



PLAYER OF THE GAME STICK PROGRAM

CALL FOR INDIGENOUS ARTISTS

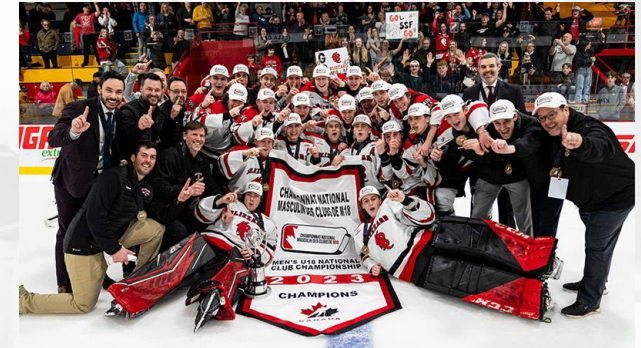


PROJECT BACKGROUND

The 2024 TELUS Cup will take place in Membertou, Nova Scotia, from April 22-28, 2024. Membertou is located in Unama'ki-Cape Breton Island, and is a community focused on economic development and capacity building for its people. For the first time, the TELUS Cup will be hosted in an Indigenous community in Canada.

For all 19 games, the Player of the Game for each team will be presented with a commemorative 24" mini hockey stick, featuring unique artistic designs that honour the Indigenous communities of our Host City, including the history of the Mic-Mac Hockey sticks created by the Mi'kmaq people.

The 2024 TELUS Cup is seeking **up to 5 artists** to create the artwork for **55 mini hockey sticks**.



WHO CAN APPLY

Our hope is to showcase an artist from each Mi'kmaq community on Cape Breton Island, including We'koqma'q, Wagmatcook, Membertou, Eskasoni, and Chapel Island First Nation.

All ages are welcome to apply, and priority will be given to those who reside in the Mi'kmaq communities listed above.

SCOPE OF WORK

The 5 chosen artists will be tasked with delivering 11 painted mini sticks in line with project deadlines, and to provide additional content (behind the scenes footage, availability for interviews, etc.) to support the story-telling of the project.

Each chosen artist will each receive \$650, 4 single-game tickets to a TELUS Cup game, one item of merchandise, an invitation to present their design at a Player of the Game ceremony, and have their work be featured both digitally on Hockey Canada channels, and on-ice at the conclusion of all 19 games at Membertou Sport & Wellness Centre.

DEADLINE FOR PROPOSALS

The deadline for receipt of electronic proposals is **March 8th**. All proposals need to be sent to jforcand@hockeycanada.ca and must include:

- Brief description of proposed design (max 200 words) - please include any sketches or mock ups
- Samples of previous artwork (3-5 digital images)
- Brief description of artist's art practice or an artist statement, detailing who they are (max 200 words)

The selection of artists will be made by Hockey Canada, a representative from the 2024 TELUS Cup Host Committee, and a representative from the Membertou community.

DEADLINE FOR FINAL ARTWORK

Once selections are made the week of March 11th, the deadline for receipt of final digital artwork is March 22nd. Final stick paintings will then need to be completed and delivered to the Membertou Sport & Wellness Centre by April 19th.

PREVIOUS PROJECTS

To illustrate the importance of the program and to better understand the process of previous Player of the Game projects, please take a look below:

- Indigenous Women Design Player Of The Game Sticks
- Sticks celebrate Indigenous art



Please note the sticks in the above examples are full size hockey sticks. For the TELUS Cup, artists will be working with 24" mini hockey sticks.