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

Rupert Meneen, Chief of Tallcree Tribal Government and Grand Chief of Treaty 8 First Nations of Alberta and Craig Makinaw, Alberta Regional Chief of Assembly of First Nations in partnership with Treaty 6, Treaty 7, and Treaty 8 leadership, North Peace Tribal Council, and Metis people of Alberta have a vision 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 11-14, 2017
Northlands Edmonton Expo Center
Northlands Edmonton Expo Center 7515 118 Ave NW
Edmonton, AB T5B 4X5

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 Alberta Nations, Metis and Inuit people including the support from our sponsor partners will the Elders gathering be as successful as it should be.

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 3000 – 4000 Elders from all 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 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 25% 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.

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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 honour 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 though 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 if 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.

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

Rupert Meneen
Chief of Tallcree Tribal Government
Grand Chief of Treaty 8 First Nations of Alberta
Chair, National Gathering of Elders

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National Gathering of Elders and the Importance of our Partners

Rupert Meneen, Chief of Tallcree Tribal Government and Grand Chief of Treaty 8 First Nations of Alberta and Craig Makinaw, Alberta Regional Chief of Assembly of First Nations in partnership with Treaty 6, Treaty 7, and Treaty 8 leadership, North Peace Tribal Council, and Metis people of Alberta have a vision 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.

The National Gathering of Elders will bring many thousands of smiling faces, beaming with excitement together from every region of our country. The importance to our Elders of community and coming together to heal from the past and to share knowledge to benefit future generations cannot be overstated.

The National Gathering of Elders will be held September 11-14, 2017 at the Edmonton Expo Centre Northlands, 7515-118 Ave NW, Edmonton, AB T5B 4X5.

Elders and community leaders from across the land will attend to listen to the stories, learn about the medicines, traditional ways and so much more from the elders the gathering.

Invitation to become a Sponsor Partner 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.

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National Gathering of Elders Sponsor Partnership Levels

- Co-Presenting Sponsor Partners - $150,000+
- Co-Supporting Sponsor Partners $100,000
- Dinner Sponsor Partners $60,000
- Media Sponsor Partner $50,000
- Lunch Sponsor Partners $40,000
- Recognition Banquet Sponsor Partners $35,000
- Coordinators Host Sponsor Partner $50,000
- Diamond Level Sponsor Partner $25,000
- Platinum Level Sponsor Partner $15,000
- Gold Level Sponsor Partner $10,000
- Silver Level Sponsor Partner $5,000
- Community Level Sponsor Partner $1,000 - $4,999

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Sponsor Partners entitlements dependent on the Sponsorship level

- Be invited to provide 5,000 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 Partner ($150,000+)

As Co-Presenting Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000 giveaway bags** to all the National Gathering of Elders registrants who will be attending the gathering with your Company or Organizations logo and the Gathering logo embroidered on the outside of the cloth bag.

*be invited to have your company name on the volunteer t-shirts on the day of the event.

*be invited to have your company banner put up on an entryway.

*be invited to a National Gathering of Elders **Advisory Committee and Executive Team meeting**, at a time and location yet to be determined, hosted by our core committee, including a photo shoot and private meeting opportunity with the corporate executive for your Company or Organizations that may be used for your internal and external marketing use,

*to receive **6 all event passes** to the National Gathering of Elders

*to be permitted to invite **6 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 Co-Presenting 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 Co-Presenting Sponsor Partner of the National Gathering of Elders effective from the date of receipt of your partnership funds until December 31, 2017 on all your company's letterhead for internal and external correspondence;

*be invited to have **your Company or Organizations 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, 2017;

*have your Company's **logo included on all event media materials** indicating your Company or Organization as the Co-Presenting Sponsor Partner for the National Gathering of Elders.

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Offer as Co-Supporting Sponsor Partner ($100,000)

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

*be invited to provide **5,000** 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.

*be invited to have your company banner put up on an entryway.

*be invited to a National Gathering of Elders **Adivosry Committee and Executive Team meeting**, at a time and location yet to be determined, hosted by our core committee, including a photo shoot and private meeting opportunity with the corporate executive for your Company or Organizations that may be used for your internal and external marketing use,

*to receive **4 all event passes** to the National Gathering of Elders

*to be permitted to invite **4 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 Co-Supporting 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 Co-Supporting Sponsor Partner of the Canada 150 National Elders Gathering effective from the date of receipt of your partnership funds until December 31, 2017 on all your company's letterhead for internal and external correspondence;

*be invited to have **your Company or Organizations 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, 2017;

*have your 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;

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Offer as Dinner Sponsor Partner ($60,000)

As Co-Dinner Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000** 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 **4 all event passes** to the National Gathering of Elders

*to be permitted to invite **4 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 Canada 150 National Elders Gathering effective from the date of receipt of your partnership funds until December 31, 2017 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 Media Sponsor Partner

($50,000 in-kind)

As Media Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000** 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 **4 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 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 Canada 150 National Elders Gathering effective from the date of receipt of your partnership funds until December 31, 2017 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 Partner ($40,000)

As Lunch Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000** 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 **4 all event passes** to the National Gathering of Elders

*to be permitted to invite **4 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 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, 2017 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 Partner ($35,000)

As Recognition Banquet Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000** 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 **4 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 Recognition Banquet 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 Breakfast Sponsor Partner of the National Gathering of Elders effective from the date of receipt of your partnership funds until December 31, 2017 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 Recognition Banquet Sponsor Partner for the National Gathering of Elders;

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Offer as Coordinator Sponsor Partner ($50,000)

As Coordinator Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000** 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 **2 all event passes** to the National Gathering of Elders

*to be permitted to invite **4 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 Coordinator 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 Coordinator Sponsor Partner of the National Gathering of Elders effective from the date of receipt of your partnership funds until December 31, 2017 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 Coordinator Sponsor Partner for the National Gathering of Elders;

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Offer as Diamond Sponsor Partner ($25,000)

As Diamond Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000** 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 **4 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 Dinner 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 Diamond Sponsor Partner of the National Gathering of Elders effective from the date of receipt of your partnership funds until December 31, 2017 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 Diamond Sponsor Partner for the National Gathering of Elders;

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Offer as Platinum Sponsor Partner ($15,000)

As Platinum Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000** 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, 2017 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 Gold Sponsor Partner ($10,000)

As Gold Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000** 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 Gold 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 Gold Sponsor Partner of the National Gathering of Elders effective from the date of receipt of your partnership funds until December 31, 2017 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 Gold Sponsor Partner for the National Gathering of Elders;

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Offer as Silver Sponsor Partner ($5,000)

As Silver Sponsor Partner of the 2017 National Gathering of Elders your Company or Organization will:

*be invited to provide **5,000** 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 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 Silver 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 Elders Gathering logo** as Silver Sponsor Partner of the National Gathering of Elders effective from the date of receipt of your partnership funds until December 31, 2017 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 Silver Sponsor Partner for the National Gathering of Elders

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Offer as Community Sponsor Partner ($1,000 – 4,999)

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

*be invited to provide **5,000** 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,

*have your Company's **logo included on all the program materials** indicating your Company or Organization as the Community Sponsor Partner for the National Gathering of Elders;