



# Gathering Our Voices

## Prince George, BC 2015



**Sponsorship &  
Branding Opportunities**





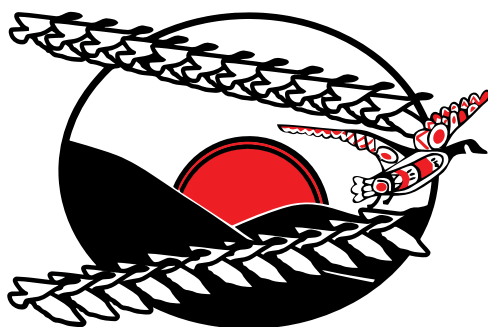
## March 17-20, 2015

Gathering Our Voices Aboriginal Youth Conference, hosted by the BC Association of Aboriginal Friendship Centres and its Provincial Aboriginal Youth Council (PAYC), will be held in Prince George, BC in 2015 on the traditional territory of the Lheidli T'enneh. Since the event began, the goal for the conference has been simple: give youth the tools to work towards a better tomorrow by improving themselves and the world in which they live.

This event is guided by the BCAAFC's PAYC who sets the theme, selects workshops, and invites facilitators and guest speakers. Having youth at the center of the conference, from its inception to the delivery of the event itself, creates an authentic and relevant experience for all in attendance.

## The Event

Gathering Our Voices takes place in a different community each year. In 2015, the conference will be hosted at the Prince George Civic Centre in Prince George, BC. Over the course of four days we will gather 1,000 delegates together from across Canada to conduct ceremonies, host 50+ workshops and offer exciting ways to engage, inform, educate and entertain the youth.





# Investment Opportunities: Branding and Presentation Partners

The success of the event has brought with it many opportunities for us to share the stage with likeminded partners wishing to engage with youth and contribute to improved lives for Aboriginal people throughout BC and Canada.

The BCAAFC will work to find a program that fits your investment priorities and organizational values. Gathering Our Voices Aboriginal Youth Conference is an important event with opportunities for your organization to invest in Aboriginal youth. We will also extend invitations to your organization to attend events to share in the celebration.

These youth are not our future, they are our *now*. Young leaders, academics and change makers stand with talent, hard workers and ambitious thinkers. Our youth are amazing; we have to tell them.



# \$5,000 / \$50,000

## Meal Support Presented by...

In Indigenous culture any gathering or celebration would not be complete without the serving of food and GOV is the epitome of gathering and celebrating. Traditionally, food was a part of doing business, of taking care of those of our community who have traveled away from home. It is more than sustenance, it is a tool to make everyone feel a part of the gathering and make them comfortable. Meal service varies from GOV location to location. Where possible we will include social enterprise/social purpose catering companies and support local business through our event venues.

Generally, meals include one dinner, two breakfasts and two lunches. Up to ten Meal Support Sponsors will be included at \$5,000 each or exclusivity can be arranged for a \$50,000 investment. All Meal Support Sponsors will be recognized with signage at all food service venues. All logos will appear with the quote "Gathering Our Voices would like to thank the following organizations for their support of our meal program." Please provide your logo in colour and black and white 7 days in advance of GOV to ensure inclusion.

1 ticket to Closing Ceremonies for each \$5,000 investment



# \$7,500

## Staff/Volunteer Appreciation Presented by...

25 staff and as many as 200 volunteers will be graciously acknowledged at events following GOV. Although we express our gratitude at the Closing Ceremonies, along with the audience of grateful youth, we have found it profoundly important to share a meal with these groups to debrief from a hard week of service to our youth. Stories of the impact of this work we have done together, observations of how procedures can be improved, ideas for new activities can all be shared informally over a meal.

The sponsor of these events will be given the opportunity to make remarks at the appreciation events; signage, preferably retractable banner, provided by the sponsor will be displayed at the entrance to the events.

