

# SPONSORSHIP PACKAGE



**April 20 & 21, 2024**  
Regina, SK





## *Spring Celebration Powwow*

*Our University powwow is a celebration and an opportunity to share our First Nations culture with the rest of the world. It is also a celebration of Spring to recognize this renewal time of year. We are thankful for having seen another Winter pass and look forward to the rebirth of Mother Earth.*

*The First Nations University of Canada Powwow is one of Saskatchewan's most significant and longest-running celebrations. Our students began this celebration more than 45 years ago and still play an essential leadership role in hosting the event.*

*Everyone is welcome to this come-and-go weekend event. We welcome families and visitors, Indigenous and Non-Indigenous, of all ages. The powwow is full of exciting and colourful dances with phenomenal songs sung by drum groups throughout the day, beginning with our Grand Entry at noon on Saturday and Sunday and closing with a "retiring of the flags" protocol. We have several dance specials this year, including tiny-tot initiations and adult dance competitions.*





***Cherish Jean-  
Baptiste***

2024 Interim Chair

First Nations  
University of Canada  
Spring Celebration  
Powwow

# *Message from the Interim Chair*

*We are excited and eager to host the 2024 Spring Celebration Powwow on April 20 & 21, 2024, to be held at the Brandt Centre, REAL District, in Regina, Saskatchewan.*

*The Spring Celebration Powwow is the first of the season in Canada and is considered the "kick-off" of the powwow season. It's a celebration of Spring and a sharing of First Nations culture that adds to Saskatchewan's diversity and cultural mosaic and is a significant tourist attraction to the province. Dancers, singers, performers, and visitors from across Canada and the U.S. anticipate our powwow yearly.*

*In 2023, we attracted nearly 8,000 visitors, over 500 registered dancers, hosted 17 drum groups, and more than 85 volunteers!*

*The Spring Celebration Powwow is one of Saskatchewan's largest attended First Nations events, and we invite you all to be a part of it! The success of this powwow would be impossible without our community and corporate sponsors' support. We appreciate the years of help from our long-time Corporate Sponsors and look forward to fostering relationships with new Sponsors.*

*Pinayama, Wopida Tanka and Thank You for your consideration!*

## *Economic Impact*

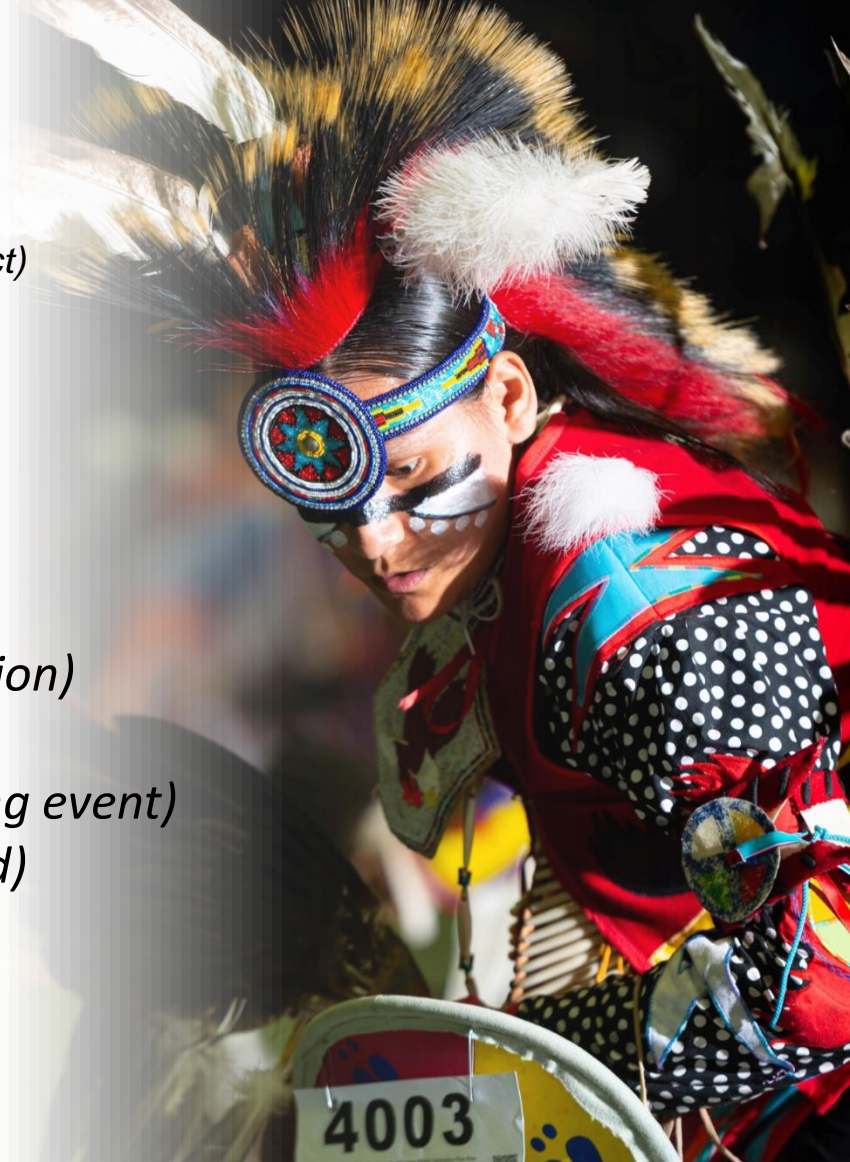
The First Nations University of Canada Spring Celebration Powwow conducted a series of surveys to understand the origin and make-up of visitors to the powwow.

