

SPONSORSHIP OPPORTUNITIES

# LEAD BY EXAMPLE POWWOW

In Honour of Kakato'si Kristian Ayoungman



March 18 & 19, 2023 |  
Strathmore, Alberta

Co-hosted by:



**Strathmore**



# Presenting Sponsor

**1 Available: \$50,000**

Become the presenting sponsor of the inaugural **Lead by Example Powwow**. In the award-winning documentary, Ayoungman, Melodie Ayoungman challenges two communities to work together and learn about one another. Siksika Nation and the Town of Strathmore are on a journey to make monumental change. Your organization will join alongside as we deepen relationships, build partnerships, and inspire people through the power of powwow.

People from across Canada and the US will be travelling to experience World Class indigenous singing and dancing, right here in Southern Alberta. With sponsorship, your organization will be shown as a huge ally to indigenous culture, people, arts, and reconciliation. There is only one spot for this coveted honour and your recognition will be immense throughout this 2-day event.



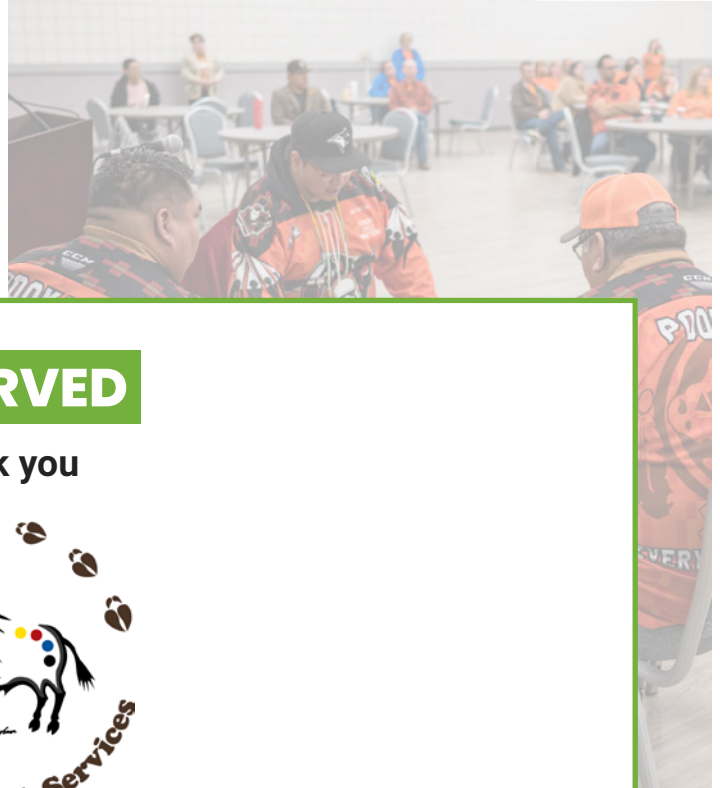
## The following are just a few of the things you can expect:

- » Grand entry participation and recognition
- » Opportunity for opening remarks after Grand Entry
- » 20 VIP reserved tickets
- » Powwow poster (as presenting sponsor, you'll have prominent logo recognition alongside cohost's Siksika Nation and the Town of Strathmore)
- » Complimentary double-sized trade show booth
- » Organization logo included on red carpet step and repeat (alongside event logo, Siksika Nation, and the Town of Strathmore)
- » Powwow program (corporate message & full-page ad)
- » Website acknowledgement (prominent logo recognition)
- » Public announcement of appreciation and recognition as presenting sponsor throughout event
- » Town's utility newsletter (thank you ad in the Town's utility newsletter, distributed to every residence in Strathmore)
- » An afternoon truth and reconciliation training class for your organization hosted by Astokomii Smith (Indigenous Liaison with the Town of Strathmore and Calgary Stampede First Nations Princess)
- » Main entrance banner
- » Private luncheon for two with Strathmore's Mayor Pat Fule and CAO Kevin Scoble
- » Legacy acknowledgment as the inaugural presenting sponsor
- » Logo included on volunteer t-shirts
- » Volunteer opportunities

# Drumming Sponsor

**1 Available:** \$10,000

Without the drums, there would be no powwow. Drumming is a main highlight at a powwow; their powerful music and historic sounds set the pace for the entire event. Each time a drum sings, a flock of recorders, spectators, fans, swarm around the drum group to get a glance at the singers and to record and livestream the drum group to social media.



