### **SPONSORSHIP PACKAGE**

# LEAD BY EXAMPLE POWWOW

MOVING FORWARD IN KAKATO'SI KRISTIAN AYOUNGMAN'S LEGACY

Join the dance and experience the heartbeat of the drum at the Lead by Example Powwow; a cross-cultural, community celebration, full contest powwow and Indian Relay Races in honour of Kakato'si Kristian Ayoungman.

JUNE 7-9, 2024

STRATHMORE & DISTRICT AG GROUNDS

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#### **About the Foundation**

The Kakato'si Kristian Ayoungman Foundation was put together to continue the legacy of Kristian Ayoungman, and how he lived his life so that he will never be forgotten. The call for reconciliation emanates from the Memorandum signed by the Town of Strathmore and Siksika Nation, a response to the wrongful loss of Kristian; his mother has one ask, "Strathmore and Siksika need to work together." Our sincere wish is that others will learn from this tragic loss, doing acts of reconciliation in hopes of ending racism. To Lead by Example in the way Kristian lived his life.



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## Meet Our Board



Melodie Ayoungman-Hunt



**Steve Hunt** 



Astokomii Smith



**Patrick Mitsuing** 



Meagan Miller



**Michelle Bissett** 



**Tyler White** 

### **About the Powwow**

Powwow is a celebration of life where many nations and tribes join to share songs and dances. Powwows welcome all people and highlight the enduring strength of Indigenous culture.

The Lead by Example Powwow is an important event for southern Alberta. On March 17, 2019 Kristian Kakato'si Ayoungman was killed on a highway near Strathmore, Alberta. Kakato'si was an elite young hockey player and champion dancer, and was an inspiring leader to many other youths. His mother knew that the healing over her son's death could also heal racial injustice in her communities. For four years Melodie Ayoungman-Hunt has worked with the Town of Strathmore and Siksika Nation to deepen relationships, build partnerships, and inspire people through Kakato'si's memory.

#### Vision



 In light of the tragic loss of Kristian Kakato'si Ayoungman and the inspiration drawn from his legacy, the Lead by Example Powwow aspires to be a catalyst for healing and positive change in southern Alberta. Our goal is to honor Kakato'si's memory by addressing racial injustice and promoting unity through the power of cultural expression.

#### Mission

The Lead by Example
 Powwow is dedicated to
 fostering a celebration of life
 that transcends boundaries,
 unifying diverse nations and
 tribes in the spirit of harmony.
 We aim to create an inclusive
 space where people from all
 walks of life can come
 together to share the richness
 of Indigenous culture through
 songs and dances,
 acknowledging the enduring
 strength it embodies.



# 2023 Lead by Example Powwow

The 2023 Lead by Example Powwow stands as a testament to unparalleled success, far surpassing our initial expectations. This extraordinary event, which drew participants and attendees from all corners of North America, showcased the profound impact it had on both the local and broader communities.

With an impressive turnout of over 3000 people throughout the event. The diverse range of participants not only fostered inclusivity but also served as a powerful representation of unity among Indigenous and non-Indigenous communities.

Beyond the tangible successes, the Lead by Example Powwow became a nexus for forging meaningful relationships. Attendees, participants, and vendors alike experienced a sense of community that surpassed the event itself. This, in turn, laid the foundation for enduring connections and collaborations, contributing to the long-term impact of the powwow.

In summary, the 2023 Lead by Example Powwow was not merely an event; it was a celebration of cultural diversity, economic empowerment, and community building. Its resounding success serves as a compelling testament to the potential for future events to make a lasting positive impact on both local and global scales.



#### 2023 Numbers:

475 Dancers

16 Drum Groups

52 Vendors

Over 1000 tickets sold

## Thank you to our 2023 sponsors,































































































### White Buffalo Sponsor

1 available: \$60,000

Become the *White Buffalo Sponsor* and claim the title sponsor role for our Lead by Example Powwow. Embodying hope, the White Buffalo symbolizes the spirit of our event, making your support a beacon for positive change.

People from across Canada and the US will be travelling to experience World Class First Nation 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 3-day event.



Our 2023 Title Sponsor: Epcor

#### 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 White Buffalo sponsor, you'll have prominent logo and recognition)

Complimentary double-size trade show booth

Powwow program (corporate message & full-page-ad)

Website acknowledgement

Public announcement of appreciation and recognition as title sponsor throughout event

An afternoon truth and reconciliation training class for your organization hosted by the Kakato'si Kristian Ayoungman Foundation

Main entrance banner

Logo included on volunteer t-shirts

## **Buffalo Sponsor**

1 available: \$55,000

As *Buffalo Sponsor* your support will contribute to the thrilling expansion of our cultural celebration, the Lead by Example Powwow is delighted to announce the introduction of Indian Relay Races as a dynamic addition to our event in 2024.

What to Expect: Prepare for the pulse-pounding excitement of Indian Relay Races, a tradition deeply rooted in Indigenous culture. This high-energy competition will showcase the incredible skill, agility, and teamwork of participating teams as they navigate through exhilarating horse relay races. Each team, comprised of skilled riders, will demonstrate precision and speed in changing horses and expertly maneuvering around the track.



