



23RD ANNUAL KEEPING THE FIRES BURNING

Your Opportunity to Sponsor an Important, Annual Celebration of Indigenous Peoples

23RD ANNUAL KEEPING THE FIRES BURNING

*G*ICHI-ANISHINAABEG
OGIKENDAASOWIN:
GIKINO'AMAAGE ABINOOJIIYAG
DAGO ZAAG'IDIWIN

**INTERGENERATIONAL LOVE:
LEARNING FROM OUR ELDERS**

THURSDAY
JUNE
20TH
2024

RBC CONVENTION CENTRE WPG
375 YORK AVE. | GRAND ENTRY: 5:30PM

KA NI KANICHIHK is excited to invite you to join us on **THURSDAY, JUNE 20, 2024**, to mark 23 years of celebrating Indigenous resilience, relationships and reconciliation.

By supporting Keeping the Fires Burning, you will celebrate and honour the distinct and unique cultures, languages, ceremonies and traditions of Indigenous Peoples.

Coming together in this way also underscores the commitments we, as individuals, businesses and communities, are making to renew and strengthen our relationships with one another and live in Reconciliation.

Over the past 23 years, Keeping the Fires Burning has honoured 163 First Nations, Métis and Inuit Knowledge Keepers — all of whom have made a significant contribution to the wellbeing of Indigenous Peoples by safeguarding, nurturing, and transmitting Indigenous cultural languages, knowledges, and traditions.

Historically, Knowledge Keepers are selected for recognition by Indigenous organizations across Manitoba, including the Assembly of Manitoba Chiefs, Manitoba Métis Federation, Southern Chiefs' Organization, Manitoba Keewatinowi Okimakanak, Aboriginal Council of Winnipeg, Tunngasugit – Winnipeg Urban Inuit, Ma Mawi Wi Chi Itata Centre, Manitoba Moon Voices and Ka Ni Kanichihk.

Funds raised through Keeping the Fires Burning provide transformative, culturally safe services and programs to thousands in our community. Fundraising also supports research and the integration of best practices in Indigenous-led community leadership.

These are all critical elements in the restoration and reclamation of our positive and powerful cultural identity.



Sponsorship

OPPORTUNITIES,
RECOGNITION & BENEFITS

A. "PRESENTING" SPONSOR: \$25,000

EXCLUSIVE: ONLY 1 SPONSORSHIP AVAILABLE AT THIS LEVEL

SPONSORSHIP BENEFITS

HOSTING

- Invitation for you and your guests to attend the exclusive VIP reception.
- Two tables of 10, with preferred seating.

PRE-EVENT PROMOTION

- Your company logo prominently placed in all ads and communications, reaching 800+ people.
- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Primary size placement of logo on sponsorship sign at entry doors and in VIP reception.
- Logo on front cover of the program.
- Program advertisement: full page & inside front cover.
- Opportunity to include a welcome message in the evening program
- Emcee recognition of sponsorship during the event.
- Opportunity to speak to the audience.
- Sponsor video loop recognition during the event.
- Company logo recognition on all table signs.

POST-EVENT

- Dedicated social media thank you.
- Thank-you and acknowledgement in Ka Ni Kanichihk e-newsletter.
- Recognition listing in *Winnipeg Free Press* thank you ad.
- First right of refusal for Keeping the Fires Burning 2025 Presenting Sponsorship.



2024 SPONSORSHIP REQUESTS

FOR MORE
INFORMATION:

ELENA GAGLIARDI:
EVENT ORGANIZER
204.995.8997
elena.gagliardi@shaw.ca



Mattmac performance,
KFB 2023

B. “CHAMPION” SPONSOR: \$15,000

ONLY 2 SPONSORSHIPS AVAILABLE AT THIS LEVEL

SPONSORSHIP BENEFITS

HOSTING

- Invitation for you and your guests to attend the exclusive VIP reception.
- Two tables of 10, with preferred seating.

PRE-EVENT PROMOTION

- Your company logo prominently placed in all ads and communications, reaching 800+ people.
- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Prominent size logo placement on sponsorship sign at entry doors and in VIP reception.
- Program advertisement: back cover.
- Emcee recognition of sponsorship during the event.
- Sponsor video loop recognition during the event.
- Company Logo on your table signs.

POST-EVENT

- Dedicated social media thank you.
 - Thank-you in Ka Ni Kanichihk e-newsletter.
 - Recognition listing in *Winnipeg Free Press* thank you ad.
 - First right of refusal for Keeping the Fires Burning 2025 Champion level sponsorship.
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C. “SUPPORTER” SPONSOR: \$10,000

ONLY 4 SPONSORSHIPS AVAILABLE AT THIS LEVEL

SPONSORSHIP BENEFITS

HOSTING

- Invitation for you and your guests to attend the exclusive VIP reception.
- One table of 10 with preferred seating.

