

Canadian Aboriginal Festival



*National Aboriginal Gathering
November 27 - 29, 2009*



Sponsorship Opportunities

Canadian Aboriginal Festival and Music Awards

- Canada's Showcase for Aboriginal Heritage, Culture and Enterprise now in its 16th year
- The signature event for First Nations in Canada
- Largest gathering of Canada's Aboriginal community
- 40,000 spectators over 3 days of programming
- The Music Awards production is the only national awards show celebrating Aboriginal music and honouring the premier musical artists of the Canadian Aboriginal Community

Canadian
Aboriginal
Festival
November 27 – 29, 2009


CANADIAN
ABORIGINAL
MUSIC AWARDS
November 27th, 2009

Value of Sponsorship

- Anticipated attendance of 40,000+
- Exceptional partnership opportunity with one of Canada's leading family cultural events
- Branding and advertising entitlements at the Copps Coliseum
- Promotional campaign supported by \$500,000+ in in-kind media sponsorships including The Hamilton Spectator
- Attended by Aboriginal and non-Aboriginal people, Government Agencies, officials and Aboriginal Organizations and their leadership from across North America
- Ideal client entertainment event
- Although the following benefits are have been allocated based on the indicated sponsorship fee, a benefits package can be tailored for any level of support provided to the Festival or Music Awards, including requests for special promotions



Sponsorship Levels

Title Sponsor - \$250,000 Sampling of Benefits

- Exclusive positioning in title of event
- Industry exclusivity
- Dominant brand exposure in all print and marketing materials
- Recognition as Title Sponsor in Ontario wide radio and TV advertising campaign
- \$500,000+ advertising campaign
- Full page advertisement in Canadian Aboriginal Festival Official Program
- Front page brand profile on Canadian Aboriginal Festival Official Program
- Dominant corporate profile on-site at Copps Coliseum including:
 - Corporate Signage
 - High frequency branding and messaging on LED Videoboard
- Banner ad on Festival Website homepage and brand profile on Awards homepage
- “All inclusive” VIP Premium Ticketing package Awards & Festival programming
- Consumer interaction and promotional opportunities with spectators



Sponsorship Levels

Presenting Sponsor - \$100,000 Sampling of Benefits

- Presenting sponsor positioning
- Industry exclusivity
- Brand exposure in all print marketing and select advertising for the Festival
- Full page advertisement in Canadian Aboriginal Festival Official Program
- Full Page ad in Music Awards Program
- Advertising opportunities in various publications
- Premium corporate profile on-site at Copps Coliseum including:
 - Corporate Signage
 - branding and messaging on LED Videoboard
- Banner ad on Festival Website homepage
- “All inclusive” VIP Premium Ticketing package - Awards & Festival programming
- Additional benefits may be customized to support business marketing/entertainment objectives



Sponsorship Levels

Supporting Sponsor - \$60,000 Sampling of Benefits

- Supporting Sponsors positioning in select marketing and promotional materials
- ½ page advertisement in Canadian Aboriginal Festival Official Program
- ½ Page ad in Music Awards Program
- Corporate profile in general acknowledgement area on Festival website
- Corporate profile on-site at the Copps Coliseum including:
 - Corporate Signage
 - branding on LED Videoboard
- Product display space at Copps Coliseum during the Festival
- Complimentary ticket package to Festival and Music Awards
- Additional benefits may be customized to support business marketing/entertainment objectives



Sponsorship Levels

Event Sponsor - \$30,000 Sampling of Benefits

- Corporate recognition in select marketing and promotional materials
- ¼ page advertisement in Canadian Aboriginal Festival Official Program
- Corporate profile in general acknowledgement area on Festival website
- Corporate profile on-site at the Copps Coliseum including:
 - Corporate Signage
 - Branding on LED Videoboard
- Product display space at Copps Coliseum during the Festival
- Complimentary ticket package to Festival and Music Awards
- Additional benefits may be customized to support business marketing/entertainment objectives



Sponsorship Levels

Event Supporter - \$10,000 Sampling of Benefits

- Corporate profile in general acknowledgement of select marketing materials
- Corporate profile in general acknowledgement area of Festival website
- Corporate signage on-site at the Copps Coliseum during the Festival
- Product display space at Copps Coliseum during the Festival
- Complementary ticket package to Festival



Media

The Canadian Aboriginal Festival has, over the past 15 years, developed an extensive and impressive list of media partners with an estimated dollar value of the overall media promotion between \$800,000 and \$1,000,000. The Festival, as a result, is considered, as the most successful event of its kind in Canada in regard to national, regional and local media exposure and promotion.

- Strategic Alliance of Canadian Broadcasters (includes all major Television and Radio Networks)
- 42 Rogers Radio Station Outlets
- A number of Aboriginal Newspapers and radio stations



Contact

Contact: Catherine Cornelius

Catherine@canab.com

Or

Lisa Jackson

Lisa@canab.com

(519) 751-0040

Visit: www.canab.com