We offer  
Drumming  
recognition  
sponsors

**RESERVED**

**Thank you**



**The following are just a few of the things you can expect:**

- Powwow program (full-page ad)
- 5 VIP reserved tickets
- Complimentary trade show booth
- Website acknowledgement as a main sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as drumming sponsor throughout event
- Opportunity to display corporate banner at drum circle
- Town's utility newsletter (thank you ad in the Town's utility newsletter, distributed to every residence in Strathmore)
- Logo included on volunteer t-shirts
- Volunteer opportunities

# Head Staff Sponsor

**1 Available: \$10,000**

The Head Staff of a powwow play an important role in the events visible operations. These individuals have the responsibility of being exemplary role models with outstanding traditional qualities. They must be present throughout the whole powwow and are selected based on their exemplary skills and dedication. With sponsorship, your organization will honour these important members of the inaugural **Lead by Example Powwow**.

## Master of Ceremonies

### Don Spiedel



Donnie "Buffalo Boy" Speidel is a member of the Standing Rock Dakota and Lakota nations of South and North Dakota. An accomplished Lakota singer, dancer, and choreographer, he has performed internationally and across North America, including performances for royalty and heads of state.

### Howard (Howie) Thomson



Howard (Howie) Thomson is a member of Carry the Kettle Nakoda Nation, located in Eastern Saskatchewan. Howie's powwow involvement has seen him travel throughout Canada and the U.S., working alongside the world's best announcers and head staff.

## Arena Directors

### Bobby Badger



Bobby Badger is Saulteaux from the Kawacatoose First Nation. He obtained his Bachelor of Indian Fine Arts from the First Nations University of Canada, Master of Education in Language Revitalization from the University of Victoria and he is currently the Cultural resource coordinator at University of Saskatchewan.

### Sheldon Scalplock



Sheldon Scalplock Sr. is a member of Siksika Nation. He began dancing in 1967 and by 1971 was initiated into the Prairie Chicken Society. A champion dancer, Sheldon has won numerous awards including crowned champion at Hartford Connecticut (1999), Gathering of Nations (2015), and the Calgary Stampede (2022).

## Host Drum

### Blackfoot Confederacy



Blackfoot Confederacy started in 2004, setting up in Browning, Montana. The group has singers from Piikani, Siksika, Kainai, Amskapii Piikani, among other Nations. For nearly 20 years they've been focused on reviving and keep the old songs alive, travelling and sharing music throughout North America.

## Head Drum Judge

### Kent Ayoungman



Kent Ayoungman is a member of Siksika Nation. He grew up travelling with family to powwows across the country. As a child, Kent was fascinated with singing and drumming but never had the opportunity to participate until he was a teenager – and he hasn't stopped since.

## Head Men's Dance Judge

### Tobias Provost



Tobias Provost or Imoyiikimmii (Grassy Water) is a husband, father, grandfather, and member of the Piikani Nation. Tobias is a traditional dancer and enjoys travelling to powwows across the country. He brings over 40 years of powwow experience to his role as Head Men's Dance Judge.

## Head Women's Dance Judge

### Orrie Littlesky



Orrie Littlesky is a member of the Stoney Nakoda First Nation. Orrie's experience as a women's northern traditional dancer make her a welcomed addition as Head Women's Dance Judge.

## Head Men's Traditional Dancer

### Kevin Haywahe



Kevin Haywahe is a member of Carry the Kettle Nakoda Nation and descended of the Cypress Hills Massacre. The Hunt family selected Kevin for this role based on how he conducts himself on the powwow trail. He is always ready, well dressed in his regalia, friendly, kind hearted, helpful, and always willing to share his cultural knowledge.

## Head Women's Jingle Dancer

### Lillian Gadwa-Crier



Lillian is a member of the Kehewin Cree Nation. She has danced for many decades, learning, sharing and teaching others in her journey of dance. She has been an educator for over thirty years, now teaching in universities and Indigenous colleges.

### The following are just a few of the things you can expect:

- Powwow program (half-page ad)
- 5 VIP reserved tickets
- Website acknowledgement as Head Staff Sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as Head Staff Sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities

# Guardian Sponsor

**1 Available: \$8,000**

When planning a powwow, it is important to prepare for the worst even as you expect the best. Our committee and head staff must make sure that everything goes according to plan and this calls for putting in place safety measures. Even the best-laid plans can go wrong but thanks to the **Lead by Example Powwow's Guardian Sponsor**, your organization will look out for our dancers through insurance and security.



