



2023 SPONSORSHIP PACKAGE

“Keeping the Circle Strong”

Honoring Mother Earth and Water



Oki, Tansi, Danit'ada, Aba-wath-tech, Paarutit, Hello!

The Aboriginal Awareness Week Calgary theme for 2023 is ***“KEEPING THE CIRCLE STRONG – “Honoring Mother Earth and water”*** reflects the pride that our First Nations, Métis and Inuit communities take in their rich heritage, traditions, and cultures through being the caretakers of Mother Earth and water the giver of life.

Our Elders and traditional teachings encourage us to acknowledge our resilience in ***“Keeping the Circle Strong”*** for generations and we will continue to do so for generations to come. This theme expresses how our traditional way of life by honoring Mother Earth and water the givers of life encourage us to live a life that will inspire and produce healthy future generations.

In ***“Keeping the Circle Strong”*** we honor the past, present and future of our communities and continue to walk in the footsteps of our grandfathers and grandmothers. Join us in this celebration.

The overall key messages are:

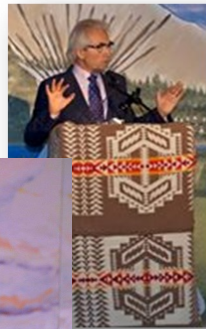
- Empowering the next generation of First Nations, Métis and Inuit peoples to reclaim and instill pride, cultural knowledge and education in our communities by being positive role models
- Moving forward as a nation to reclaim our identity and legacy through language and culture.
- Encouraging our community to walk a path of respect, reconciliation, honor, and courage, with thoughts of generations to come.
- Keeping the circle strong with our traditions, songs, dances and languages

Aboriginal Awareness Week Calgary
AAWC Circle 2023



Vision Statement

By creating opportunities for people to share openly and learn from one another, the possibilities become endless. We will work towards strengthening the community by working together with open hearts and minds.



Mission Statement

To host a variety of events during the week of June 21st that serve to promote pride, understanding and awareness of Aboriginal cultures, traditions, contributions and achievements to Canadian history, business, agriculture, environment, and the arts.



Pre-Launch Event

When: June 18, 2023 (Sunday) @ 1:00pm to 4:00pm

Where: TBD

FREE ADMISSION (limited seating MUST register online)

- Featuring Local Indigenous Talents
- Showcasing Indigenous SONG, MUSIC & DANCE



National Indigenous Family Day & Powwow

When: June 24, 2022 (Saturday) @ 9:00am to 6:00pm

Where: ENMAX Park, Calgary

FREE ADMISSION (open to public)

- Caravan Breakfast
- Traditional Initiation Pow-wow
- Indigenous Arts & Crafts Market
- Children's Corner
- Exhibitions of Inuit and Metis
- Featuring Local Indigenous Talents



Indigenous Handgames Tournament

Tournament (trophies, medals, prizes)

When: June 24, 2022 (Saturday) @ 10:00am to 6:00pm

Where: ENMAX Park, Calgary



Sponsorship Categories & Benefits

Sponsorship Categories & Benefits	Eagle	Bear	Buffalo	Wolf
Sponsorship Investment	\$20,000	\$10,000	\$5000	\$2,500
Media Profile				
Acknowledgement of sponsorship on all media ads	x			
Special acknowledgement of significant contribution to community	X			
Grand Entry at Family Day Powwow Event	X	X		
Acknowledgement of sponsorship on all printed/promotional material	x	x	x	X
Recognition of sponsorship on Website	X	X	X	X
Community & Media Launch Event				
Grand Entry during Media Launch	x	x		
Sponsorship recognition in Media Package	X	X		
Acknowledgement of sponsorship through banner placement at event	X	X	X	X
Ability to provide guests with marketing materials	X	X		
Family Day Powwow Event				
Grand Entry	X			
VIP Parking Spots at event	2	1		
Banner/Tent Placement at Event	X	X	X	X
Logo placement on poster/promotional material	X	X	X	X
Ability to provide company's promotional material to attendees	X	X		
Opportunity to set up display at event	X	X	X	X

SPONSORSHIP AGREEMENT

BETWEEN



AND

Company Name:			
Contact Person:			Title:
Address:			
City/Province:			Postal Code:
Email:			Phone:
Company Website:			Fax:
Sponsorship Level – please select one:			
Eagle \$20,000 <input type="checkbox"/>	Bear \$10,000 <input type="checkbox"/>	Buffalo \$5,000 <input type="checkbox"/>	Wolf \$2,500 <input type="checkbox"/>
Sponsor's Authorized Signature:		Date:	

Please memo "2023 AAWC" and make sponsorship payments payable to AAWC's fiscal agent:
Aboriginal Friendship Centre of Calgary (AFCC)

AAWC c/o AFCC

For AAWC internal use only	
Received (d/m/y):	
By:	

Aboriginal Friendship Centre of Calgary
 316-7th Ave S.E
 Calgary, AB
 T2G 0J2
 www.usay.ca