



SPONSORSHIP PACKAGE

Menahgesk Wabanaki Traditional Powwow.

October 26-27, 2024

TD Station, Saint John, New Brunswick

 SAINT JOHN

Menahqesk Wabanaki Traditional Powwow.

The Powwow serves as a powerful cultural gathering that honours our traditions, heritage, and community. By hosting such an event within Wolastoq territory, we not only showcase the vibrancy of our culture but also foster greater understanding and appreciation among attendees. I commend the City of Saint John, and Possesom Paul and his company, for their commitment to inclusivity and cultural celebration. Collaborative efforts like these, led by Wolastoq voices, are essential in promoting cross-cultural dialogue and strengthening relationships between Indigenous and non-Indigenous communities. I believe it will serve as a meaningful platform for cultural exchange and unity, enriching the fabric of our society with the spirit of Wolastoqiyik tradition.

Chief Allan Polchies
Sitansisk First Nation

Menahqesk, the area where the Wolastoq (St. John River) meets the Pegu'bepegig (Bay of Fundy), has been an integral part of everyday life for thousands of years. A natural gathering space, people lived in and around the area, trading goods, fishing, and harvesting plants and animals in the area.

There are five nations which make up the Wabanaki Confederacy: the Wolastoqiyik, Mi'kmaq, and Peskotomuhkatyik in the New Brunswick region, and the Penobscot and Abenaki in Maine. Indigenous peoples have lived in the Saint John region for thousands of years, and there are now close to two thousand who call this area home today.



We are so very excited and honoured for this opportunity for the City of Saint John, known as Menahqesk historically, to be the host of a Wolastoqiyik and Mi'kmaq led powwow. We took great care to engage with First Nations leadership in a way that is respectful, open, and strengthens our commitment to Truth & Reconciliation. A powwow in our city would move dialogue forward into collaboration; not only for the City organization, Indigenous Communities and Indigenous peoples living here, but also for local businesses and non-Indigenous peoples in a powerful and celebratory way. The vibrancy of the experience will be monumental, and we intend to continue this event in years to come in order to bridge gaps and build stronger, more meaningful relationships.

We hope you consider to be part of this celebration. Let's embrace this opportunity to learn, share, and grow together as one community.

Mayor Donna Noade Reardon
City of Saint John

Menahqesk Wabanaki Traditional Powwow.



EVENT DETAILS

The River is Bringing Us Home.

Menahqesk Wabanaki Traditional Powwow is a significant event and an opportunity for **people of all cultures** to gather and celebrate the rich and diverse Indigenous culture of Turtle Island. This event will attract hundreds of talented dancers, drummers, performers, and thousands of attendees from across the region. **We welcome everyone to witness, experience and celebrate with us!**

Location:

TD Station
99 Station Street
Saint John, N.B.
506-461-0730

Date:

Saturday, October 26, 2024
Sunday, October 27, 2024

Main Attractions:

- Black Bear Drummers (*number one powwow drum in North America*)
- Cultural Dancing, Singing, Drumming, Teachings
- Indigenous Vendors Market
- Grand Entry
- Dancer Spotlights
- Audience Dance and Engagement (*intertribal*)

Sponsorship Opportunities

We are actively seeking sponsors and partners to join us in supporting this exciting event. There are many levels of paid sponsorship, as well as opportunities to sponsor our in-kind needs, including volunteer supplies, accommodations, and hospitality services.

Benefits of Becoming a Sponsor

The Menahqesk Wabanaki Traditional Powwow offers numerous sponsorship opportunities for your company to gain exceptional brand exposure and to showcase your goals and initiatives. As a sponsor, you will benefit from the attention of a captive and diverse audience, as well as the connections made to like-minded individuals and

businesses with similar goals and initiatives. By becoming a sponsor, you are supporting the Indigenous community through an event that is centered around culture, music, dance, food, and the arts. This is an inclusive and family friendly event, where everyone is welcome to attend. The Menahqesk Wabanaki Traditional Powwow is a must-see experience right in your local community.

Customize Your Sponsorship

Your company is welcome to connect with the organizers to help build a package to suit your needs. If you are interested in alternative opportunities to sponsor or support the event's in-kind services, including but not limited to volunteer supplies, accommodations, hospitality services, or travel, please contact us directly.

Sponsorship Opportunities	Wolastoq \$25,000+	Kennebecasis \$15,000	Rusangonis \$10,000	Aroostook \$7,500	Nashwaak \$5,000	Magaguadavic \$2,500	Pokiok \$500+
Logo on Food Voucher (Food Sponsor)			✓				
Logo on Program/Website	✓	✓	✓	✓	✓	✓	✓
Logo on Digital Signage	✓	✓	✓	✓	✓	✓	
Social Media Mentions and Tags	✓	✓	✓	✓	✓		
Corporate Booth	✓	✓	✓	✓			
Logo on Event Poster	✓	✓	✓				
M.C. Recognition	✓	✓	✓				
Meet and Greet with Dignitaries and Event Hosts	✓	✓					
Opportunity to Speak During Opening Remarks	✓						

Contact for Sponsorship

We are grateful for any support you are able to provide to this important Indigenous, inclusive, and family friendly celebratory event. Be sure to follow Menahqesk Wabanaki Traditional Powwow on Facebook for updates.

powwow@saintjohn.ca
Attention: Sponsorship