

ATHABASCA



TRIBAL COUNCIL

CULTURAL FESTIVAL

2024



PARTNERSHIP OPPORTUNITIES

SEPTEMBER 12-15, 2024

FORT MCMURRAY WOOD BUFFALO, TREATY 8



WECÎTOYAHKI KAKASKÎTANANO ELTS'RAIDI

OUR PARTNERS MAKE THIS POSSIBLE

This Festival is created by a community of people, businesses, and organizations partnering with a passion for celebrating the Indigenous cultures of the Cree, Dene, and Métis people of Treaty 8 and the Wood Buffalo Region.

Recognizing the partners that make this Festival successful is crucial to building a community that is vibrant and committed to reconciliation. We call you partners because it is more than money that creates this Festival. Corporate volunteers, gift-in-kind donations, and service discounts add value to the Festival. ATC is committed to recognizing that value in a partnership package that aligns with your business goals.

PARTNERSHIP	NAMED PACKAGE	DESCRIPTION
THUNDERBIRD PARTNERSHIP 1 opportunity \$75,000	PRESENTING PARTNER	Align your business with one of the largest festivals in our region. As a presenting partner, your brand will be recognized and associated with every element of the Festival, showcasing your commitment to the community and Indigenous culture. SOLD
EAGLE PARTNERSHIP 1 opportunity \$50,000	CULTURAL HONORIA	Through the Cultural Honoria sponsorship, businesses and organizations not only demonstrate their dedication to diversity and inclusion but also contribute to the empowerment and upliftment of Indigenous communities. SOLD
BUFFALO PARTNERSHIPS 3 opportunities \$40,000	MAINSTAGE	Central to the festival, the mainstage performances feature up and coming artists, local performers, local talent, and headlining acts of various genres. SOLD
	TRADITIONAL VILLAGE	The central activity area: visitors get to experience the unique traditions of the Cree and Dene people from ATC's five First Nations members. Community members demonstrate practices in culture, food, and share knowledge of the land.
	WORKSHOP PROGRAM	The heart of cultural revitalization is skill sharing and exploring traditional skills and art forms into modern life. This program boasts over 70 Workshops emphasizing mentorship and artistic expression that celebrates Indigenous culture.
BEAR PARTNERSHIPS 3 opportunities \$30,000	EDUCATION PROGRAM	This program works with all school boards in the Wood Buffalo region to bring over 700 students to the Festival to have engaging cultural experiences with local Elders, Knowledge Keepers and artists.
	ELDERS PROGRAM	Elder experiences, knowledge, and contributions to the community are greatly respected in Cree, Dene, and Métis cultures. This program welcomes, celebrates, and honours all Elder-Festival-goers. A gathering tent is dedicated to the hospitality and comfort of the Elders at the Festival with activities, games, comfortable seating, and meal service. SOLD
	HAND GAMES TOURNAMENT	Each year, this traditional sport grows in the participation of old and young players and draws more and more spectators who cheer on their favourite teams. The Hand Games Tournament has become a central element for any Festival-goer to experience.



PARTNERSHIP	NAMED PACKAGE	DESCRIPTION
WOLF PARTNERSHIPS 4 opportunities \$20,000	ACCOMMODATIONS	The Festival brings together Indigenous artists, performers, entertainers, and the Elders from the rural and remote communities of the region. Accommodations are essential to support all areas of the Festival.
	CULTURAL WELLNESS	The Festival has dedicated areas for people to connect with culture and heal through ceremonies, the sacred fire, healing tipis and trappers tents where Elders and wellness supports are offered to anyone who wishes to have a deeper connection on their healing journey or just a quiet space to reflect.
	FASHION SHOW	The Fashion Show celebrates traditional and modern Indigenous apparel, a highlight of an evening for all Festival-goers. Showcasing the incredible craftsmanship of items from local artists and creators in the Festival's Gift Shop. All are modelled on the Mainstage by local Indigenous community members of all ages.
	GATHERING TENT	This tent is the main gathering space on Festival Grounds. It is a space where families, friends, and community members can gather and enjoy the a meal or a feast together.
MOOSE PARTNERSHIPS 6 opportunities \$15,000	GIFT SHOP & GALLERY	The Gallery and Gift Shop is an incredible, multi-disciplinary display of the finest Indigenous arts and crafts in our region and from visiting artists. All festival-goers stop here if there is an incredible piece of artwork, jewellery, clothing or memento they would like to purchase at the Festival created by local Indigenous artisans.
	HOTEL SHUTTLE	With community members from all areas of the Wood Buffalo and visitors from all of Canada staying in Fort McMurray, a shuttle from all area hotels to the Festival grounds is an essential service that add convenience to the Festival experience.
	PARK & RIDE	A park & ride service from designated areas of Fort McMurray will make accessing the Festival grounds easy for all residents of the urban area.
	RURAL TRANSPORTATION	The Indigenous Communities of the Wood Buffalo region are rural and remote. Air travel and daily bus transportation to the Festival provide community members with access to Festival that might otherwise be difficult for them to attend.
	VOLUNTEER PROGRAM	Volunteers are need for every aspect of the Festival and your support will ensure our volunteers feel valued for their time and effort in supporting the community. Each volunteer gets a t-shirt and there is a hospitality tent set up for breaks and refreshments.
	YOUTH PROGRAM	This inspiring program brings unique artists, performers, athletes, and motivational speakers to engage and empower youth never to doubt their abilities and keep pushing the boundaries of their success.



