

DONATION AND SPONSORSHIP PLAN

VICTORY IS IN YOUR HANDS

2027 Winter Deaflympics
in Innsbruck-Seefeld, Austria



Our athletes are ready to represent Canada.
Let's help them get all the way to Austria.

*A fundraising campaign
presented by the CDSA*



CANADIAN DEAF SPORTS
ASSOCIATION



Innsbruck – Seefeld – Tirol
DEAFLYMPICS 2027

THE CANADIAN DEAF SPORTS ASSOCIATION

The Canadian Deaf Sports Association (CDSA) is a **non-profit organization** dedicated to developing **high-level deaf and hard of hearing athletes**.

By creating opportunities for practice, training, and competition, CDSA fosters inclusion and sporting excellence both at home and abroad.



“ Every athlete who steps onto the podium sends a message that goes beyond sport: deafness is no barrier to excellence. ” - Alain Turpin, Executive Director, CDSA.

THE 2027 WINTER DEAFLYMPICS Innsbruck-Seefeld

From January 15 to 24, 2027, the Winter Deaflympics will take place in Innsbruck and Seefeld, Austria. A return to its roots for this international sporting event, nearly 80 years after its very first edition was held in the same place.



The Deaflympics are much more than a sporting adventure: they are **a space for inclusion at the heart of world-class sporting excellence**. By removing the communication barriers of mainstream sport, they allow high-performance Deaf and hard of hearing athletes to focus fully on their performance, in front of audiences and media coverage that reach far beyond Canada.

In 2027, more than 800 athletes from around the world are expected to celebrate Deaf sport. Our Canadian athletes want to be part of it too, and to proudly represent their country. But to make their participation possible, they need support.

29 ATHLETES · 3 WINTER SPORTS · 1 SHARED GOAL: REPRESENTING CANADA ON THE WORLD STAGE

Cross-country skiing, curling and ice hockey: our athletes are getting ready to showcase sports deeply rooted in our culture and our Canadian winter DNA.

Before they can fight for victory, our athletes must first cover the costs of competing. And the CDSA alone cannot cover the costs of an entire delegation.

THE CHALLENGE STARTS NOW

In Canada, Deaf sport remains underfunded, and teams still rely on private contributions to cover a significant share of the costs of preparing for and taking part in major international competitions.

Although the Government of Canada announced its intention to increase funding for Deaf sport this summer, no additional funding has been confirmed yet, and January 2027 is fast approaching.

Together, let's give our athletes the support they need to take their place on the world stage.

OBJECTIF :
75 000 \$

NEED	BUDGET PER ATHLETE
Flight	\$1,700
Accommodation & Meals	\$4,200
Team Canada Apparel	\$1,250
Registration Fees & Insurance	\$350

TOTAL COST :
\$7,500

Every donation or partnership brings an athlete one step closer to victory.

CROSS-COUNTRY SKIING

On the trails of Innsbruck-Seefeld, a test of endurance and grit awaits the athletes.



Émilie Paquin

📍 British Columbia

Émilie started skiing with the Revelstoke Nordic Ski Club at the age of five. She moved up from the Bunny program to the Junior Development program, racking up regional, provincial and national competitions across Canada.

Today, she is ready to represent Canada on the international stage and to inspire other young Deaf athletes to believe they belong in high-performance sport.

"I really can't wait to see how far I can go at my first international competition. I'm ready for the big stage. Bring it on!"

ICE HOCKEY

Speed, team spirit, pride in wearing the jersey: hockey is part of Canada's identity.

With six medals in seven Deaflympics appearances since 1995, including two golds, Canada has a rich history in Deaf hockey. Most recently, the team captured bronze at the 2025 World Deaf Ice Hockey Championships in Vancouver. After eight years away from the Deaflympics, a new generation is ready to carry the torch and chase the podium in Innsbruck-Seefeld.



Team Canada: 21 athletes supported by 9 coaching and support staff.

"Canada has long shone at the Olympic and Paralympic Winter Games, especially in ice hockey. At the Deaflympics too, we want to show the world where winter champions come from."

WOMEN'S CURLING

Precision, strategy, team chemistry: curling is a game of the mind as much as of the ice.

Kept off the podium in 2024 after having to withdraw from the Deaflympics due to political instability in Türkiye, Team Logan is back and more determined than ever to chase gold in Innsbruck-Seefeld. The team recently won back-to-back silver medals at the World Championships and is ranked 7th in the world, driven by the unique bond of an interprovincial lineup — Alberta, Nova Scotia, Manitoba and British Columbia.

"We couldn't chase our gold medal dream without your support."



