

SPONSORSHIP PACKAGE



**FIRST NATIONS
UNIVERSITY
OF CANADA**
SPRING CELEBRATION POWWOW

April 22 & 23, 2023
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.



Message from the Co-Chairs

The spirit of powwow returned in 2022! After a 2+ year hiatus due to the pandemic, the First Nations University of Canada Spring Celebration Powwow took place on June 4 & 5, 2022.

We are excited and eager to host the 2023 Spring Celebration Powwow on April 22 & 23, 2023, to be held at the Brandt Centre, REAL District, in Regina, SK.

Robyn Morin

Bonnie Rockthunder

2023 Co-Chairs

First Nations
University of Canada
Spring Celebration
Powwow

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 USA anticipate our powwow yearly. In 2022, we encountered several factors which led to a decrease in our celebration numbers. However, we attracted nearly 5,000 visitors, more than 300 registered dancers, 12 drum groups, and more than 100 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.

Thank you,

Economic Impact

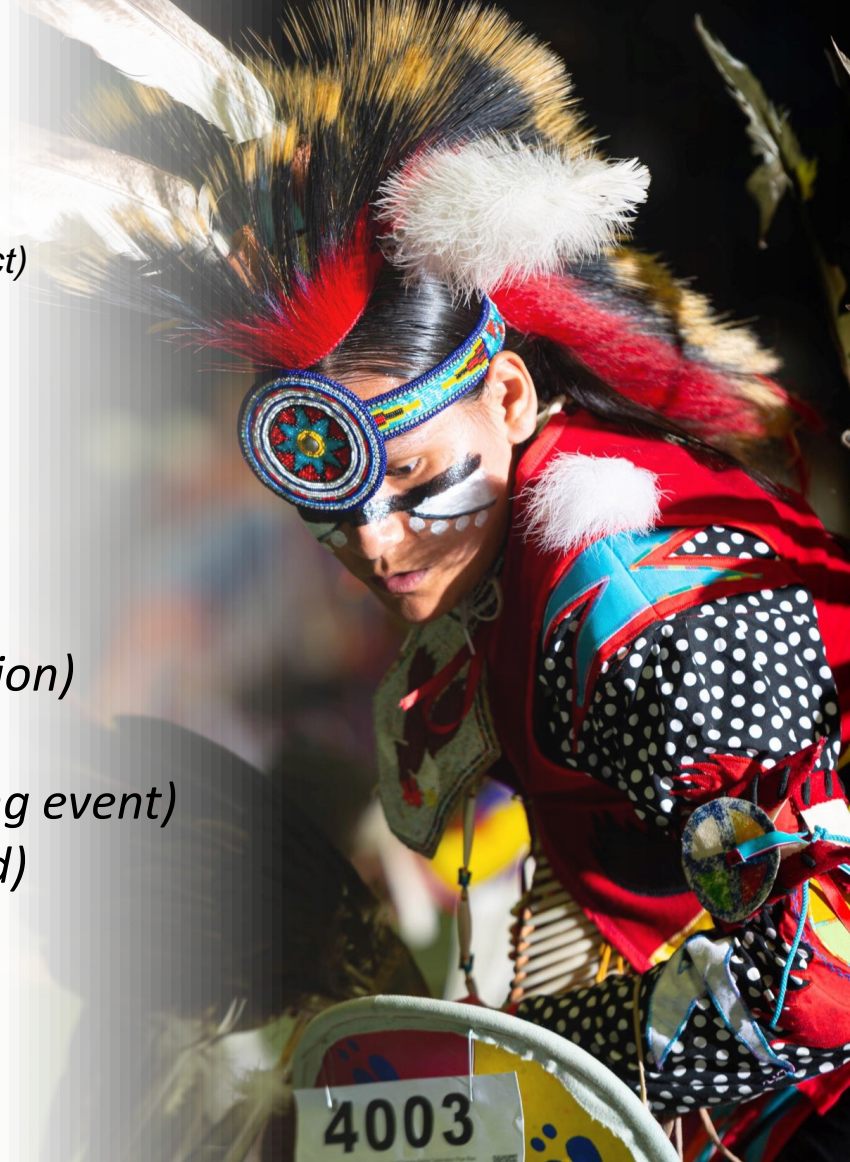
The First Nations University of Canada Spring Celebration Powwow conducted a series of surveys to understand the origin and make-up of visitors to the powwow.

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 Girls Categories
- ☐ Jr Boys Categories
- ☐ Teen Girls Categories
- ☐ Teen Boys Categories
- ☐ Jr Adult Women's Categories
- ☐ Jr Adult Men's Categories

- ☐ Sr Adult Women's Categories
- ☐ Sr Adult Men's Categories
- ☐ Women's Champion Division
Categories 60+
- ☐ Men's Champion Division
Categories 60+



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:
Bonnie Rockthunder or Robyn Morin

springpowwow@fnuniv.ca

www.fnunivpowwow.ca



@fnunivpowwow



@fnuniv_powwow



Thank you for your support!