In 2019, based on total wristband sales, approximately 8,159 attendees and dignitaries attended the two-day event. The survey collected information like Postal codes from about half of all attendees through box office sales. With 57% of attendees visiting from outside of Regina, the powwow had the dual effect of drawing an estimated 4,600 visitors from outside the city and serving as a community event for locals.

The survey estimated that the event generated a ***tourism impact of \$1.17 million, which provided direct effects of \$820,000 within the city of Regina and supported the equivalent of 13 full-time jobs.***

## *PhD - Title Sponsor* (Limit 1 Please Contact)

- *Grand Entry Participation and Recognition*
- *Dancer Registration Number (Logo Recognition)*
- *Powwow Poster (Prominent Logo Recognition)*
- *Double-Size Trade Show Booth*
- *50 Weekend Passes*
- *Website Acknowledgement (Prominent Logo Recognition)*
- *Social Media Recognition (20 posts)*
- *Public Announcement of Appreciation (6 per day during event)*
- *Powwow Program (Corporate Message & Full-Page Ad)*
- *Opportunity to Display Corporate Banner*
- *Thank You Ad (Prominent Logo Recognition)*
- *Volunteer Opportunities*
- *Appreciation Banner (Prominent Logo Recognition)*



PhD Sponsorship - \$50,000 +



# *Masters Sponsorship* (limit 2)

- *Grand Entry Participation and Recognition*
- *Powwow Poster (Logo Recognition)*
- *One Trade Show Booth*
- *25 Weekend Passes*
- *Website Acknowledgement (Logo Recognition)*
- *Social Media (15 posts)*
- *Public Announcement of Appreciation (4 per day)*
- *Powwow Program (1/2 Page Ad)*
- *Display Corporate Banner*
- *Thank You Ad (Logo Recognition)*
- *Volunteer Opportunities*
- *Appreciation Banner (Logo Recognition)*



Masters Sponsorship - \$25,000 +

# Bachelor Sponsorship

- *Trade Show Booth*
- *15 Weekend Passes to the Event*
- *Website Acknowledgement (Logo Recognition)*
- *Social Media (8 posts)*
- *Public Announcement of Appreciation (2 per day)*
- *Powwow Program (1/4 Page Ad)*
- *Display Corporate Banner*
- *Thank You Ad (Logo Recognition)*
- *Volunteer Opportunities*
- *Appreciation Banner (Logo Recognition)*