## The following are just a few of the things you can expect:

- Powwow program (half-page ad)
- 3 VIP reserved tickets
- Website acknowledgement as Guardian Sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as division sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities

# Thunder Sponsor

**1 Available: \$8,000**

Indigenous culture centers around the Drum. Without the Drum and the singers around it, the powwow simply wouldn't happen. The Drum brings the heart beat of Mother Earth to the powwow for all to feel and hear. As the *Thunder Sponsor*, your organization will amplify the sights and sounds of the **Lead by Example Powwow** by enabling a powerful audio-visual experience for all.



## The following are just a few of the things you can expect:

- Powwow program (half-page ad)
- 3 VIP reserved tickets
- Website acknowledgement as Thunder Sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as division sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities



# Volunteer Sponsor

**1 Available:** \$5,000

Volunteers are the unsung heroes of powwows. The **Lead by Example Powwow's** volunteers help set a positive tone and create an energetic environment for the event. They are that memorable, smiling face of the event as guests and attendees arrive. When dancers or guests need support, our volunteers jump in to answer questions and meet their needs throughout the Powwow. With your organization's support as Volunteer Sponsor, you'll help us provide the necessary food, drinks, and thank you gestures needed by our busy



**RESERVED**

**Thank you**



**SIKSIKA**  
GROUP OF COMPANIES

## The following are just a few of the things you can expect:

- 2 VIP reserved tickets
- Website acknowledgement as Traders Market Sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as Traders Market Sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities

# Traders Market Sponsor

**1 Available: \$5,000**

Powwow is a place to meet, dance, sing, honour culture, and trade. From traditional craft vendors to authentic cuisine (and everything in between). With sponsorship, your organization will be the title sponsor of our Traders Market and enable the **Lead by Example Powwow** to showcase vibrant artisans (right beside world-class dancing).



## The following are just a few of the things you can expect:

- 2 VIP reserved tickets
- Complimentary trade show booth
- Website acknowledgement as Traders Market Sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as Traders Market Sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities



# Tiny Tots (6 and under) Sponsor

**1 Available: \$5,000**

Even though these young dancers are just starting out on their powwow journey, their event is one of the biggest highlights of a powwow. The tiny tots are the future generation of dancers that will continue these important traditions as they grow up. They range from the ages of 0-6 years of age. Families will dress their babies in powwow regalia and dance to their hearts content.

We only have one spot available for our Tiny Tots Sponsor and your organization will be recognized all weekend long as one of the main sponsors of the **Lead by Example Powwow**.



## The following are just a few of the things you can expect:

- Powwow program (half-page ad)
- 5 VIP reserved tickets
- Complimentary trade show booth
- Website acknowledgement as Tiny Tot sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as Tiny Tots' Sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities

# Adult Dance Full Division Sponsor

**3 Available: \$4,000**

There are four adult dance divisions: Men's Buckskin (18+), Jr. Adult (18-39), Sr. Adult (40-54), and Golden Age (55+). With sponsorship, your organization will sponsor a full division and all dances within, honouring all those dancers who have travelled many km's to be a part of this event. Your organization's name will have recognition that you sponsored a specific division and made it possible for this competition to happen. Your logo will appear prominently on the number card of each adult dancer within your sponsored division.



Plus,  
along

**RESERVED**

**Thank you**

***Ludwar***  
LAW FIRM

  
**POMEROY LODGING**  
FIERCELY INVESTED

**Capital Power  
Corporation** 

Corporation

## The following are just a few of the things you can expect:

- Powwow program (half-page ad)
- 3 VIP reserved tickets
- Website acknowledgement as a division sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as division sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities



# Youth Dance Full Division Sponsor

**2 Available: \$3,000**

There are two youth dance divisions: Junior (7-12) and Teen (13-17). With sponsorship, your organization will sponsor a full division and all dances within, honouring all those dancers who have travelled many km's to be a part of this event. Your organization's name will have recognition that you sponsored a specific division and made it possible for this competition to happen. Your logo will appear prominently on the number of items below.



