



National Gathering of Elders

P.O. Box 67383
18370 Lessard Rd., Edmonton, AB., T6M2N0

National Gathering of Elders Business and Corporate Sponsorship Package



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Executive Summary

On September 11-14, 2017 a historic event called the National Gathering of Elders occurred in Edmonton, Alberta. It was a truly a historic event because there was never an event that brought First Nation, Metis, and Inuit elders of Canada together at one time, in one location. It was a grassroots initiative by an Indigenous organizing committee with representation from all Indigenous groups and Treaty areas of Alberta, guided by elders. Elders from all Indigenous groups and from across Canada were represented at the gathering celebrating the Indigenous culture of Canada and having the opportunity for the first time to discuss key topics like reconciliation, missing and murdered Indigenous women, language and culture, climate change, and other topics that affect Indigenous people of Canada. The event planners had planned for 2500 people thinking that would be a good goal to reach for this first-time event. The event drew over 5000 people with many asking when the next elders gathering will be.

Due to high demand of interest for a gathering that bring First Nation, Metis, and Inuit people together, another National Gathering of Elders is being planned for September 2019. The host for the second National Gathering of Elders will be Chief Glenn Hudson of Peguis First Nation who have taken the challenge from the first host Chief Rupert Meneen of Tallcree Tribal Government of Alberta to bring Elders from across Canada together to socialize, celebrate accomplishments, share stories, knowledge and share ideas for future work through hosting the first ever National Elders Gathering.

September 9-13, 2019
RBC Convention Center
375 York Ave
Winnipeg, MB. R3C 3J3

The National Gathering of Elders provides an opportunity for reconciliation-to understand the cultures, languages, traditions, complexities, protocols and diversity of First Nations, Metis and Inuit from across the country. The single most important key in businesses and governments is in developing opportunities through building relationships.

Only through the combined capabilities and capacity of the host and co-host of First Nations, Inuit, and Metis people of Manitoba including the support from our sponsor partners will the Elders gathering be successful as the first one and even better.

Statement of need

The benefit of the National Gathering of Elders to the thousands of Elders in attendance coming from all across the country is better experienced than in written form. Try to visualize 5000– 9000 Elders from across the lands coming to experience the gift the Elders provide to each other and to the thousands of youth and family members who will be attending to listen, assist, watch and learn. Although the registration fees the Elders pay is only a fraction of the actual cost of the gathering, with the minimal fixed income the Elders



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have at their disposal, it is the goal of the core committee to find sustainable funding partners to allow the committee to invite the Elders from across the land at as little cost as possible to attend the gathering.

It is hard to describe in words the importance and benefits that our sponsor partners bring to the Elders Gathering. The commitment of funds and support provided to the gathering allow all of us with the opportunity to work together to build a better future for all people. Without the help of what our sponsor partners bring to the table, none of this would be possible. The Elders will be so grateful and so appreciative to those who stand by their side in working together to achieve the work that needs to be done.

Funding

The budget for the National Gathering of Elders is well in excess of \$2 Million dollars. The registration fees cover 50% of the cost with the balance of the funds coming from our sustaining and local sponsor partners. With the large number of delegates that will attend the gathering, cost for the event facilities are substantial. We are looking to our corporate partners to come with us on our journey as sponsor partners to cover the majority of the costs for the gathering.

Partnerships

We offer our sponsor partners an opportunity to get to know, understand and help our Elders come together. Our partners are acknowledged in our program, on our website, at the event and through ads printed by our media partners. The majority of in-kind support comes from the wonderful local volunteers and communities. Sponsor partnership levels vary from the community to co-presenting levels (see attached).

Summary

Elders gatherings are a wonderful time for people to visit, exchange memories and knowledge, to create new friendships and to renew old ones. The basic purpose of the gathering is the need for Elders throughout the country to have inter-social and community links that bind them together as one people. It allows them to intermingle with like-minded, like-aged individuals and their families, to reveal common grounds that strengthen those links. It will offer the opportunity to interface with youth, which helps to mitigate the generation gap, and allows the younger generations to demonstrate respect, regard, and honor for their Elders.

Our Elders possess all the wisdom of the ages - knowledge and experiences that the younger generations need to guide them through life. It is very important that our Elders' legacy is passed on to each generation that follow. With the world we live in becoming increasingly modern by the minute, we need to provide the balance that comes from remembering the past through our Elders lives. With the Gathering budget now over \$2,000,000 we need the help of our sponsor partners that not only provides financial certainty to the gathering, but in helping build respect and bridging a better understanding, in the spirit of reconciliation. We wish to work with anyone and everyone that wishes to join with us on our journey with the wisdom of the Elders in building a better and brighter future for all.



