of a unique network of official Games-inspired community initiatives.
- Acquire the rights to use the TO2015 IGNITE program logo, an official mark of the TORONTO 2015 brand.
- Increased profiling through TO2015's various communications vehicles, including social media, as well as recognition on the [toronto2015.org](http://toronto2015.org) website.
- A tool kit of resources to help brand your initiative, such as media and communication materials specifically designed to boost awareness of your initiative.
- Increased access to the TORONTO 2015 Pan Am/Parapan Am Games mascots, athletes and high-profile speakers.\*
- Participation in IGNITE recognition opportunities.

The TORONTO 2015 Games are a great way to garner support and attention to your initiative which leads to building new capacities within our communities.

\*Subject to availability.



# HOW TO APPLY

## STEP 1: THE IDEA

Come up with an idea or adapt an existing initiative that connects with the TORONTO 2015 Pan Am/Parapan American Games. Be creative! The idea can be based on healthy, active living, sport, culture or community fun that can relate back to the Games.

### EXAMPLE:

Hosting a Pan Am/Parapan Am sports day within your community.

## STEP 2: THE TEAM

Who is going to bring this initiative to life? Can you work with other organizations? We love and encourage collaboration!

Community centres, sports clubs, youth leaders, coaches.

## STEP 3: MAPPING OUT THE PLAN

What's the plan? How will it work? Get all the details figured out on the who, what, where, when and why. First tell us about yourself or your organization, then explain how the initiative will be delivered and how it reflects the mission statement of the TORONTO 2015 Pan Am/Parapan Am Games Organizing Committee: Ignite the spirit through a celebration of sport and culture!

In conjunction with the annual cultural festival that happens every year in Thompsom Park, we plan to set up an area to demonstrate and try out three Pan Am/Parapan American sports (rugby sevens, football and wheelchair tennis).

## STEP 4: SUBMITTING YOUR APPLICATION

Make your submission through the online application form at [toronto2015.org/ignite](http://toronto2015.org/ignite). A confirmation email will be sent out once the application is received. After each quarterly application deadline (March 1, June 1, September 1 and December 1), a review committee will meet to decide on the successful applicants. All applicants will be notified of their IGNITE application status shortly thereafter. Applications must be received a minimum of two months but no longer than six months before the start of the initiative or initial planning phase of the proposal.

Fill out the application and allow 4 to 6 weeks for a response from TO2015.

## STEP 5: DECISION TIME

An official email will be sent to inform applicants of the review committee's decision. Successful applicants will receive an information package and participation agreement. Applicants who are not chosen to be part of the IGNITE program will receive a letter of explanation providing feedback for re-submitting the application.

Celebrate upon receiving confirmation as an IGNITE initiative or use the feedback to re-submit your application.

## STEP 6: ORIENTATION

Successful applicants will be asked to participate in a mandatory orientation session where they will learn more about the responsibilities of being a TO2015 IGNITE program member. Applicants will also have an opportunity to raise questions, issues, share ideas and connect with other members.

Join us for an information session before you begin.

## STEP 7: APPROVAL OF MARKS

Applicants can submit marks and logo use for approval after attending the orientation. All submissions will be responded to within two weeks. Keep in mind that applicants may be asked to re-submit work that does not meet the program guidelines.



If you have any questions regarding the application process that were not answered here or on the application form, please contact us at [ignite@toronto2015.org](mailto:ignite@toronto2015.org). We will respond within three business days.

## FAQs

### What is the TO2015 IGNITE program?

The TO2015 IGNITE program officially recognizes projects and events that have been inspired by the Pan Am/Parapan Am Games. The IGNITE program is a community partnership program enabling individuals, organizations and communities to create their own Pan Am/Parapan Am Games program and/or increase awareness of existing initiatives by being associated with the Games.

### Why did TO2015 create the IGNITE program?

The TORONTO 2015 Pan Am/Parapan Am Games are the “People’s Games.” We want to engage communities and provide real opportunities to feel a sense of ownership of these Games. IGNITE allows for individuals and organizations to create and champion their community initiative in their own way. We’re all working together to celebrate these Games—the largest multi-sport Games ever hosted in Canada.

### What are the benefits of the TO2015 IGNITE program?

- Be part of a unique network of official Games-inspired community initiatives.
- Acquire the rights to use the TO2015 IGNITE program logo, an official mark of the TORONTO 2015 brand.
- Increased profiling through TO2015’s various communication vehicles, including social media, as well as recognition on the toronto2015.org website.
- A tool kit of resources to help brand your initiative, such as media and communications materials specifically designed to boost awareness of your initiative.
- Increased access to the TORONTO 2015 Pan Am/Parapan Am Games mascots, athletes and high-profile speakers.\*
- Participation in IGNITE recognition opportunities.

\*Subject to availability.

### How does the TO2015 IGNITE program work?

Interested applicants submit an application detailing information on their initiative and demonstrating how they meet the program criteria. A staff and volunteer community review panel assesses each application to determine if the initiative meets the criteria and should be recommended to be a part of the TO2015 IGNITE program. Successful applicants sign a participation agreement prior to receiving an official stamp of approval into the program and access to its benefits. Successful applicants are invited to TO2015 headquarters for a program orientation and an opportunity to meet other IGNITE participants. Those unable to attend in person may participate by conference call. The TO2015 Community Outreach team is then deployed to assist successful applicants in enhancing their initiative’s profile as we IGNITE the spirit of the Games!

### What types of initiatives qualify?

All sorts of initiatives—think broad and wide!

- A one-time sport competition between community sport organizations.
- An after-school program that teaches kids about para sports.
- A summer camp focusing on physical health.
- An academic conference about the impact of sports.
- An educational campaign on the cultures of the Americas and Caribbean.
- A healthy eating campaign.
- A culturally focused arts initiative.

Use your imagination! All we ask is that your initiative be “ignited” by the spirit of the TORONTO 2015 Pan Am/Parapan Am Games.

### What initiatives are not supported by the TO2015 IGNITE program?

Initiatives that propose to use the TORONTO 2015 brand to support their own fundraising efforts and religious, partisan or commercial initiatives do not qualify for the IGNITE program.

## FAQs

### Who can apply to be part of the TO2015 IGNITE program?

Individuals and non-commercial organizations such as charities, non-profits, schools and faith groups, for example, are eligible to apply.

### How long will it take to get a response?

Reviews will be conducted quarterly (March 1, June 1, September 1 and December 1), and applicants can expect to hear back within four to six weeks after their application has been submitted.

### Does the TO2015 IGNITE program provide funding?

Unfortunately there is no financial support attached to this program.

### What if we haven't received our funding yet or do not have any existing funds in place for our initiative?

It is important that projects are fully resourced. If funding has not yet been secured, please note that in the application as we are able to grant "approved pending funding" status. This means that as soon as funding is secured, the initiative is automatically approved. If funding is secured prior to review of the application, simply let us know.

### How will initiatives be promoted?

Initiatives will be promoted through [toronto2015.org/ignite](http://toronto2015.org/ignite), our social media channels as well as other TO2015 communications vehicles. Organizations will also gain exposure from marketing campaigns, networking opportunities and the ability to use the IGNITE logo, a TO2015 property.

For more information about the TO2015 IGNITE program, please contact [ignite@toronto2015.org](mailto:ignite@toronto2015.org) or call 416.957.2015.



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