

AMELIA DOUGLAS INSTITUTE SPONSORSHIP PACKAGE

The Centre of Métis Culture and Language in British Columbia



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Ameliadouglasinstitute.ca



WHO ARE WE?

We are the centre of Métis culture and language resources and programming in British Columbia.

Amelia Douglas Institute celebrates and uplifts Métis culture in B.C. We are a place where people find new sources of pride and reinforce their identity – and where non-Métis learn about who we are.

Our gallery in Surrey, our initiatives online, and our outreach to communities across B.C. help ensure that Métis and non-Métis alike have the opportunity to recognize and celebrate the contributions of *les Michifs* from the Prairies to the Pacific.

Supporting us is an act of reconciliation. To promote cultural wellness for Métis people, Canadians need to know the history of the Métis experience and how our distinct identity is expressed in art, language, and culture. Métis people in BC need their culture to be celebrated and uplifted. And some cultural belongings should be held in trust for our people. We are the only dedicated Métis cultural institute in BC.

Last year it cost the museum hundreds of dollars per visitor to operate, yet we only charge \$5 admission (and waive admission for all Indigenous guests). **We receive no uncontested financial support from the Federal or Provincial governments.** We are reliant on donations, grants, and sponsorship.

In 2024:

- 47 artists signed up for our Métis in BC Artist Collective.
- 541 visitors came to our showroom and experienced our exhibitions.
- 5x Festivals hosted us and facilitated our promotions.
- 100% of surveyed visitors responded that their visit to our gallery increased or mirrored their pride in their identity.

From our guests:

- “Brings tears to my eyes to see all the beautiful artwork. Thank you to the artists for sharing. ❤️”
- “What a beautiful and informative space. blown away by the displays, beadwork, embroidery, and stories.”

WHY SUPPORT US?

We want to celebrate our sponsors widely.

All Sponsors receive a charitable tax receipt for their donation and recognition on our website. Sponsors above \$1000 also receive additional benefits, including free passes and invitation to a curator-led tour in our showroom. We would love to host you!

Recognition in our advertising will hit a growing audience of Métis citizens in BC.

- Social Media - Our social media reach is growing by over each month. In one year we have gained more Instagram followers than any other Métis institution in Canada.
 - Instagram – 1032 followers as of Feb, 2025
 - Facebook – 384 as of Feb, 2025
- Direct Mail Exhibition Advertisement
 - We advertise our exhibitions and culture talks in Kaniikaniit Lii Noovel (Leader News), the newsletter sent to all 32 Métis Chartered Communities in BC representing over 25,000 Métis citizens and growing.
- In our Gallery
 - We have over 500 visitors in 2024 and look to increase year after year as we establish ourselves.



Supporter Benefits

| \$500 Métis Culture Talk Sponsor | \$1000 Métis Culture Talk Sponsor (2x bundle) | \$1000 Tap Donation Sponsor | \$2000 Exhibition Sponsor (Supporter) | \$2500 Métis Culture Talk Sponsor (5x bundle) | \$5000 Exhibition Sponsor (Exclusive) |
|---|---|---|---|---|---|
| Charitable Receipt | Charitable Receipt | Charitable Receipt | Charitable Receipt | Charitable Receipt | Charitable Receipt |
| Website recognition | Website recognition | Website recognition | Website recognition | Website recognition | Website recognition (as major sponsor) |
| Recognition in product (Métis Culture Talk slide deck and verbal) | Recognition in product (Métis Culture Talk slide deck and verbal) | Recognition in product (Logo on tap terminal) | Recognition in Product (Thanked in exhibition panel) | Recognition in Product (Métis Culture Talk slide deck and verbal)) | Recognition in product (Thanked in exhibition panel). |
| | Social Media recognition | Social Media recognition | Social Media recognition | Social Media recognition | Social Media recognition |
| | 10x free passes to ADI showroom | 10x free passes to ADI Showroom | 15x free passes to ADI showroom | 15x free passes to ADI showroom | 25x free passes to ADI showroom |
| | | | A private tour hosted by ADI Curator or Manager for you and your team | A private tour hosted by ADI Curator or Manager for you and your team | A private tour hosted by ADI Curator or Manager for you and your team |
| | | | Newsletter recognition | Newsletter recognition | Newsletter recognition |

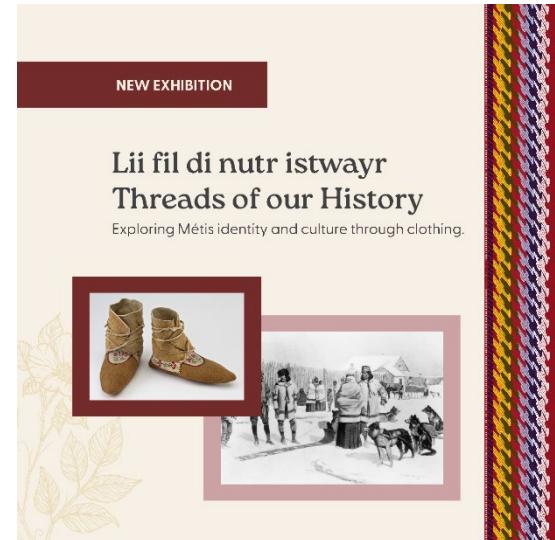


OPPORTUNITIES TO SUPPORT

Special Exhibition Sponsorship - \$2000 supporter, or \$5000 exclusive, one time

As a Special Exhibition Sponsor you would contribute to funding one of our two to three special exhibitions each year, covering printing costs, shipping fees, and research time.

Your sponsorship would be recognized on all social media channels and emails advertising the exhibition, and recognized on a panel for all showroom visitors. For \$5000 we would acknowledge you as the sole sponsor of the exhibition.



Donation terminal Sponsorship - \$1000/year

As a Donation Terminal Sponsor you would cover the annual fees for our automatic tap donation terminal at ADI, which allows us to collect donations from our generous visitors, making their donations that much more valuable.

Your sponsorship would be recognized on the terminal itself and seen by all those visiting the showroom. At the end of your year's sponsorship you would have first choice of renewing.

Métis Culture Talk Sponsorship - \$500, \$1000, or \$2500

Métis Culture Talks are hands-on, interactive workshops that explore Métis culture, heritage, and art through hands-on learning. Your support of one such talk helps cover the costs of kits with all the materials participants need to learn traditional skills like beading or embroidery.

Your support would be recognized in all advertising for the talk and at the conclusion of the talk itself, as well as in each kit sent out to the participants.

\$500 for one talk, \$1000 for two, and \$2500 for five.



The Ministry of Culture, Heritage and Language &
The Amelia Douglas Institute present

**Métis Culture Talks:
Connecting to Heritage!**