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Please contact our event coordinators at eventcoordinator@ngekanata.com with any further information you may require.

Glenn Hudson
Chief of Peguis First Nation



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National Gathering of Elders and the Importance of our Partners

Invitation to become a Sponsor with the National Gathering of Elders

As one of our invited Sponsor Partners, we wish to offer you an opportunity to join with the elders on our journey together through witnessing, sharing stories and participating in traditional cultural events and feasts during the gathering. The National Gathering of Elders provides corporations a wonderful opportunity to get to know, understand and respect the traditions, cultures, complexity, protocol and diversity of First Nations. It is vital that business people come to learn and get some cultural awareness in the context of how to move forward. To do this a positive relationship needs to be developed and grown. Building such a relationship will help to enlighten corporations of the complexities of First Nations that will lead to deep lasting partnerships to bring certainty to projects that will be of benefit to all our futures.

National Gathering of Elders Sponsor Partnership Levels

- | | |
|-------------------------------|------------|
| • Co-Presenting Sponsor | \$400,000+ |
| • Co-Supporting Sponsor | \$100,000 |
| • Dinner Sponsor | \$60,000 |
| • Media Sponsor | \$50,000 |
| • Lunch Sponsor | \$40,000 |
| • Recognition Banquet Sponsor | \$35,000 |
| • Diamond Level Sponsor | \$30,000 |
| • Platinum Level Sponsor | \$25,000 |
| • Gold Level Sponsor | \$15,000 |
| • Silver Level Sponsor | \$10,000 |
| • Community Level Sponsor | \$5,000 |



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Sponsor entitlements dependent on the Sponsorship level

- ❖ Be invited to provide 7,000 promotional items, which will be placed in each of the elder delegate giveaway bags.
- ❖ Receive all event VIP passes to the National Gathering of Elders
- ❖ Be invited to participate in the grand entry and opening ceremony
- ❖ Be invited to attend the Sponsor Partnership and Special VIP Recognition Celebration
- ❖ Be invited to use the National Gathering of Elders Logo on company marketing material
- ❖ Be invited to have your company name on the volunteer t-shirts on the days of the event
- ❖ Be invited to have your company banner put up on an entryway
- ❖ Be invited to have your company logo on the National Gathering of Elders Web Site
- ❖ Be invited to have your company logo included in the National Gathering of Elders Program



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Offer as Co-Presenting Sponsor (\$100,000+)

As Co-Presenting Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ Member of National Gathering of Elders 2019 - Core Committee and Executive Team meeting, photo shoot and private meeting opportunity with the corporate executive for your Company or Organizations promotions
- ❖ To receive **10 all event passes** to the National Gathering of Elders
- ❖ **16 company representatives** to a National Gathering of Elders **Special VIP Recognition Event** hosted in gratitude for your partnership support
- ❖ **Full-page ad** on our National Gathering of Elders website and your logo in our program
- ❖ Permitted to use the **National Gathering of Elders logo** as Co-Presenting Sponsor Partner of the National Gathering of Elders effective from the date of receipt of your partnership funds until December 31, 2019 on your company's letterhead for internal and external correspondence
- ❖ **Company logo** identifying you as the Co-Presenting Sponsor Partner of the National Gathering of Elders letterhead effective from the date of receipt of your partnership funds until December 31, 2019
- ❖ **Company's logo included on all event media materials** indicating your company as the Co-Presenting Sponsor Partner for the National Gathering of Elders
- ❖ **1 strategically located exhibitor booths**, one at the information, arts and Craft booth area, and one at the Sponsor Partner booth area of the Expo Centre
- ❖ Provide **7,000 giveaway bags** to all the National Gathering of Elders participants with your company logo embroidered on the cloth bag



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Offer as Co-Supporting Sponsor (\$75,000)

As Co-Supporting Sponsor of the National Gathering of Elders your Company or Organization will:

- ❖ Member of National Gathering of Elders 2019 - Core Committee and Executive Team meeting, a photo shoot and private meeting opportunity with the corporate executive for your Company or Organizations promotions
- ❖ To receive **5 all event passes** to the National Gathering of Elders
- ❖ **4 company representatives** to a National Gathering of Elders **Special VIP Recognition Event** hosted in gratitude for your partnership support
- ❖ **Half-page ad** on our National Gathering of Elders website and your logo in our program
- ❖ Permitted to use the **National Gathering of Elders logo** as Co-Supporting Sponsor Partner of the National Elders Gathering effective from the date of receipt of your partnership funds until December 31, 2019 on all your company's letterhead for internal and external correspondence
- ❖ **Company logo** identifying you as the Co-Supporting Sponsor Partner of the National Gathering of Elders letterhead effective from the date of receipt of your partnership funds until December 31, 2019
- ❖ **Company's logo included on all event media materials** indicating your Company or Organization as the Co-Supporting Sponsor Partner for the National Gathering of Elders
- ❖ Provide **7,000 of your company gifts and or brochures** to all the National Gathering of Elders participants giveaway bags