Bachelor Sponsorship - \$15,000+



# Certificate Sponsorship

- *10 Weekend Passes*
- *Website Acknowledgement (Logo Recognition)*
- *Public Announcement of Appreciation (2 per day)*
- *Powwow Program (Logo Recognition)*
- *Thank You Ad (Logo Recognition)*
- *Volunteer Opportunities*
- *Appreciation Banner (Logo Recognition)*



Certificate Sponsorship - \$10,000+



# Dance Contest Sponsorship

- Website Acknowledgement (Logo Recognition)
- Powwow Program (Logo Recognition)
- Thank You Ad (Logo Recognition)
- Volunteer Opportunities
- Appreciation Banner (Logo Recognition)
- Verbal Recognition will be given to category of your choice

- ☐ JR Adult Women's Jingle
- ☐ JR Adult Women's Traditional
- ☐ JR Adult Women's Fancy
- ☐ JR Adult Men's Grass
- ☐ JR Adult Men's Traditional
- ☐ JR Adult Men's Fancy
- ☐ JR Adult Men's Chicken
- ☐ Golden Age Women's 55+ Fancy & Jingle  
Combined and Traditional

- ☐ SR Adult Women's Jingle
- ☐ SR Adult Women's Traditional
- ☐ SR Adult Women's Fancy
- ☐ SR Adult Men's Grass
- ☐ SR Adult Men's Traditional
- ☐ SR Adult Men's Fancy
- ☐ SR Adult Men's Chicken
- ☐ Golden Age Men's 55+ Fancy &  
Grass Combined and Traditional



Dance Contest Sponsorship - \$5,000

# Community Sponsorship

- *Website Acknowledgement (Logo Recognition)*
- *Powwow Program (Logo Recognition)*
- *Thank You Ad (Logo Recognition)*
- *Volunteer Opportunities*
- *Appreciation Banner (Logo Recognition)*



Community Sponsorship - \$2,500



# *Singing Contest Sponsorship*

- *Exclusive Sponsor of the Singing Contest*
- *Logo Recognition on all Singing Contest media promotion*
- *Customized gift to all drum groups in attendance with sponsor logo*
- *Provide water to drum groups throughout weekend*
- *20 Weekend Passes*
- *Tradeshow Booth*
- *Powwow Program (1/2 Page Ad)*
- *Website Acknowledgement (Logo Recognition)*
- *Public Announcement of Appreciation (4 per day)*
- *Thank You Ad (Logo Recognition)*

**Singing Contest Sponsorship - \$15,000**

# Princess Pageant Sponsorship

- *Exclusive Sponsor of Princess Pageant*
- *Seat on Judges Panel*
- *Honour Song Recognition*
- *Logo Recognition on all Princess Pageant Material*
- *10 Weekend Passes*
- *Website Acknowledgement (Logo Recognition)*
- *Public Announcement of Appreciation (2 per day)*
- *Thank You Ad (Logo Recognition)*



Princess Pageant Sponsorship - \$7,500



# *Veteran Sponsorship*

- *Exclusive Sponsor of Veterans Area*
- *Logo Recognition for Veterans Area*
- *10 Weekend Passes*
- *Website Acknowledgement (Logo Recognition)*
- *Public Announcement of Appreciation (2 per day)*
- *Thank You Ad (Logo Recognition)*

*\*Veteran Area will be supplied with coffee, tea, water and other food and amenities. Sponsors can spend time with Veterans in attendance at the powwow.*



## Veteran Sponsorship - \$7,500

# *Elder Sponsorship*

- *Exclusive Sponsor of Elders Area*
- *Logo Recognition for Elders Area*
- *10 Weekend Passes*
- *Website Acknowledgement (Logo Recognition)*
- *Public Announcement of Appreciation (2 per day)*
- *Thank You Ad (Logo Recognition)*

*\*Elder Area will be supplied with coffee, tea, water and other food and amenities. Sponsors can spend time with Elders in attendance at the powwow.*



Elder Sponsorship - \$7,500





For All Sponsorship Inquiries Please Contact:  
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Thank you for your support!