

Cheryle Kennedy To Open U.S. Figure Skating Championships

SKATING continued from front page

never done before and it's kind of a thrilling experience for us." LaBonte joked that he was unsure about only one thing as the Guard prepared for this big day. "We don't know what size tutu to wear. We might be the entertainment for the night."

As "sole Local Presenting Sponsor" of the event, Spirit Mountain Casino receives a long list of tangible benefits, according to Ed Hansen, Spirit Mountain Casino's Corporate Communications Manager, but Hansen said that the casino had other things on its mind at the beginning of last year when

sponsorship.

"We're very pleased to have SMC as our local presenting sponsor," said Mike Rosenberg, Managing Director of the 2005 State Farm U.S. National Figure Skating Championships local organizing committee. "Their strong track record in business and community support makes them the perfect partner for this event."

The sponsorship means big time credibility in a world built on associations with the right causes and strategic partners.

For Elaine LaBonte, Tribal Tourism Project Coordinator, it was particularly important to also include a Tribal

Honor Guard in the opening ceremony "because Portland was within our ceded homelands." Posting the Tribal flag is the appropriate symbol of that former ownership, she said.

"When settlers were moving west, they were posting flags wherever they went (as a way of saying that this land was theirs)," said LaBonte. "Now we can bring in our flag."

"It's a respect issue with me," said LaBonte.

Ensuring recognition of the Grand Rondes' history in this way may be the most important of what LaBonte does as Tourism specialist, but for the Figure Skating finals, she has other press-

ing work to accomplish as well.

The opening ceremony of this internationally televised event is scheduled for 15 minutes, said LaBonte. That means not only that Kennedy's speech, like that of the mayor, has to be exactly one minute long, but also for the Color Guard, it means that LaBonte has to know exactly how far the Guard will march before posting the colors, and how much time that will take. Same for the invocation and drum performance.

"It has to be timed exactly, down to the second," she said.

Like planning a figure skating routine. ■



approached by the Oregon Sports Authority to make the contribution.

"Although Spirit Mountain Casino looks at some level of marketing potential of sponsorships as the entry ticket criteria, we also understand that in addition to boosting local economies, sports teams and events can improve a community's quality of life, serve as a point of civic pride and as in the case of the U.S. Figure Skating Championships, serve as a goal and springboard for young champions," he said in an email. "The U.S. Figure Skating Championships give Spirit Mountain Casino and the Tribe an opportunity to give back to the communities that have brought us success."

The casino paid \$200,000 for the

Tangible Benefits Of The Casino's Sponsorship Deal

- Designation as the official Local Presenting Sponsor
- Category Exclusivity (no other casinos may sponsor at any level)
- The right to use logos and mark of U.S. Figure Skating Championships
- Several media components, including television, newspaper, and radio
- Our logo on commemorative streetlamp banners in a minimum of 150 locations in Portland
- Logo on the Jumbotron video screens and scoreboards during the championships
- Logo on concourse monitors during the championships
- Logo in official handbook, program, and scorebook
- Logo on official website
- Logo and name on Transit (MAX line)
- Logo or name recognition in emails sent by U.S. Figure Skating
- One full page color ad in Official Event Program
- One banner ad on official website
- Two dasher board signs (rink signs) at Memorial Coliseum
- Corporate recognition on patron recognition boards at Rose Garden and Memorial Coliseum (46 different sites)
- Logo in ice at memorial coliseum
- 50 all event tickets (most tickets will be given to Tribal Council to distribute as they see fit)
- 25 Chevy Skating Spectacular tickets
- 25 passes to sponsor reception at Rose Garden on closing night of event
- 25 VIP passes to hospitality area during event
- 25 passes to Official Competitors party on closing night of competition
- 10 VIP parking passes during competition
- Group pricing for Spirit Mountain employees
- Room fee waived for Spirit Mountain hosted event at Rose Garden for up to 250 people
- Logo on back of all event tickets
- One booth at Rose Garden concourse during event
- Opportunity to participate in opening ceremony of event
- Recognition in all local press releases
- One entry into the Meier and Frank Holiday Parade November 26 (The casino entered a hansom cab transporting the local dance team of Elizabeth Palmer and Ryland Stucke and the local pairs team of Brittany Schwab and Kyler Fitch)
- Right to contribute gift items in competitor and judge gift bags



Photo by Marty George

Festive— Tribal member and Tribal Council Executive Secretary Colleen Branson decorated the Christmas tree in the atrium of the Tribal Governance Building.



Christmas Time Around The Tribal Offices

Party— Tribal Court held a Christmas party on Monday, December 13. All employees were invited and there was lots of food, (left), for everyone to enjoy. Children from the preschool were also in attendance to sing Christmas carols while everyone ate lunch.

Photos by Toby McClary