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Offer as Dinner Sponsor (\$60,000)

As Co-Dinner Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ **2 company representatives** for the National Gathering of Elders **Special VIP Recognition Event** in gratitude for your partnership support as Dinner Sponsor Partner
- ❖ To receive **2 all event passes** to the National Gathering of Elders
- ❖ **Quarter page ad** on our National Gathering of Elders Web Site and your logo in our program
- ❖ **Company's logo included on all event media materials** indicating your Company or Organization as the Dinner Sponsor Partner for the National Gathering of Elders
- ❖ Provide **7,000 of your company gifts and or brochures** to all the National Gathering of Elders participants giveaway bags



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Offer as Media Sponsor **(\$50,000 in-kind)**

As Media Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ Be invited to provide **7,000** of your **Company or Organizations gifts and or brochures** to all the National Gathering of Elders registrants which will be placed in each of the elder delegate giveaway bags by our team of volunteers,
- ❖ Be invited to have your company name on the volunteer t-shirts on the day of the event.
- ❖ To receive **1 event pass** to the National Gathering of Elders
- ❖ To be permitted to invite **2 members of your Company or Organizations executive team** to a **Special VIP Recognition Event** hosted by the National Gathering of Elders in gratitude for your partnership support as Media Sponsor Partner of the Gathering.
- ❖ Be invited to produce and post a **full-page ad** on our National Gathering of Elders Web Site and your logo in our program;
- ❖ Be permitted to use the **National Gathering of Elders logo** as Media Sponsor Partner of the National Elders Gathering effective from the date of receipt of your partnership funds until December 31, 2019 on all your company's letterhead for internal and external correspondence;
- ❖ Have your Company's **logo included on all event media materials** indicating your Company or Organization as the Media Sponsor Partner for the National Gathering of Elders;



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Offer as Lunch Sponsor (\$40,000)

As Lunch Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ Be invited to provide **7,000** of your **Company or Organizations gifts and or brochures** to all the National Gathering of Elders registrants which will be placed in each of the elder delegate giveaway bags by our team of volunteers,
- ❖ To receive **1 all event passes** to the National Gathering of Elders
- ❖ To be permitted to invite **1 member of your Company or Organizations executive team** to a **Special VIP Recognition Event** hosted by the National Gathering of Elders in gratitude for your partnership support as Lunch Sponsor Partner of the Gathering.
- ❖ Be invited to produce and post a **full-page ad** on our National Gathering of Elders Web Site and your logo in our program;
- ❖ Be permitted to use the **National Gathering of Elders logo** as Lunch Sponsor Partner of the National Gathering of Elders effective from the date of receipt of your partnership funds until December 31, 2019 on all your company's letterhead for internal and external correspondence;
- ❖ Have your Company's **logo included on all event media materials** indicating your Company or Organization as the Lunch Sponsor Partner for the National Gathering of Elders;



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Offer as Recognition Banquet Sponsor (\$35,000)

As Recognition Banquet Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ **4 company representatives** for the National Gathering of Elders **Special VIP Recognition Event** in gratitude for your partnership support
- ❖ To receive **2 all event passes** to the National Gathering of Elders
- ❖ **Company's logo included on all event media materials** indicating your Company or Organization as the Banquet Sponsor Partner for the National Gathering of Elders
- ❖ Provide **7,000 of your company gifts and or brochures** to all the National Gathering of Elders participants giveaway bags



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Offer as Diamond Sponsor (\$30,000)

As Diamond Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ **2 company representatives** for the National Gathering of Elders **Special VIP Recognition Event** in gratitude for your partnership support
- ❖ To receive **2 all event passes** to the National Gathering of Elders
- ❖ **Company's logo included on all event media materials** indicating your Company or Organization as the Coordinator Sponsor Partner for the National Gathering of Elders
- ❖ Provide **7,000 of your company gifts and or brochures** to all the National Gathering of Elders participants giveaway bags



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Offer as Platinum Sponsor (\$25,000)