2 tickets to the Closing Ceremonies as well as the Appreciation Events



## \$7,500 Much Music Dance Party Presented by...

What music are kids listening to today? You can find out by attending one of the most popular events during Gathering Our Voices. One of the highlights of GOV is the Much Music Dance Party. The youth are very mindful and respectful and are eager to adhere to strict rules in order to attend this much anticipated event. Music, lights, dancing and, yes, ever present chaperones and security combine to make this event a night to remember.

The MC will refer to the event using words selected by the presenting partner, "Welcome everybody to the Much Music Dance party presented by...."

Signage provided by the presenting partner will be placed at two focal points (up to four signs) at the entrances to the dance party. Max dimensions 3'x6' please (retractable banners preferred).



## \$7,500 Volunteer Program Presented by...

1 ticket to the Opening Ceremonies

Gathering Our Voices event would not be possible without the generous support of the many community members who gather with us to host this important event. Many people forget the value of the gifts of time offered by this team of committed community volunteers. This year we will recruit 200 volunteers to work with our staff to deliver the many aspects of GOV.

Signage provided by the presenting partner will be placed in the Volunteer Lounge and their logo placed on all orientation materials distributed to all volunteers. Max dimensions 3'x6' please (retractable banners preferred). The Volunteer Coordinator will publically acknowledge the presenting partner in each orientation session.

1 ticket to the Opening Ceremonies



# \$10,000 Elders Lounge and Teaching Space

Elders don't bite. This is the message passed along by the BCAAFC Elders Council and local Elders in the workshop they offer each year at GOV. Throughout the event, youth will be encouraged to take time to sit and talk with Elders in the designated Elders Lounge area about whatever is on their mind. Arts & crafts will also be a planned activity in this space. The Elders Lounge signage will include presenting partners' logo and word mark as "presented by...."

Signage provided by the presenting partner will be placed at one focal point in the Elders Lounge and also in the meeting room. Max dimensions 3'x6' please (retractable banners preferred).

1 ticket to the Opening Ceremonies





## \$10,000 Cultural Morning and Closing Ceremonies Presented by...

The sharing and exchange of cultural knowledge is an essential aspect of GOV. Two hours of cultural programming coordinated with local drum and dance groups ensures that this sharing and exchange of knowledge takes place and it instills pride amongst those in attendance. The MC will refer to the event using the name selected by the presenting partner "today's Cultural morning is presented by..."

Signage provided by the presenting partner will be placed at two focal points of the staging area (maximum dimensions: 3'x6' each).

1 ticket to the Opening Ceremonies



## \$10,000 Great Sports Give Away Presented by...

This element of our celebration addresses so many aspects of our mission. To promote health and wellness, each youth is presented with a gift, sports equipment, at the end of the Closing Ceremonies. Hundreds of soccer balls, footballs, basketballs, volleyballs and hockey sticks are stacked up and handed out to the youth as they leave the ceremony. A gift to remind them of the good times, lessons learned and the community that holds them in high esteem. It also keeps them active when they get home.

Signage provided by the presenting partner will be placed at two focal points of the staging area (maximum dimensions: 3'x6' each).

1 ticket to the Opening Ceremonies and 4-8 tickets to the Closing Ceremonies



## \$10,000 Career and Education Fair

Each year we provide opportunities for Post-secondary institutions, government agencies, non-profit organizations and other agencies with a mandate to connect with our youth to engage through exhibit booths. Youth are encouraged through a passport and stamp system to visit each booth (to be eligible for the Grand Prize Draw during the Closing Ceremonies).

Signage provided by the presenting partner will be placed at two focal points (up to four signs) at the entrance to the Exhibitors Area. Max dimensions 3'x6' please (retractable banners preferred).

1 ticket to the Opening Ceremonies and one complimentary booth in the Exhibitors areas





# \$10,000

## Website/Social Media presented by...

Information is communicated in so many different ways today. Where once we relied on posters going up in Friendship Centres, schools and band offices; today we can include Facebook, Twitter and Instagram as the basis of a standard communications strategy along with other communication formats.