Plus,  
along

**RESERVED**

**Thank you**

**Shaw)**

***ATCO***

## The following are just a few of the things you can expect:

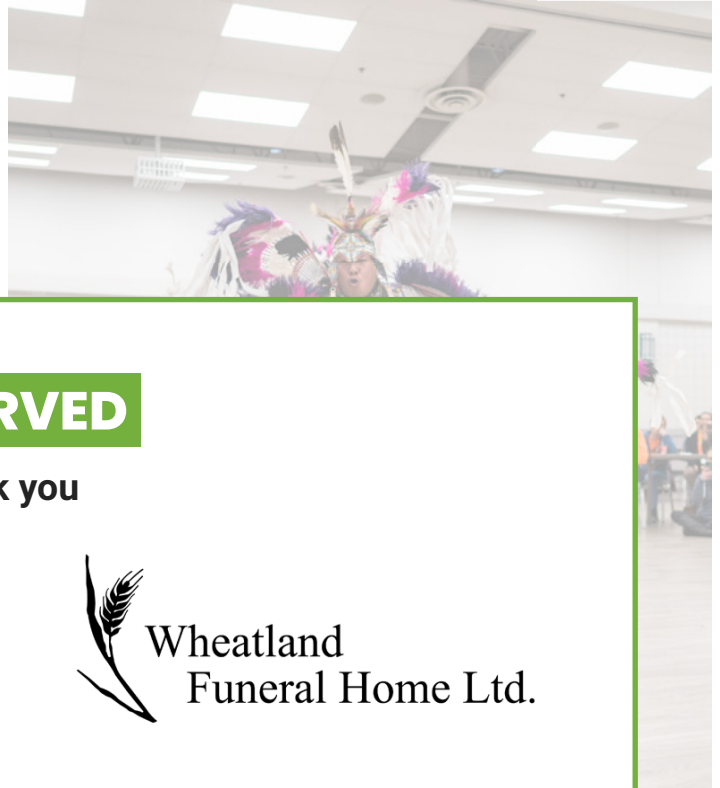
- Powwow program (half-page ad)
- 3 VIP reserved tickets
- Website acknowledgement as a division sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as division sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities

# Special Dance Category Sponsor

**2 Available: \$2,500**

The **Lead by Example Powwow** committee has selected two special dance categories: Women's Jingle (green dress special) and Men's Traditional (green dress-up special). With sponsorship, your organization will sponsor a special dance category and honour all those dancers who have travelled many km's to be a part of this event. Your company name will have recognition that you sponsored a special dance category and made a difference. Your card of appreciation will be presented to the division.

Plus, along



**RESERVED**

**Thank you**



**BROWNLEE LLP**  
*Barristers & Solicitors*



**Wheatland**  
**Funeral Home Ltd.**

## The following are just a few of the things you can expect:

- Powwow program (half-page ad)
- 3 VIP reserved tickets
- Website acknowledgement as a division sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as division sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities



# Adult Dance Category Sponsor

**14 Available: \$1,500**

There are 16 dance categories across the adult divisions. With sponsorship, your organization will sponsor an adult dance category and honour all those dancers who have travelled many km's to be a part of this event. Your company name will have recognition that you sponsored a specific dance category and made it possible for this competition to happen. Your logo will appear on the number card of each adult dancer within your sponsored category.

Plus, there will be a lot of cool recognition to go along with it.



## Jr. Adult (18-39) Division

Women's		Men's	
 \$1,500 <input checked="" type="checkbox"/> Fancy		\$1,500 <input type="checkbox"/> Fancy	
 \$1,500 <input checked="" type="checkbox"/> Traditional		 \$1,500 <input checked="" type="checkbox"/> Traditional	
\$1,500 <input type="checkbox"/> Jingle		\$1,500 <input type="checkbox"/> Grass	
		\$1,500 <input type="checkbox"/> Chicken	

## Sr. Adult (40-54) Division

Women's		Men's	
 \$1,500 <input checked="" type="checkbox"/> Fancy		\$1,500 <input type="checkbox"/> Fancy	
 \$1,500 <input checked="" type="checkbox"/> Traditional		\$1,500 <input type="checkbox"/> Traditional	
\$1,500 <input type="checkbox"/> Jingle		\$1,500 <input type="checkbox"/> Grass	
		\$1,500 <input type="checkbox"/> Chicken	

### The following are just a few of the things you can expect:

- Logo recognition in powwow program thank you ad
- 2 VIP reserved tickets
- Website acknowledgement as a division sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as dance category sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities

# Youth Dance Category Sponsor

**14 Available: \$1,000**

There are 14 dance categories across two youth divisions. With sponsorship, your organization will sponsor a youth dance category and honour all those dancers who have travelled many km's to be a part of this event. Your company name will have recognition that you sponsored a specific dance category and made it possible for this competition to happen. Your logo will appear on the number card of each youth dancer within your sponsored category.







