



INVITATION TO SUPPORT – ORGANIZATIONAL SPONSORS

Oki ('Greetings' in Blackfoot),

It is with excitement we write to you about the opportunity to become a sponsor for the second-annual ***Honouring Traditions and Reconciliation Pow Wow + Artisan Expo*** taking place from **September 28 - 29, 2024** at the Agri-Food Hub and Trade Centre, Lethbridge, Alberta. This timely initiative is held in advance of National Day for Truth and Reconciliation and Orange Shirt Day on September 30.

Pow Wow plays an important role in bringing together non-Indigenous folks and Indigenous Peoples in a safe, fun, culturally relevant forum. Intended for those new on their journey of Reconciliation, this free public family-friendly event will see an increase of attendees, artisans, spectators, and community members with a conservative goal of over 2,000 visitors and an online reach of 5,000. We invite you to take advantage of our educational opportunities as well as our sponsorship benefits packages to support your Reconciliation goals through meaningful support and trust-based giving.

Our sponsors are warmly welcomed as partners to participate in ways that make sense. You will see the reciprocity of your financial gift come full circle as we include your organization in announcements, media, advertisements, and mentions throughout the event. We've added many new multi-purpose initiatives and benefits for sponsors, including executive leadership involvement and training, and trade-show-type tables for your community engagement purposes, and an opportunity to share sentiments to Indigenous community members during the Grand Entry to support your Reconciliation Commitments. Organizations are invited to explore the packages that align with your Environment, Social and Corporate Governance (ESG), employee engagement, sustainability, and Reconciliation Action Plan pillars.

We are committed to offering an inclusive platform to foster understanding, respect, appreciation, and cultural diversity among Nations. Together, we aim to advance Reconciliation through community-led initiatives that foster trusted relationships in meaningful ways.

Please feel free to reach me directly by phone or email and I look forward to following up with you in the next few weeks to discuss this opportunity further.

Sincerely,

Honouring Traditions Reconciliation Powwow & Artisan Market

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RECIPROCAL RELATIONS – THE GIFTS WE SHARE

Sponsor Benefit Highlights

We are committed to supporting a positive and engaging experience for attendees, participants, sponsors, and community members through a low-barrier and openly accessible invitation to celebrate rich and diverse cultures.

Please review the following opportunities to support and recognize your contributions to this exciting event.

- Sponsors will be included in rolling announcements, media coverage and communications mediums shared across ‘Pow Wow Country’ (a common term used in communities to describe the connection and reach to Indigenous Peoples).
- Meet your organization’s commitments for Indigenous community relationship development, investment, and cultural sustainability funding pillars for ESG and Reconciliation Action Plan reporting.
 - ***NEW*** Each sponsor will receive a Gratitude Letter after the Pow Wow with a summary of opportunities achieved during this collaborative event including attendance, reach, impact, and insights. All sponsors will receive written permission to publish this information for your internal and external organizational reporting and communication needs.
- Develop relationships with local Indigenous artisans, vendors, and entrepreneurs to progress your Indigenous procurement spending goals throughout the fiscal year.
- Engage in community-led cultural events to support fun and engaging educational and volunteer opportunities available for your employees.
 - ***NEW*** All sponsors will receive a special invitation to a live recorded virtual learning session called *Powwow 101*. This workshop is catered to non-Indigenous first-time Powwow visitors and is meant to support your staff, leaders, volunteers and guest attendees to increase their comfort and positive experience during their visits.
- Involve and support your organization’s leadership with in-community experiences to support the momentum of Reconciliation Action Plans and leadership commitments.
 - ***NEW*** A special opportunity is reserved for your organization’s leadership to join the grand entry and share a public statement of community support with the audience directly following the Grand Entry for the top two tiers of sponsorship levels.
- Create, develop, and maintain trusted and respectful relationships with Indigenous Peoples, youth and organizations through this impactful event.
 - ***NEW*** Sponsors can add a booth to their package to directly engage with community members, participants, and attendees for their corporate initiatives such as recruitment, engagement, surveys, etc.



- ***NEW*** The Society and Pow Wow Planning Committee are available to support sponsors and discuss best practices and minimum standards of equity, inclusion, and respect for Indigenous Peoples. Sponsors will receive pro-bono coaching from an Indigenous scholar and communications practitioner on avoiding tokenism, extractive engagement, and 'othering' throughout the sponsorship process.

SPONSORSHIP PACKAGES

Our sponsorship packages embrace Reconciliatory principles of Respect, Relevance, Reciprocity and Responsibility—key tenets of building meaningful and trusted relationships with Indigenous Peoples and communities. We recognize our responsibility to be good hosts to our sponsorship partners and support a positive experience for all our Relations.