The sponsor of this package will receive additional recognition in each of the formats as well as logos on posted signage on our website and at GOV venues where links, hashtags and @twitter handles will be displayed.

2 tickets to the Opening Ceremonies

# \$15,000

## Honour Feast presented by...

This special event, designed to honour and appreciate Aboriginal youth, is very exclusive and by invitation only. Youth participants will feel the strength of the community that loves and supports them. We gather together and share a meal and have a private show of youth entertainers followed by heart felt words of encouragement, love and connectedness.

Every member of the audience then stands to either accept a gift or stand in honour of their youth. The Feast is then closed with a crescendo of cultural celebration with a victory song or peace song to send the honoured youth back to the conference to join the masses feeling stronger and closer than ever before.

Signage provided by the presenting partner will be placed at two focal points of the staging area (maximum dimensions: 3'x6' each).

Public acknowledgement will be tactfully included in this event designed to honour and hold up our youth.





## \$20,000 Youth Talent Showcase

This event continues to represent everything we stand for. Youth and youth groups are given an opportunity to stand before an adoring crowd of fans and supporters and present their talent. Singers, dancers, musicians and performers take the stage.

Professional lighting and sound technicians, an Artistic Director and Stage Manager will make this an experience like no other. The youth performers are given the opportunity of a lifetime to showcase their talents to one thousand adoring fans. It is an incredible confidence builder as it takes tremendous courage to perform on stage.

Performances are uploaded to YouTube so that youth can share their performance with family and friends and the talent to date has been spectacular!

Signage provided by the presenting partner will be placed at focal points of the venue entrances and will be noted by the MC's in language approved by the presenting partner. "Tonight's Youth Talent Showcase is presented by..."

2 tickets to the Opening Ceremonies. 2 tickets to the Talent Show





\$20,000 / \$40,000

## Aboriginal Youth Social Enterprise Contest

Aboriginal youth are finding creative ways to build a better future for themselves and their communities. Through social enterprise, Aboriginal youth can earn a living in a meaningful way while bringing a much needed service or product to their communities and/or environment. This contest, modeled after the popular CBC TV show Dragon's Den, is designed to showcase Social Enterprises that Aboriginal youth are developing throughout BC and to encourage others to develop businesses that improve the quality of life in their communities. The contest will conclude with public presentations from winners at the Gathering Our Voices Aboriginal Youth Conference (GOV) in Prince George, BC.

There is hope that some of the sponsor and participating organizations will want to further support some of the entrepreneurs' efforts through mentoring, financial support, or helping them showcase their enterprises to a larger audience.

2x \$20,000 or 1 exclusive contest sponsor of \$40,000.

Contest Sponsors will have their logo displayed at entrances to the event (prefer retractable banner x 2, provided by the sponsor) as well as electronically on screens and will be acknowledged each time the contest is referenced; "Aboriginal Youth Social Enterprise Contest, presented by.....". The sponsor will be invited to be photographed with the prize winners and the BCAAFC will permit the limited use of the photographs for the sponsors' use. The prize sponsor will have the same tickets and photograph rights. Their logo will appear electronically on screens and will be used when referencing the prize; "Prizes provided by....."

2 tickets to the Opening Ceremonies and 6 tickets to the Talent Showcase/Social Enterprise Contest event



## \$20,000 Grand Prize Draw presented by the BC Association of Aboriginal Friendship Centres and...

As an incentive to encourage youth to attend all of their workshops and visit all the exhibitor booths the BCAAFC introduced the Passport. The youth are given stamps for attending each of their workshops and also for visiting the exhibitor booths. A complete passport is then entered for prize draws done at the Closing Ceremonies. In addition to tablets and music devices, the grand prize is drawn for a lucky winner and their family or friends.

The Grand Prize is a trip for four to one of three exciting vacations destination. The prize includes: airfare, accommodations, tickets and spending money to attend a Canucks game in Vancouver or visit Canada's Wonderland in Toronto, Ontario or an amazing fishing trip off the coast of Haida Gwaii.

