



ASSEMBLY OF FIRST NATIONS

**FIRST NATION DIRECTORS OF EDUCATION
NATIONAL FORUM**

***Embracing Our Voice
through Holistic Education***

February 12 to 14, 2019

SPONSORSHIP OPPORTUNITIES



Halifax, Nova Scotia
February 12 to 14, 2019

JULY 2018



INTRODUCTION

The Assembly of First Nations (AFN) will host the First Nation Directors of Education National Forum from February 12 to 14, 2019, in Halifax, Nova Scotia. The theme of the 2019 First Nation Directors of Education National Forum is *Embracing Our Voice through Holistic Education* which is further explored in the following sections of this package.

Sponsorship of the First Nation Directors of Education National Forum affords a unique regional and national opportunity to build and enhance relationships with more than 500 First Nations education experts and decision-makers across the country. This will help your organization to, among other benefits, accomplish the following:

- Develop partnerships and linkages with First Nations educational institutions;
- Create awareness and position brand, products, and services to a national audience.
- Help shape the future of First Nations education.

The following provides background information and an overview of the sponsorship opportunities available for the National Forum for your consideration. All sponsorship levels and benefits are a guide, and can be specially customized to fit your organization's awareness and communications objectives. We look forward to working with you to make the 2019 First Nation Directors of Education National Forum a success.

ABOUT THE ASSEMBLY OF FIRST NATIONS

The AFN is a national advocacy organization representing First Nations citizens in Canada, which includes more than 900,000 people living in 634 First Nations and in cities and towns across the country. The National Chief is elected by the Chiefs in Canada, who in turn are elected by their citizens. First Nations leaders (Chiefs) across the country direct the work of AFN through resolutions passed at Chiefs Assemblies held at least twice a year. The role and function of the AFN is to serve as a national delegated forum for determining and harmonizing effective collective and co-operative measures on the priorities identified by First Nations.

Under the leadership of the National Chief and the AFN Executive Committee, who oversee targeted portfolios, organizational activity has included advancing Aboriginal and Treaty Rights, Economic Development, Education, Languages and Literacy, Health, Housing, Social Development, Justice, Taxation, Land Claims, Environmental Stewardship, and an array of issues that are of common concern. The AFN selects sponsors whose objectives are congruent and respectful of AFN portfolio objectives.



THE NATIONAL FORUM

The theme of the upcoming National Forum is *Embracing Our Voice through Holistic Education*. Too often, our students' success is determined by a curriculum, outcomes, and evaluation that are not First Nation-driven. We must ensure that the child's mind, body, spirit, and emotions are nurtured so that the child can determine what they can offer the world and what the world has to offer to them.

As we move forward on the path of reconciliation and towards a meaningful relationship with Canada, it is essential that our students learn about Treaties. Our pre-conference day on February 12, 2019, will focus on Treaty Education.

By looking at education through a holistic lens, we aim to have delegates walk away in tune with their own body, mind, spirit, and emotions. The objective of the National Forum is to share best practices within First Nations education and holistic education. This will be accomplished by hosting the following sessions:

- Keynote and plenary presentations.
- Panels of practitioners, experts, and leaders.
- Workshops and small discussion groups.
- Exhibition of First Nations education resources and organizations.

Target Audience

The Forum is expected to attract upwards of 500 First Nations education experts and decision-makers across the country. Attendees will include Directors of Education, educators, administrators, leaders, politicians, and those interested in First Nations education.

FORUM OVERVIEW

| | |
|---|---|
| Tuesday, February 12, 2019 | Registration , Pre-conference day, Evening Reception, Tradeshow |
| Wednesday, February 13, 2019 | Registration, First Nation Directors of Education National Forum, Tradeshow |
| Thursday, February 14, 2019 | Registration, First Nation Directors of Education National Forum, Tradeshow |



SPONSORSHIP OPPORTUNITIES

Levels of sponsorship and benefits are spread over five categories but can also be specially customized to fit the prospective sponsor's awareness and communications objectives. Please inquire about this possibility.

- | | |
|--------------------------|-----------|
| 1. Premier Event Sponsor | \$ 15,000 |
| 2. Reception Sponsor | \$ 10,000 |
| 3. Lunch Sponsor | \$ 10,000 |
| 4. Health Break Sponsor | \$ 5,000 |
| 5. Registration Sponsor | \$ 5,000 |

PREMIER EVENT SPONSOR **\$15,000**

Four delegate passes for the Forum and social events. Primary logo placement on event materials including event program, all Forum signage, projector screens, and other materials that may apply. Podium announcement of sponsorship and opportunity to address delegates. A message in Forum meeting kit (150 words). Sponsor logo on AFN/Forum webpage.

RECEPTION SPONSOR **\$10,000**

Three delegate passes for the Forum and social events. Primary logo placement on event materials such as event program, and sponsor logo on projector screens. Podium announcements of sponsorship and opportunity to address delegates at the reception. Sponsor logo on AFN/Forum webpage.

LUNCH SPONSOR **\$10,000**

Three delegate passes for the Forum and social events. Primary logo placement on event materials such as event program, and sponsor logo on projector screens. Podium announcements of sponsorship and opportunity to address delegates before lunch. Sponsor logo on AFN/Forum webpage.

HEALTH BREAK SPONSOR **\$5,000**

Two delegate passes for the Forum and social events. Logo placement on projector screens, podium announcement of sponsorship, sponsor logo on health break signage and sponsor logo on AFN/Forum webpage.

REGISTRATION SPONSOR **\$5,000**

Two delegate passes for the Forum and social events. Logo placement on projector screens, podium announcement of sponsorship, sponsor logo on registration signage and sponsor logo on AFN/Forum webpage.



SPONSORSHIP INQUIRIES

For more information or to discuss sponsorship opportunities for the First Nation Directors of Education National Forum, please contact Larry Whiteduck.

Telephone: 613.241.6789 ext: 237
Toll-Free: Toll-free: 1.866.869.6789
E-mail: LWhiteduck@afn.ca

Assembly of First Nations
55 Metcalfe Street, Suite 1600
Ottawa, ON K1P 6L5
www.afn.ca