PARTNERSHIP	NAMED PACKAGE	DESCRIPTION
CARIBOU PARTNERSHIPS 9 opportunities \$10,000	OPENING CEREMONIES	The Festival is started in a good way with the Opening Ceremonies, prayers from Elders, honour songs from Drummers, and a Grand Entry of Chiefs and Dignitaries, all welcoming festival-goers and celebrating Indigenous culture.
	CLOSING CEREMONIES	Bringing another successful Festival to a close is a celebration involving everyone on the Festival grounds. Elders provide prayers and ceremonies to close the Festival. The Chief and Dignitaries speak about what the success of the Festival means to them and the communities they serve. And, of course, winners are drawn for the Grand Prize!
	COMMUNITY LUNCH 3-opportunities: Friday Saturday Sunday	Traditional meals are served daily at the Traditional Village by community members of the five ATC First Nations. Festival-goers are welcome to try a sample or two from each Nation and experience the culinary variety found when living on the land in the Wood Buffalo region.
	COMMUNITY FEAST 2-opportunities: Friday Saturday	Sharing a meal as a community is a central part of Indigenous culture. It brings people and communities together. The Community Feast will welcome all festival-goers and community members to enjoy a meal together and laugh and share their experiences with each other.
	FIRST AID	The first-aid tent is essential to the care and wellbeing of all who attend the Festival. Having on-site medical support covers everything from scrapes and cuts to wasp bites and the first response to medical issues.
	SECURITY	Our top priority is everyone's wellbeing at the Festival. Having a support team of security guards who are culturally aware, trained to de-escalate situations and can respond appropriately in an emergency is essential to the atmosphere created at the Festival.
ELK PARTNERSHIPS 5 opportunities \$5,000	BABY & TODDLER PROGRAM	It offers parents a place to rest, change diapers, and a more private and quiet space to feed babies. Parents can also chat with Indigenous birth and traditional parenting Knowledge Holders about parenting techniques and engaging activities for babies & toddlers.
	BANNOCK & TEA 1 of 4 opportunities Available: Thursday Friday Saturday Sunday	Bannock and tea are essential combinations in Indigenous culture and are staples of the Festival. Daily deliveries of supplies to make the bannock for festival-goers and Elders and having hot tea available are integral parts of the hospitality the Festival provides to all.
BEAVER PARTNERSHIPS ∞ opportunities \$3,000	GOLF CART 10-opportunities CUSTOMIZED ∞	Golf carts bring Elders and Festival-goers from the parking lots to the Festival grounds. The golf carts are essential for transporting supplies and Team members around the site. Each golf cart will be branded with the partner who supports that golf cart for the duration of the Festival.
MUSKRAT PARTNERSHIPS ∞ opportunities \$1,000	CUSTOMIZED ∞	Support the ATC Cultural Festival in a way that makes sense for your business and be recognized for it with customized partnership recognition.

MULTI-YEAR COMMITMENT OPPORTUNITIES

We are now offering limited multi-year commitments to ensure secured brand recognition benefits. Show your support for the ATC Cultural Festival by committing to a 2 or 3 year partnership.

GIFT-IN-KIND PARTNERSHIP OPPORTUNITIES

It requires donations of all kinds to execute this festival. From labour crews, to zoombooms, golf carts, side-by-sides, delivery trucks and more. We look forward to working with you to customize the support you and your business can provide to the Festival. Donations will be assessed at market value and placed in the appropriate partnership recognition level.