Plus, there will be a lot of cool recognition to go along with it.



## Junior (7-12) Division

Girl's		Boy's	
	\$1,000 <input checked="" type="checkbox"/> Fancy		\$1,000 <input checked="" type="checkbox"/> Fancy
	\$1,000 <input checked="" type="checkbox"/> Traditional		\$1,000 <input checked="" type="checkbox"/> Traditional
	\$1,000 <input checked="" type="checkbox"/> Jingle		\$1,000 <input checked="" type="checkbox"/> Grass
			\$1,000 <input checked="" type="checkbox"/> Chicken

## Teen (13-17) Division

Girl's		Boy's	
	\$1,000 <input checked="" type="checkbox"/> Fancy		\$1,000 <input checked="" type="checkbox"/> Fancy
	\$1,000 <input type="checkbox"/> Traditional		\$1,000 <input checked="" type="checkbox"/> Traditional
	\$1,000 <input checked="" type="checkbox"/> Jingle		\$1,000 <input checked="" type="checkbox"/> Grass
			\$1,000 <input checked="" type="checkbox"/> Chicken

### The following are just a few of the things you can expect:

- Logo recognition in powwow program thank you ad
- 2 VIP reserved tickets
- Website acknowledgement as a division sponsor
- Logo and thank you callouts on the Town's social media channels
- Public announcement of appreciation and recognition as dance category sponsor
- Opportunity to display corporate banner
- Logo included on volunteer t-shirts
- Volunteer opportunities



# Dance Categories

Can't decide which category fits your organization best? We've put together the below descriptions to help give you a short summary of the dance styles and regalia you'll see at the [Lead by Example Powwow](#). Every dancer has his or her own style, and regalia varies from different nations. Geographic origins, spiritual, practical, and legend-oriented explanations of dances vary.

## Women's Jingle Dance

This dance gets its name from the rows of metal cones—called “ziibaaska’iganan”. These cones are attached to the dancer's dress and make a distinctive sound as they dance.

There are a few different versions of the origin story of the jingle dress, but all of them seem to take place around WW1 and agree that the jingle dress originated in a dream. The most consistent element is of an Ojibwe father or grandfather (occasionally he's credited as being a medicine man) who had a vision that he was being given instructions for a style of dress and the specifics of a dance that would help heal his daughter or granddaughter. One story tells of an Ojibew girl becoming very sick, possibly from the widespread Spanish influenza epidemic. Her father feared he was going to lose her and sought a vision to save his daughter. He saw the dress and the instructions for the dance, and went about putting the dress together for his daughter, then asked her to do a few “springlike” steps, in which she always kept one foot on the ground. The girl started feeling better and kept dancing. Finally, she recovered completely, and kept on dancing, and eventually she formed the first Jingle Dress Dance Society.

## Women's Fancy Dance

Women's Fancy Dance is one of the most athletic dance styles. It's also the most recent, created to allow Indigenous women to express the same enthusiasm and show-style as the men's Fancy Dance.

To dance this style requires flashy regalia, oftentimes with fully beaded yoke, hair clips, wrist cuffs, bracelets, and moccasins. Sequins can be used to create a flashier look. But the entire outfit hinges around the shawl, which has applique patterns, long, flowing ribbons, and serves as the centerpiece of the outfit—and the dance.

The dance is said to imitate the graceful, swooping beauty of a butterfly; therefore, dancers always hold at least one of their arms out, because a butterfly is never seen without at least one wing aloft. Footwork tends to be decided by the individual; there is no set of steps to which dancers must adhere, and balance and symmetry are more esteemed than fancy moves. At least one foot should hit the ground with each drumbeat, except during jumps or spins; the dancer's head also keeps time with the beat. Poise, endurance, showmanship, agility, and grace are prized attributes. As with all powwow dances, dancing to the tone, style and rhythm of the song is essential – and don't forget to end on that final drumbeat.