Team Logan: Emma Logan, Holly Maschmeyer, Hannah Brown, Susanne Beriault, Madeline Brinkmann.

Coach: Mary-Anne Arsenault

Interpreter: Angie Turnbull.

MIXED DOUBLES CURLING

Connection, precision and a feel for the game: in mixed doubles, a strong partnership makes all the difference.

Susanne and Shawn already perform well in international competition with their respective women's and men's teams. Crowned Canadian mixed doubles champions on September 26–27, 2026, in New Westminster, British Columbia, the two Manitoba athletes earned their place to represent Canada as a duo at the Winter Deaflympics. In January 2027, they will compete together in their first Deaflympics mixed doubles event, with their sights set on gold.

"We are proud to be the first duo to represent Canada and North America in mixed doubles curling at the Winter Deaflympics. We want to give our best, do Canada proud and show Deaf youth just how much fun curling can be."



Susanne Beriault & Shawn Demianyk

📍 Manitoba

OUR ATHLETES' VICTORY STARTS WITH THE SUPPORT OF THEIR COMMUNITY.

Our athletes are ready. All they need now is a way to get to Austria.

"I've been deaf my whole life. My father always taught my brothers and me to see deafness as a challenge to overcome, not as something that should define or limit me. That mindset shaped my approach to hockey and, ultimately, my approach to life.

You learn to adapt. You prepare. You persevere.

But adapting to deafness is one thing. Having to overcome a financial barrier to represent your country is another.

These athletes have qualified to represent Canada. They have trained for years, made the necessary sacrifices and met the required athletic standards. And yet, they still have to worry about the cost of getting there.

We cannot talk about inclusion while accepting a system in which Deaf athletes reach the highest level of their sport and still have to shoulder so much of the financial burden themselves.

When an athlete has earned the right to represent their country at the highest level available to them, their ability to get there should not depend on their bank account or their ability to raise funds."

- Jim Kyte,
former NHL player
and CDSA ambassador



WHY CONTRIBUTE?

By becoming a partner, you affirm your commitment to inclusion and accessibility in sport. You link your business to the success of the athletes who will represent Canada.

Thanks to your donations and partnerships, athletes can not only take part in the competition, but also focus solely on their performance. With your support, they can give their very best without worrying about the logistical and financial costs of competing.

But supporting Canada's Deaf and hard of hearing team is about much more than funding athletic participation. It means:

Making sure Canada is represented at the Games: without funding, our athletes will not be able to compete at the Deaflympics 2027.

Affirming our national pride, our values of inclusion and our determination to make our voice heard on the world stage.

Contributing to greater visibility for Deaf talent in sport and in society.

Supporting the Canadian team helps win medals, but above all, it makes Canada shine.



HOW TO CONTRIBUTE

1. Individual or corporate donations (with or without a tax receipt)

A direct donation to the CDSA, eligible for a tax receipt for any donation over \$20. It's the simplest and most tax-efficient way to support Team Canada.

2. In-kind support

Equipment, transportation, accommodation.

You become an Official Supplier and receive visibility tailored to the value and nature of your contribution, or receive an official tax receipt.

3. Corporate sponsorship

A visibility package tied to a contribution level — see the next section.

4. Custom collaboration

A creative activation tailored to your brand. A few examples:

- **Matching gifts** — your employees or customers give, and you double their impact.
- **Cause products** — part of the proceeds from an item goes to support Team Canada.
- **Sports challenges** — rally your teams around a challenge to raise funds internally.
- **Campaigns with public figures** — engaging athletes or celebrities on social media.

Our team is here to build a collaboration that reflects your values and showcases your commitment, while providing concrete support to Canada's Deaf and hard of hearing athletes.

VISIBILITY PLAN AND SPONSORSHIP OPTIONS

Team Supporter

\$10,000

You sponsor an entire sport.

Visibility:

- dedicated post on the CDSA's social media
- dedicated post on the sponsored team's social media
- short video message from the team to share on your own channels
- mention among top supporters in the end-of-campaign press release
- logo on the CDSA website

Deaflympics Ambassador

\$5,000

You become a major partner of the CDSA and help Team Canada take part in the Deaflympics

Visibility:

- dedicated post on the CDSA's social media
- mention among top supporters in the end-of-campaign press release
- mention on the CDSA website

Talent Champion

\$3,500

You enable one athlete to compete at the 2027 Deaflympics by covering their costs.

Visibility:

- group post on the CDSA's social media
- mention on the CDSA website

CONTACT

Want to help Canadian talent shine?

Please get in touch so we can build a partnership that's right for you, whether financial, in-kind, creative, or customized.

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