

CALL FOR CONTRIBUTORS

# National Indigenous Peoples Day

## CELEBRATION & WELLNESS EVENT

JUNE 21: SUMMER SOLSTICE

BILL REID MILLENIUM AMPHITHEATRE, CLOVERDALE BC



## MESSAGE FROM THE ELECTED CHIEF OF SEMIAHMOO FIRST NATION

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“O Siam e Nes Chalacha Siam”

Dear respected friends and relatives,

My traditional name is Xwopokton, English name Harley Chappell. I am the Elected Chief of Semiahmoo First Nation.

Thank you for your consideration in supporting our National Indigenous Peoples Day Celebration and Wellness Event held on June 21st at the Bill Reid Millenium Park on the Cloverdale Fairgrounds in Surrey.

As you may or may not know, Surrey resides on the unceded traditional territory of three land based communities; Semiahmoo, Katzie, and Kwantlen, and has the highest Urban Indigenous population in British Columbia, according to Statistics Canada, (2011).

For me, the National Indigenous Peoples Day Celebration and Wellness Event is a great opportunity to showcase and celebrate the diverse Indigenous cultures of these lands, as well as all others who have made this beautiful part of British Columbia their home.

With sincere thanks,

*Harley Chappell*

Xwopokton, Harley Chappell

## EVENT DETAILS

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**Location:** Bill Reid Millienuim Amphitheatre, Cloverdale, BC **Date:**

June 21, 2024

**Time:** 3 PM - 8 PM

**Welcome:** 4 PM

**Closing:** 7:30 PM

### FEATURES AND ATTRACTIONS

- Dancing and singing
- Sharing and teachings
- Traditional food including bannock
- Arts exhibits
- Interactive activities and crafts
- Interactive cultural sports activities
- Teepee story telling & face painting
- Health and wellness service providers

## LEVELS OF CONTRIBUTION

	Orca		Eagle	Bear	Salmon	Friends of the Event
	Main Stage \$10,000 +	Community Kitchen \$10,000 +	> \$7,500	> \$5,000	> \$2,500	< \$2,499
Number of opportunities	1	1	5	7	10	Open
Activation Space	10'X20'	10'X20'	10'X20'	10'X10'	10'X10'	10'X10'
Full integration into all publicity, promotional campaigns and advertising	✓	✓	✓			
Logo on contributor recognition boards	✓	✓	✓			
Listing on contributor recognition boards	✓	✓	✓	✓	✓	✓
Logo on print and digital materials*	✓	✓	✓			
Listing on print and digital materials*	✓	✓	✓	✓	✓	✓
Logo on event webpage	✓	✓	✓			
Listing on event webpage	✓	✓	✓	✓	✓	✓
Social Media mentions or tags* (Facebook, Instagram, Twitter)	✓	✓	✓			

\* Please know that marketing and promotional opportunities are bound by deployment dates and may not meet the submission timelines.

### CUSTOM BUILD YOUR BENEFITS

We welcome the opportunity to connect with you directly and help to build a package of benefits that is most suitable to your organization. Some areas that you may wish to sponsor include, but are not limited to: children's area, sports area, elder's area, health and wellness area. Please contact Nina Kozawko at [Nina.Kozawko@surrey.ca](mailto:Nina.Kozawko@surrey.ca)

## ORCA

As an Orca contributor, you have the choice of being identified as the Main Stage contributor, or the Community Kitchen contributor. Your organization's name and logo will be prominently displayed in the corresponding area. Your organization will be fully integrated into all National Indigenous Peoples Day publicity, promotional campaigns and advertising.

You may also choose to donate at an Orca level and custom build a package of benefits that is suitable to your organization.

### MAIN STAGE CONTRIBUTOR

The main stage is the centre of attention throughout the day and evening, featuring cultural sharing through dancing, teachings, and entertainment. As the main stage contributor, you will be recognized as a community leader and your organization will have the opportunity to speak on the main stage, to open the event, prior to the official welcome.

### COMMUNITY KITCHEN CONTRIBUTOR

The Community Kitchen is a focal point of the event, greatly anticipated by attendees. It offers free samplings to all, and is fully operated by volunteers. As a community kitchen contributor, you will be recognized as a community leader and your organization will have the opportunity to announce the opening of the Community Kitchen on the main stage.

## BENEFITS FROM YOUR CONTRIBUTION

The National Indigenous Peoples Day Celebration and Wellness event takes a lot of support from organizations, such as your own, to achieve our mission. We strive to offer an event, free of cost to community members, to celebrate Indigenous language, arts, culture, and teachings. From its conception, the National Indigenous Peoples Day Celebration and Wellness event has doubled in attendance; this year is no exception, with anticipation of over 10,000 people.

Your contribution offers numerous opportunities for your organization to gain excellent brand exposure, direct interaction with a captive audience, and quality implementation of your activation initiatives.

### COMMUNITY GOODWILL

Supporting National Indigenous Peoples Day is your way to give back to a growing Indigenous community, as a supportive and community-minded organization.

### HEIGHTENED BRAND AWARENESS

Supporting National Indigenous Peoples Day provides opportunity for extensive promotion and brand exposure through alliance with a large community event. You will be able to refer to your company as a 'sponsor' and use the National Indigenous Peoples Day brand to promote your products or services during the marketing period for this event, (subject to sponsorship level).

### CAPTIVE AUDIENCE

Supporting organizations benefit from the attention of a captive audience of all ages in an event focused around the music, dance, food and arts of Indigenous communities. A cultural experience for everyone to share in the city.

### MEDIA COVERAGE

Supporting organizations benefit from media inclusion in all printed and digital publicity, ranging from posters and flyers, to social media, and television recognition.

## MARKETING & PROMOTIONAL CAMPAIGNS

Awareness for National Indigenous Peoples Day will be developed through comprehensive marketing campaigns that include social media, advertising, billboards, transit shelter ads, street promotion, print, traditional advertising and editorial coverage. National Indigenous Peoples Day is marketed outside of the City of Surrey, throughout Metro Vancouver, the Fraser Valley, and across British Columbia.

We are proud to offer numerous opportunities for your company to gain excellent brand exposure and will work with you to create engaging and memorable activations.

### RECONCILIATION REPORT

Marketing and Promotional Analytics will be captured and distributed back to supporting organizations upon completion.

### MEDIA VALUE

As a contributor, you will be recognized as a community leader and benefit through inclusion of strategic marketing campaigns during specific phases of the event lifecycle,



TEASER



ANNOUNCE



MAINTENANCE



CLOSING CAMPAIGN



ON SITE



POST EVENT

### SOCIAL MEDIA

Content marketing will be used to engage potential attendees throughout the event lifecycle.

Thank you for your consideration in supporting National Indigenous Peoples Day 2024.

Custom contribution agreements can be created to meet the distinct requirements of your organization. For more details and information, please contact:

**Nina Kozawko**  
*Community Services Coordinator*

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