As credible champions versed in organizational change management, education, and community engagement, we'll ensure we walk alongside your organization as it plans for and attends the Pow Wow.

RECONCILIATION PACKAGE

Investment range \$20K+

A limited number of Reconciliation Sponsorship Packages will be accepted and include all reciprocal gifts below:

- A Leadership Tour from a member of the Pow Wow committee upon arrival and an event guide to ensure smooth participation of your company's VIPs.
- As a special honour, your organization's leadership representative will be invited to walk in the Grand Entry among special delegates, Elders, Flag Carriers, the Pow Wow Committee and dancers.
- An organizational representative is invited to share a special message at the beginning of the event. This opportunity is reserved for this level of sponsorship in honour of their contributions and monetary generosity.
- Photo and recording opportunities with the Pow Wow Planning Committee and receive support to share on your social media channels.
- Event volunteer positions will be prioritized for your organization and your logo will be included on all volunteer shirts.
- Set up a complimentary trade show booth/table and have access to pro-bono coaching to ensure your community engagement plan for the event is equitable and inclusive from a subject matter expert in Indigenous Community Engagement.
- The organization will be recognized throughout the event by the emcee.
- Your logo will be included in media, the advertisement poster, and the event program.



RECIPROCITY PACKAGE

Investment range \$10K - \$19K

Perfect for organizations who value education and want to bring attention to traditional Indigenous ways of being, doing and learning through song and drum, this sponsorship opportunity provides an opportunity to honour those who have devoted their lives to learning their culture, language songs that energize and move through the cloud.

- Organizational representatives will be invited to meet the singers and drummers with a photo opportunity and support for social media posting will be included in this Sponsorship Package.
- As a special honour, your organization's leadership representative will be invited to walk in the Grand Entry among special delegates, Elders, Flag Carriers, the Pow Wow Committee and dancers.
- Set up a complimentary trade show booth/table and have access to pro-bono coaching to ensure your community engagement plan for the event is equitable and inclusive from a subject matter expert in Indigenous Community Engagement.
- The organization will be recognized throughout the event by the emcee.
- Your logo will be included in media, the advertisement poster, and the event program.

REVERENCE PACKAGE

Investment range \$2,750-\$5K

Support the generations as a key sponsor for competitive categories including youth categories and this year's newest competitive category, Golden Age (Senior citizen dancers). We anticipate an increase in attendance by adding the Golden Age category and an opportunity to be recognized during this special event. You can sponsor multiple categories to increase your engagement with the audience.

- Sponsors will have a photo opportunity with the winners of these categories and share the good news on their social media channels. Key message and inclusive content development coaching are available.
- Set up a complimentary trade show booth/table and have access to pro-bono coaching to ensure your community engagement plan for the event is equitable and inclusive from a subject matter expert in Indigenous Community Engagement.
- The organization will be recognized throughout the event by the emcee.
- Your logo will be included in media, the advertisement poster, and the event program.

ALLYSHIP PACKAGE

Investment range \$1K-\$2.5K

- Your name will be included in media and the program.



***INDIGENOUS COMMUNITY PARTNER**

Investment range \$500+

*This sponsorship package is reserved for Indigenous-serving organizations, families, and communities. Sponsors have the choice to contribute to theme-based Specials (dance categories funded for specific reasons), dance categories, or customize their own!

Past Specials have included Tiny Tots Special (5 years and under) Disability Specials (non-competitive Pow Wow dancers receive an honorarium for participation), Memorial Specials to honour a Loved One.

- Your logo will be included in media and the program.
- The organization will be highlighted during the category of sponsorship.
- Any financial contributions or donations for the giveaway are greatly appreciated.

Any merchandise partners, folks interested in volunteering and Indigenous artisans are welcome to contact us to discuss opportunities.

About Honouring Traditions & Reconciliation

The Honouring Traditions and Reconciliation Pow Wow + Artisan Expo is held annually on the weekend of National Day for Truth and Reconciliation on the Traditional Territory of the *Niitsitapi* (Blackfoot-speaking 'real people'), *Siksikaitsitapi* (Blackfoot Confederacy). What many now call this place Lethbridge, Alberta, is also known as being within Treaty #7 and to the Metis Nation of Alberta as Foothills Metis District 1 – Battle River Territory.

Honouring Traditions and Reconciliation Society is grassroots, action-based organization that works to bridge gaps in Reconciliation. Participants from any background and experience are welcome to participate in customized educational experiences to promote cultural awareness, appreciation and respect for Indigenous Peoples' histories, contributions, and perspectives. Topics include Indigenous perspectives on land use, how to be an ally, and traditional dance through community-led and collaborative engagement with local Nations and Elders, Language speakers and Knowledge Holders.

Find out more at www.htrsociety.org