## Women's Traditional Dance

Women's Traditional Dance is much newer than its' male counterpart. Before WWI, women were rarely permitted to dance inside the circle with the men, so they danced along the periphery. Women were awarded the right to dance competitively inside the circle after WWII, when more women were called upon to serve in the military. Their newfound warrior status, the movement for Indigenous rights, and the push for more inclusive powwows are what eventually led to this change. The steps are modest and elegant and are only performed just a few feet into the dance circle. In Women's Traditional, the feet must never completely leave the ground - this symbolizes the connection of women to Mother Earth. The fringe on the sleeves must be kept in constant motion, sweeping in large arcs.

## Men's Chicken Dance

Prairie-chickens and humans have lived together on the Great Plains for thousands of years so it's no surprise that the Chicken Dance (or Prairie Chicken Dance) is one of the oldest forms of Indigenous dancing. The dance celebrates the interconnection between Indigenous people and this grassland grouse. Dancers imitate the mating dance of the prairie chicken by rocking their heads back and forth as if they were pecking at the ground as they spin from side to side in slow, majestic movements.

According to Blackfoot legend, the dance, known in the Blackfoot language as Kitokipaaskaan, came about long ago when a young Blackfoot man went out hunting on the prairies. While hunting, the man heard a loud thumping noise. Curious, he pursued the noise and came across a group of prairie chickens dancing in the long grass. In a hungry haste, the man lifted his bow, pulled it back, and shot an arrow at one of the birds, killing it instantly. That night, the man and his family cooked the bird for dinner before falling asleep. Deep in dream, the man was visited by the chicken's spirit. “Why did you kill me?”, he said to the man, “for I was doing a sacred dance for my great Nation”. The Warrior replied with great appreciation for the Prairie Chicken's sacrifice, “My family was hungry and needed to eat”. The prairie chicken told the man that it was going to teach him a dance which must then be taught to all the people in honour and remembrance of a life sacrificed. The man woke up from his dream and when he returned home, he shared his dream with his people.

## Men's Fancy Dance

Originally invented by Gus McDonald, a Ponca man from Oklahoma, the Fancy Dance has grown to become one of the most popular forms of Indigenous dance today. Performed by various Indigenous tribes at Powwows and dance competitions, the Fancy Dance has evolved from its roots in history to the flashy display it is today. As a dancer enters the arena, every step, every turn, every movement is timed perfectly to the beat of a single drum.

Adorned in brightly colored feathers and intricate bead work, the regalia each dancer wears, is as elaborate as it is beautiful. The outfits and designs on them usually have both tribal and personal significance to the individual dancer.

## Men's Grass Dance

The dominant legend is that a young man who had one hindered foot yet yearned to dance, was told by his medicine man to seek inspiration in the prairie. He travelled to the prairie where he prayed for guidance as he limped up a hill. On top of that hill, he observed the swaying of the grass and received a vision of himself dancing the same style as the grass. When he shared this vision with his village, the use of his legs was returned to him and he performed the first grass dance.

A practical origin is more generally cited, however: To settle a new area, create an appropriate venue for a tribal meeting, or secure an arena for a ceremony, young men had to trample down high grasses to ensure visibility. Scouts would stomp on the grasses to flatten them, and the grass dance grew from there. The regalia honors the role of grass in the warrior's life.

Today's Grass Dancers try to dance as smooth as possible as if they are those long prairie grasses blowing in the wind. The fluid swaying motions represent a sense of balance with the natural order of creation. Grass Dancers are taught that the motions they do on one foot, must done with the other. It is that intentional act of balanced footwork that makes the Grass Dance so spectacular to watch.

## Men's Traditional Dance

First and foremost – dancers in this category are aiming to tell you a story. Typically, it is one of a hunt, a battle, or a certain victory. Dancers utilize different movements to demonstrate the story they are telling you; crouching, tracking, aiming, dashing about and so on. Many dancers are taught to dance toward the centre of the circle and tap once on the pole or shout out during this style. This is done to represent victory over an enemy or victory in the hunt they are telling you about. One stellar Men's Traditional second song is called the Duck and Dive. Some say this style of dance came about during the First World War. Dancers listen very carefully for slow hard drumbeats bend downward in time as if to dodge artillery fire.