PRE-EVENT PROMOTION

- Your company logo prominently placed in all ads and communications, reaching 800+ people.
- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Logo placement on sponsorship sign at entry doors.
- Program advertisement: half page.
- Emcee recognition of sponsorship during the event.
- Sponsor video loop recognition during the event.
- Company Logo on your table signs.

POST-EVENT

- Social media thank you.
- Thank-you in Ka Ni Kanichihk e-newsletter.
- Recognition listing in *Winnipeg Free Press* thank you ad.
- First right of refusal for Keeping the Fires Burning 2025 Supporter level sponsorship.



2024 SPONSORSHIP REQUESTS

FOR MORE
INFORMATION:

ELENA GAGLIARDI:
EVENT ORGANIZER
204.995.8997
elena.gagliardi@shaw.ca

D. “PATRON TABLE” SPONSOR: \$5,000

SPONSORSHIP BENEFITS

HOSTING

- Invitation for you and your guests to attend the exclusive VIP reception.
- One table of 10, with preferred seating.

PRE-EVENT PROMOTION

- Your company logo prominently placed in all ads and communications, reaching 800+ people.
- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Logo placement on sponsorship sign at entry doors.
- Program advertisement: half page.
- Emcee recognition of sponsorship during the event.
- Sponsor video loop recognition during the event.
- Company Logo on your table signs.

POST-EVENT

- Social media thank you.
- Thank-you in Ka Ni Kanichihk e-newsletter.
- Recognition listing in *Winnipeg Free Press* thank you ad.
- First right of refusal for Keeping the Fires Burning 2025 Patron level sponsorship.

E. “CORPORATE TABLE” SPONSOR: \$3,500

SPONSORSHIP BENEFITS

HOSTING

- One table of 10, with preferred seating.
- Company name on table sign.

PRE-EVENT PROMOTION

- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Company name listed in program.

POST-EVENT

- Recognition listing in *Winnipeg Free Press* thank you ad.



*Kinew Fiddle Students and
Kinew Youth Dancers, KFB 2023*

Sponsorship
KANI
“THOSE WHO LEAD”
KANICHIIHK
SÁKIHWĒWIN
FOUNDATION

2024 SPONSORSHIP REQUESTS

FOR MORE
INFORMATION:

ELENA GAGLIARDI:
EVENT ORGANIZER
204.995.8997
elena.gagliardi@shaw.ca



Additional AVENUES OF SUPPORT

THANK YOU TO OUR 2023 SPONSORS FOR THEIR GENEROUS SUPPORT:

CHAMPION SPONSORS

- Manitoba Arts Council
- Indigenous Reconciliation and Northern Relations

SUPPORTER SPONSOR

- The North West Company

PATRON TABLE SPONSORS

- BMO Bank of Montreal
- Johnston Group
- Manitoba Institute of Trades and Technology
- Red River College Polytechnic
- Southern Chiefs' Organization
- University of Winnipeg

CORPORATE TABLE SPONSORS

- Abinoojiaak Nigaan
- Assembly of Manitoba Chiefs
- Assiniboine Credit Union
- City of Winnipeg: Indigenous Relations Division
- Ginew Wellness Centre
- Indigenous Inclusion Directorate
- Pine Creek First Nation Elders
- RBC
- Southern First Nations Network of Care
- Southeast Resource Development Corp.
- West Region Child and Family Services Inc.
- Winnipeg Foundation

NOMINATING SPONSORS

- Assembly of Manitoba Chiefs
- Ma Mawi Wi Chi Itata Centre
- Manitoba Keewatinowi Okimakanak Inc.
- Manitoba Metis Federation
- Manitoba Moon Voices Inc.
- Southern Chiefs' Organization

COMMUNITY SPONSOR

- The Asper Foundation

ADVERTISE:

Keeping the Fires Burning is now offering advertising opportunities in our event program. The program will be distributed to all sponsors and guests, uploaded to Ka Ni Kanichihk's website and social media platforms, and be available electronically for guests to view — both leading up to the event and afterwards. Advertising with us is a great way to showcase your brand while supporting women, girls and youth in Manitoba.

- Full Page Ad: \$500
- Half Page Ad: \$300

AUCTION DONATION:

Donations of products, services or gift certificates add to one of the most exciting parts of the event. This is a great way to showcase your brand.