A sign will be created with the rules and listing prizes. The sign will include the presenting partner's logo along with the BCAAFC logo/word mark. This will be placed at the entrance to the Exhibitors area.

Signage approved by the presenting partner will be placed on the draw box and used in signage for the winning photograph. The presenting partner will be given the opportunity to greet the winner and have their photo taken along with BCAAFC representatives. *See photo rights section of Aboriginal Social Enterprise.*

2 tickets to the Opening Ceremonies. 4-8 tickets to the Closing Ceremonies



# \$50,000

## Opening Ceremonies Presented by...

This first event is where the celebration becomes real for so many of our youth; seeing so many of their peers in one place all ready for anything. We gather together formerly and ceremonially to hear words of wisdom and encouragement by leaders from all levels of government - First Nations, Municipal, Provincial and Federal. This event is our highest profile event and generally sets the tone for the days to come. The Ceremony will include screens where the event title will be shown in a loop, "Gathering Our Voices 13th Aboriginal Youth Conference, 2015 Prince George, BC....Opening Ceremonies Presented by...." (logo and word mark of presenting partner).

Signage provided by presenting partner will be placed at four focal points at entrances to the Ceremony and signage approved by the presenting partner will be placed on or near the buffet. 3'x6' retractable banners preferred.

Up to 6 tickets to the Opening Ceremonies. One complimentary booth in the exhibitor area.



# \$100,000 Conference Partner

We have worked very hard to make this a must-attend event for the hundreds of youth and hundreds of chaperones. It would not be possible without our longstanding partnerships and investors.

Conference Partners will be noted publically at the Opening Ceremonies, Youth Talent Showcase & Closing Ceremonies along with the BCAAFC and the Host Friendship Centre. Conference Partners' logo will appear in the Program alongside the BCAAFC and Host Friendship Centre logo. Signage (provided by partner) will be placed at two focal points at entrances to the registration areas. 3'x6' please retractable banners preferred.

Up to 8 tickets to the Opening Ceremonies & Closing Ceremonies and 4 tickets to any other GOV programmed event.

Direct or deliver a facilitated workshop for youth attending GOV.

2 complimentary booths in the Exhibitor area.





# \$250,000+ Conference Co-Host

There is no greater gift that can be given than to be told that you have made a difference in a young person's life. To hear joy as youth recount their week, to see a smile that you know won't leave anytime soon and to be there for the requests for autographs and the exchange of hugs and high-fives. It all seems so simple, host a conference and have thousands of people attend, but the impact is nearly immeasurable.

We know for some youth this event is the highlight of their year. For others it is a turning point in their career or academic journey. There are a few precious moments where life is chosen over suicide. We don't talk about it often, but we know we are profoundly impacting people's lives.

It is for all these reasons we value the Gathering Our Voices Co-Host in the highest regard.

As a Conference Co-Host your logo will appear on the delegate t-shirts of 1,000 youth, 200 - 300 chaperones, 200 volunteers, 50 volunteer security. Your logo will also appear on all documents and forms, anywhere the BCAAFC and host Friendship Centre logo appears (from the time of your investment forward, we cannot reprint documents or forms).

Signage provided by the Co-Host will be placed at focal points at every GOV 2015 event next to BCAAFC signage. Preference is for retractable banners. Co-branded banners may also be produced with approval by the Co-Hosting partner.

MC's will publically acknowledge the Co-Host every time the BCAAFC is acknowledged. This will take place at every GOV Event including; Opening & Closing Ceremonies, Honouring Feast, Youth Talent Showcase, Dance and Cultural Morning.

Up to 8 tickets to the Opening Ceremonies & Closing Ceremonies and 8 tickets to any other GOV programmed event.

Direct or deliver a facilitated workshop for youth attending GOV.

2 complimentary booths in the Exhibitor Area.

