



Aboriginal Awareness Week Opening Ceremonies (AAWOC) Sponsorship Package

The mandate of this committee is to bring together volunteer representatives from across diverse sectors in the city of Calgary to launch and promote the celebrations of Aboriginal Awareness Week (AAW) in Calgary. The committee works year-round to plan the official Opening Ceremonies event which kicks off the weeklong celebrations in Calgary.

2022 marks the 11th year of the Honoring Mother Earth committee supporting the planning and hosting of the Opening Ceremonies that kicks off Aboriginal Awareness Week in Calgary. Each year we create space for people to gather to acknowledge, celebrate and honour all the wonderful contributions, diversity, and richness the Indigenous community brings to the Calgary area. Our key audiences are the public at large, corporate/industry Calgary, Municipal staff, and our Indigenous community.

For the last few years, this in-person event attracted hundreds of attendees and over 1500 people from Canada, USA and South America in 2020 with our online event. The Honoring Mother Earth committee seeks sponsorship with partners who align with similar values and want to contribute to a large, inclusive community gathering. With this in mind, we have created this sponsorship package to see how your contributions can help support this longstanding event in Calgary.

This engaging event will highlight various entertainment, sponsors messaging (dependent on sponsorship level) and welcome in the week of celebrations for Calgary. We offer limited spaces for each level; we invite you to consider which level is best suited for your organization.

Benefits	Platinum	Gold	Silver	Bronze	Contributor
Value	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Sponsorships Spots Available	3	3	5	10	unlimited
Name and logo placement on all printed materials related to event (i.e. Poster, Invitation)	X				
Opportunity for Sponsors to speak at the event (may be done in collaboration with other Platinum sponsors)	X				
Inclusion in a minimum of 50 promotional announcements on CJWE being recognized as major supporter of AAWOC***	X				
Name and logo featured on our online platform and hyperlink to your website	X				
Inclusion in a minimum of 25 promotional announcements on CJWE being recognized as a sponsor of AAWOC***		X			
Name recognition in all press releases related to event	X	x			
Logo featured at event on screen on a thank you slide	X	x	x		
Verbal recognition at event by Emcees	X	x	x	x	
Logo placement on Honoring Mother Earth Website Event Page & Calendar	X	x	x	x	x

****** LIMITED TIME BONUS:** If you renew or commit to be a Platinum sponsor for the 2022 event by August 31, 2021. You will receive 100 – 30 second commercials on CJWE (value of \$2500) that can be used by the sponsor or donated to the charity of sponsor’s choice (some conditions apply).

If you renew or commit to be a GOLD sponsor for the 2022 event by August 31, 2021. You will receive 50 – 30 second commercials on CJWE (value of \$1250) that can be used by the sponsor or donated to the charity of the sponsor’s choice (some conditions apply).****

Questions, please contact:

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