



YOUNG LIONS
COMPETITIONS



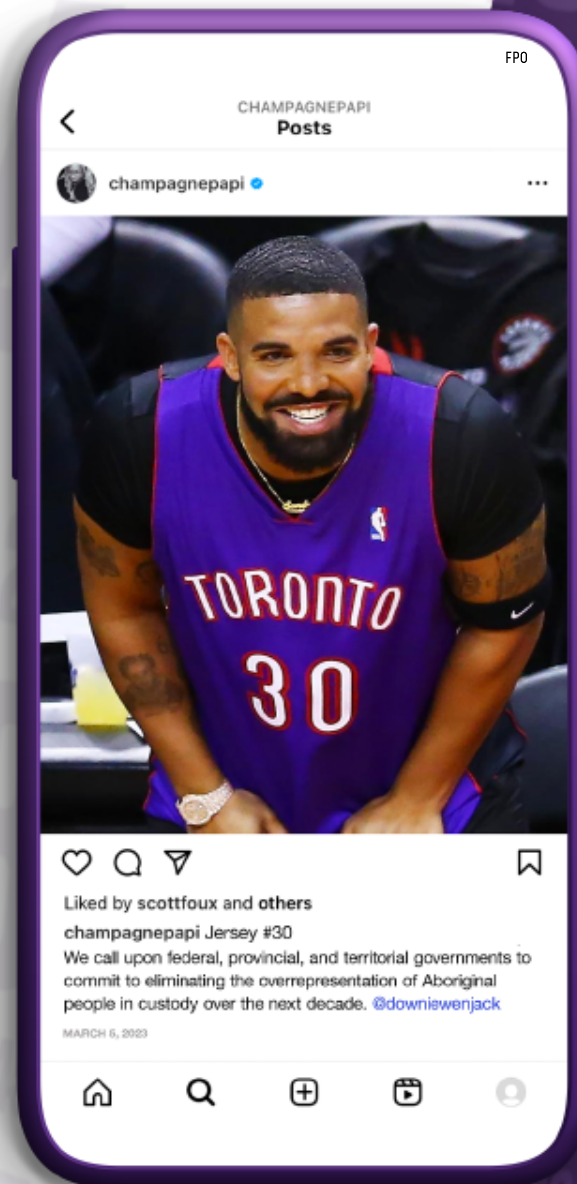
THE PURPLE LEGACY

THE INSIGHT

Numbers. In sports and history, numbers are extremely powerful, but only if they are remembered by many and actioned with intention.

THE IDEA

Add a true legacy to the numbers on the iconic Purple Jersey. Every number symbolizes 1 of 94 CTA's from Canada's Truth & Reconciliation Commission.



<https://downiewenjack.ca/>



Idea

The Purple Legacy

- The Raptors and DWF introduce “The Purple Legacy Jersey”
- Each jersey number symbolizes 1 of the 94 CTA’s from The Truth and Reconciliation Commission of Canada (TRC), with the actual action featured beneath it.
- Within each number, a true legacy. The image of Chanie Wenjack.

Objectives

Awareness and Education – Jersey Launch

- The first step in our movement is sparking meaningful conversations around Canada’s reconciliation efforts. We aim to reach over 300,000 Raptors fans with our disruptive and educational idea.

Engagement – Social Media Movement

- “The Purple Legacy Jersey” will act as a vehicle, driving fans to take action and join the reconciliACTION movement. We strive to have 5% of our 300,000 fans (15,000) share their favorite jersey number and its corresponding TRC CTA on social media. 2,000+ jerseys purchased.

Collective Action – DWF Legacy Program Support

- All awareness and engagement tactics will include mechanisms to drive fans to the DWF website to participate in Legacy programming.

Target

Mass Target – Avid Raptors Fans (Age 15-45)

- Representing 37% of our 12.5 million Canadian fans – This group consistently follows the Raptors and purchases an average of one jersey every two years. They are specialty jersey fanatics.

Growth Target – Youth Culture Seekers (Age 18-24)

- Representing approximately 7% of our 12.5 million Canadian fans – This group are entertainment seekers who enjoy the lighter, culturally driven side of sports. They don’t watch every game, but they engage with Raptors-related social media.



Insight

Raptors Truth

The Raptors brand extends beyond the court.
It is a declaration that connects fans across Canada.

INSIGHT

- Numbers -

In sports and history, numbers are extremely powerful, but only if they are remembered by many and actioned with intention.

Human Truth

The average fan is not aware or does not remember the number of ways that they can TAKE ACTION.

DWF Truth

DWF is committed to sharing the stories, numbers, and actions needed to move reconciliation forward.

Benefit

Emotional: This product and movement make the Raptors, DWF, and Canada's reconciliACTION efforts loud, clear, and HIGHLY MEMORABLE.

Functional: Messaging focuses on increasing DWF Legacy Programming participation. All proceeds from "Purple Legacy Jersey" sales will go to further funding and maintaining Legacy Spaces and the Legacy Schools Program.

RTBs

Basketball transcends boundaries. If you can remember your favorite player's number, you can remember how to ReconcilliACTION.

The Purple Legacy Jersey. Made to Remember.