PARTNERSHIP BENEFITS

DESCRIPTION	THUNDER BIRD \$75,000	EAGLE \$50,000	BUFFALO \$40,000	BEAR \$30,000	WOLF \$20,000	MOOSE \$15,000	CARIBOU \$10,000	ELK \$5,000	BEAVER \$3,000	MUSKRAT \$1,000
LOGO / NAME PLACEMENT										
LOCK-UP WITH FESTIVAL LOGO	*									
POSTER, FLYERS, & PRINT ADS	*									
OPTION FOR COMMEMORATIVE FESTIVAL PROMO PRODUCT	*	*								
SOCIAL MEDIA <u>ADS</u> AS APPROPRIATE	ALL	*	*							
DIRECT EMAIL CAMPAIGN HIGHLIGHTING PARTNERSHIP	*	*	*	*						
SOCIAL MEDIA AS APPROPRIATE	*	*	*	*	*	*	*	*	*	*
PROUD PARTNER POSTER TO DISPLAY AT YOUR BUSINESS	*	*	*	*	*	*	*	*	*	*
WEBSITE	*	*	*	*	*	*	*	*	*	*
ON-SITE SIGNAGE & RECOGNITION										
OPTION TO HAVE INFO/PROMOTIONAL TENT AT FESTIVAL	*	*	*	*						
AD IN FESTIVAL PROGRAM	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	1/3 PAGE	1/3 PAGE	1/3 PAGE		
SIGNAGE AS APPROPRIATE	*	*	*	*	*	*	*	*	*	
LOGO PLACEMENT IN PROGRAM	*	*	*	*	*	*	*	*	*	*
THANK YOU SIGNAGE	*	*	*	*	*	*	*	*	*	*
UNIQUE CULTURAL EXPERIENCE										
OPENING DAY PIPE CEREMONY	2 spots	2 spots								
PARTICIPATION IN OPENING CEREMONIES ON FRIDAY	*	*	*							
WORKSHOP PARTICIPATION SPACES <small>(partner workshop not listed on public schedule)</small>	8	8	6	4	4	2	2	1		
VERBAL RECOGNITION										
RADIO ADVERTISEMENTS	*									
MEDIA INTERVIEWS	*	*	*							
2 MINUTE SPEECH OPPORTUNITY	*	*	*							
AUTHORIZED USE OF FESTIVAL LOGO <small>(proof must be provided to ATC before use)</small>	*	*	*	*						
ACTIVATE PARTNERSHIP WITH NEGOTIATED PROMO OPPORTUNITIES	*	*	*	*	*					
SHOUT-OUTS FROM THE MAINSTAGE	*	*	*	*	*	*	*	*	*	
FIRST RIGHT OF REFUSAL ON 2025 ATC CULTURAL FESTIVAL	*	*	*	*						





PARTNERSHIP FORM

@AthabascaTribalCouncil.ATC

WWW.ATCCULTURALFESTIVAL.CA

@atc_athabascatribalcouncil

Select the package that works best for your company.

THUNDERBIRD \$75,000	PRESENTING PARTNER	SOLD
EAGLE \$50,000	CULTURAL HONORIA	SOLD
BUFFALO \$40,000	MAINSTAGE	SOLD
	TRADITIONAL VILLAGE	
	WORKSHOP PROGRAM	
BEAR \$30,000	EDUCATION PROGRAM	
	ELDERS PROGRAM	SOLD
	HAND GAMES TOURNAMENT	
WOLF \$20,000	ACCOMMODATIONS	
	CULTURAL WELLNESS	
	FASHION SHOW	
	GATHERING TENT	
MOOSE \$15,000	GIFT SHOP & GALLERY	SOLD
	HOTEL SHUTTLE	SOLD
	PARK & RIDE	
	RURAL TRANSPORTATION	
	YOUTH PROGRAM	SOLD

CARIBOU \$10,000	OPENING CEREMONIES	
	CLOSING CEREMONIES	
	COMMUNITY LUNCH Friday	
	COMMUNITY FEAST Friday	
	COMMUNITY LUNCH Saturday	
	COMMUNITY FEAST Saturday	
	COMMUNITY LUNCH Sunday	
	FIRST AID	
	SECURITY	
ELK \$5,000	BABY & TODDLER PROGRAM	SOLD
	BANNOCK & TEA (1 of 4 Available)	
BEAVER \$3,000	GOLF CART (10)	
MUSKRAT \$1,000	CUSTOMIZED	
GIFT IN KIND	Describe the donations you can make and the market value.	

Company Name:	Representative Name:
Accounts Payable Email:	Email:
Phone:	Representative Signature:
Mailing Address (necessary for invoicing)	
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For more information or to reserve your place as a sponsor please contact

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