As Platinum Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ **2 company representatives** for the National Gathering of Elders **Special VIP Recognition Event** in gratitude for your partnership support
- ❖ To receive **2 all event passes** to the National Gathering of Elders
- ❖ **Company's logo included on all event media materials** indicating your Company or Organization as the Diamond Sponsor Partner for the National Gathering of Elders
- ❖ Provide **7,000 of your company gifts and or brochures** to all the National Gathering of Elders participants giveaway bags



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Offer as Gold Sponsor (\$15,000)

As Gold Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ Be invited to provide **7,000** of your **Company or Organizations gifts and or brochures** to all the National Gathering of Elders registrants which will be placed in each of the elder delegate giveaway bags by our team of volunteers,
- ❖ To receive **2 all event passes** to the National Gathering of Elders
- ❖ To be permitted to invite **2 members of your Company or Organizations executive team** to a **Special VIP Recognition Event** hosted by the National Gathering of Elders in gratitude for your partnership support as Platinum Sponsor Partner of the Gathering.
- ❖ Be invited to produce and post a **full-page ad** on our National Gathering of Elders Web Site and your logo in our program;
- ❖ Be permitted to use the **National Gathering of Elders logo** as Platinum Sponsor Partner of the National Gathering of Elders effective from the date of receipt of your partnership funds until December 31, 2019 on all your company's letterhead for internal and external correspondence;
- ❖ Have your Company's **logo included on all event media materials** indicating your Company or Organization as the Platinum Sponsor Partner for the National Gathering of Elders;



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Offer as Silver Sponsor (\$10,000)

As Silver Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ **2 company representatives** for the National Gathering of Elders **Special VIP Recognition Event** in gratitude for your partnership support
- ❖ To receive **1 all event pass** to the National Gathering of Elders
- ❖ **Company's logo included on all event media materials** indicating your Company or Organization as the Gold Sponsor Partner for the National Gathering of Elders
- ❖ Provide **7,000 of your company gifts and or brochures** to all the National Gathering of Elders participants giveaway bags



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Offer as Community Sponsor (\$5,000)

As Community Sponsor of the 2019 National Gathering of Elders your Company or Organization will:

- ❖ **1 company representatives** for the National Gathering of Elders **Special VIP Recognition Event** in gratitude for your partnership support
- ❖ **Company's logo included on all event media materials** indicating your Company or Organization as the Silver Sponsor Partner for the National Gathering of Elders
- ❖ Provide **7,000 of your company gifts and or brochures** to all the National Gathering of Elders participants giveaway bags



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SPONSOR AGREEMENT

Event Name: **National Gathering of Elders**
Event Date: September 9th to 13th, 2019
Event Location: RBC Convention Centre

National Gathering of Elders agrees to deliver all benefits as stated in the package. This agreement is to confirm your commitment as a Sponsor / Partner.

Company Name: _____

Company Representative: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Sponsorship Level:

- ❖ Co-Presenting Sponsor \$ 400,000+
- ❖ Co-Supporting Sponsor \$ 100,000
- ❖ Dinner Sponsor \$ 60,000
- ❖ Media Sponsor \$ 50,000
- ❖ Lunch Sponsor \$ 40,000
- ❖ Recognition Banquet Sponsor \$ 35,000
- ❖ Diamond Sponsor \$ 30,000
- ❖ Platinum Level Sponsor \$ 25,000
- ❖ Gold Level Sponsor \$ 15,000
- ❖ Silver Level Sponsor \$ 10,000
- ❖ Community Level Sponsor \$ 5,000

Dated this ____ day of _____, 2019

Authorized Signature: _____

Please complete this form and return it to:

Attention: Crystal Bernard, Event Sponsorship Consultant
Email: registration@ngekanata.com or Phone: 587.488.2010



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Please make payments payable to the:

NATIONAL GATHERING OF ELDERS
P.O. Box 67383, 18370 Lessard Rd., Edmonton, Alberta, T6M 2N0
Phone: 587.488.2010 Fax: 587.488.2070

COMPANY CONTACT:

Company Name: _____

Name: _____ Title: _____

Address: _____

Phone: _____ Email: _____

IDENTIFY COMPANY REPRESENTATIVE(S) TO BE ACKNOWLEDGED AT THE EVENT:

1.) Name: _____

Title: _____

Phone: _____ Fax: _____

E-Mail: _____

2.) Name: _____

Title: _____

Phone: _____ Fax: _____

E-Mail: _____

Your corporate logo will be used in the event advertisements as well as any promotional materials relating to the event. Our event sponsorship consultant will be in contact with you to obtain an electronic copy of your logo in the format that is required.

A Prize to be drawn at this event: No Yes

Description: _____

PLEASE NOTE: Sponsorship payments must be received by August 15th, 2019