DONATE:

Your generous gift to Ka Ni Kanichihk will have a significant impact on thousands of Indigenous women, girls and youth in Manitoba. All business and personal donations will be issued a business acknowledgement letter or tax receipt as per CRA Guidelines. Donors will be listed in the event program.

TO PURCHASE YOUR SPONSORSHIP PACKAGE, PLEASE CONTACT:

ELENA GAGLIARDI: Event Organizer

Email: elena.gagliardi@shaw.ca

Phone: (204) 995-8997

KA NI ^{“THOSE WHO LEAD”} KANICHIHK,

“those who lead” in Ininewak/Cree, is a non-profit, community based, Indigenous-led organization that provides prevention-focused, culturally safe and trauma-informed programs and services to over 1,500 infants, children, youth, women and families annually.

Ka Ni Kanichihk programs and services are widely recognized as innovative, impactful and accessible by its funders, participants and community members.

Net proceeds raised from Keeping the Fires Burning will support the development and delivery of high quality, culturally safe services and trauma-informed programs and research. These are transformative and rooted in the restoration and reclamation of our positive and powerful cultural identity.

Ka Ni Kanichihk Inc. is a registered charity: #85494 1135 RR0001

sākihiwēwin FOUNDATION

We are excited to announce that Ka Ni Kanichihk will be co-hosting the 23rd Annual Keeping the Fires Burning with the **SĀKIHIVĒWIN FOUNDATION**: an incorporated organization. sākihiwēwin is a Cree word that simply means, “putting our love for our families and communities into action by ensuring that everyone is loved, protected, nurtured and supported in their growth,” which was formed to support Ka Ni Kanichihk to achieve its mandate.

KA NI KANICHIHK COUNCIL

Jessie Howell, Elder
Sydney Levasseur-Puhach, Co-Chair
Ken Sanderson, Co-Chair
Carter Wilson, Treasurer
Herb Zobell, Secretary
Eman Agpalza, Council Member
Nike Bello, Council Member

Danielle Carriere, Council Member
Audrey Richard, Council Member
Layla Freig, Council Member
Deidre Dewar, Council Member
Marissa Moar, Council Member
Amber Balan, Council Member

2024 KEEPING THE FIRES BURNING COMMITTEE

Kennedee Hills, Co-Chair
Deb Radi, Co-Chair
Nike Bello
Janie Comeault
Dana Connolly
Brenda LaFreniere

Elena Gagliardi
Jessie Howell
Kat Kupca
Krishna Lalbiharie
Lisa Lewis
Cathy Menard

Audrey Richard
Jewel Pierre-Roscelli
Ieesha Sankar
Leslie Spillet
Rhonda Taylor

KA NI KANICHIHK PROGRAM FUNDERS

To the many community organizations, advocates, and donors who make it possible for people to access the much-needed, life-changing programs and supports they're looking for: **Thank you!**

GOVERNMENT OF CANADA

- Centre for Aboriginal Human Resource Development: Indigenous Skills & Employment Training
- Children and Youth Opportunities
- Crown-Indigenous Relations and Northern Affairs Canada
- Department of Justice
- Early Learning and Child Care
- Indigenous Services Canada
- Infrastructure Canada
- PrairiesCan
- Public Health Agency of Canada
- Public Safety Canada & Emergency Preparedness
- Public Services
- Urban Programming for Indigenous People
- Women and Gender Equality Canada

GOVERNMENT OF MANITOBA

- Art Culture & Sport Fund
- Children and Youth Opportunities
- Education and Training
- Family Services and Consumer Affairs
- Family Services and Labour – Child Protection Branch
- Healthy Child Manitoba
- Health and Seniors Care Health and Seniors Care
- Indigenous Reconciliation and Northern Relations
- Jobs & Economy
- Justice – Crime Prevention Branch, Lighthouses, Victim Services
- Mental Health, Wellness and Recovery - Tracia's Trust: Manitoba's Strategy to Prevent Sexual Exploitation and Human Trafficking
- Status of Women
- Urban/Hometown Green Team

CITY OF WINNIPEG

- Aboriginal Youth Strategy, Community Services
- Indigenous Relations Division

FOUNDATIONS AND SUPPORTERS

- Canadian Women's Foundation
- Catherine Donnelly Foundation
- Community Food Centres Canada
- End Homelessness Winnipeg
- Indigenous Peoples Resilience Fund
- Manitoba Arts Council
- North End Revitalization Inc.
- Red Cross Canada
- Sexuality Education Resource Centre
- TD Bank Group
- The Winnipeg Foundation
- United Way of Winnipeg
- University of Saskatchewan



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Ka Ni Kanichihk Inc.

“those who lead”