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

Grand entry participation and recognition

15 VIP reserved tickets

VIP seating for the Indian Relay Races

Complimentary trade show booth

Powwow program (full-page-ad)

Website acknowledgement as Buffalo sponsor

Public announcement of appreciation and recognition as Buffalo sponsor at the Indian Relay Races and the Powwow

Opportunity to display corporate banner

Logo included on volunteer t-shirts

## **Eagle Sponsor**

1 available: \$50,000

As the *Eagle Sponsor*, your involvement extends far beyond conventional sponsorship; it transforms you into a guardian, empowering our event coordinators to soar above and ensuring the Lead by Example Powwow reaches new heights of success.

Your support is the wind beneath our wings, propelling us forward with strength and purpose. Just as the eagle navigates the vast skies with precision, your sponsorship empowers us to navigate the complexities of organizing a culturally rich and impactful event. Your commitment not only contributes to the logistical success of the powwow but also symbolizes a shared dedication to the values of unity, cultural celebration, and positive change within our community.



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

15 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as Eagle sponsor

Opportunity to display corporate banner

Public announcement of appreciation and recognition as Eagle sponsor

Logo included on volunteer t-shirts

## **Bear Sponsor**

1 available: \$40,000

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 record and livestream the drum group to social media. As the *Bear Sponsor*, your support will ensure that these captivating drumming performances remain a central aspect of the Lead by Example Powwow. The *bear sponsor* will have a prominent role in sustaining this integral tradition, contributing to the heartbeat of our cultural celebration and leaving an enduring impact on the memories of all who attend.



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

15 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as Bear sponsor

Opportunity to display corporate banner

Public announcement of appreciation and recognition as Bear sponsor throughout event

Logo included on volunteer t-shirts

## **Wolf Sponsor**

1 available: \$30,000

Step into a vital role as the *Wolf Sponsor*, where your involvement goes beyond sponsorship to become an integral part of the powwow's operation. Like the wolf, your support is essential for the pack – ensuring coordination, unity, and seamless execution of the event's overall operation.

We are delighted to announce another exciting component of the Lead by Example Powwow- scheduled for Thursday, June 6th. On this special day, we extend a warm invitation to all local schools to partake in an exclusive learning experience. This unique opportunity will include a meet-and-greet with the Indian Relay Race Teams and Powwow demonstrations. We believe that this educational initiative will not only enhance cultural awareness but also create lasting memories for students. We look forward to welcoming the eager minds of our community's youth to this enlightening event.



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

12 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as Wolf sponsor

Opportunity to display corporate banner

Public announcement of appreciation and recognition as Wolf sponsor

Logo included on volunteer t-shirts

## **Head Staff Sponsor**

1 available: \$20,000

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 Lead by Example Powwow.



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

10 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as Head Staff sponsor

Opportunity to display corporate banner

Public announcement of appreciation and recognition as Head Staff sponsor

Logo included on volunteer t-shirts

## Indian Relay Youth Sponsor

1 available: \$15,000

Embark on a journey of empowerment and leadership by choosing the *Indian Relay Youth Sponsorship* at \$15,000 for the Lead by Example Powwow. This unique sponsorship opportunity is dedicated to fostering the growth, talent, and resilience of our youth, ensuring they become the torchbearers of cultural pride and positive change.



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

8 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as Indian Relay Youth sponsor Opportunity to display corporate banner Public announcement of appreciation and recognition as Indian Relay Youth sponsor

Logo included on volunteer t-shirts

### **Host Drum Sponsor**

1 available: \$10,000



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

5 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as Host Drum sponsor

Opportunity to display corporate banner

Public announcement of appreciation and recognition as Host Drum sponsor

Logo included on volunteer t-shirts

## **Entertainment Stage Sponsor**

1 available: \$10,000

Introducing the Entertainment Stage Sponsor, a captivating addition to the 2024 powwow experience. As the sponsor of the Entertainment Stage, you will play a pivotal role in creating a vibrant space that transcends cultural boundaries. This innovative stage will serve as a platform to showcase talent from diverse cultures, fostering an enriching environment for cross-cultural learning and appreciation.

Enjoy prominent recognition as the *Entertainment Stage Sponsor*, with your brand highlighted in event promotions, on-site signage, and announcements. Associate your brand with the values of cultural diversity, inclusion, and a global celebration of talent.



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

5 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as Entertainment Stage sponsor Corporate banner displayed at entertainment stage Public announcement of appreciation and recognition as Entertainment Stage sponsor

Logo included on volunteer t-shirts

## **VIP Sponsor**

1 available: \$7,500



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

5 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as VIP sponsor

Opportunity to display corporate banner

Public announcement of appreciation and recognition as VIP sponsor

Logo included on volunteer t-shirts

## **Champion Sponsor**

1 available: \$6,500



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

3 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as Champion sponsor

Opportunity to display corporate banner

Public announcement of appreciation and recognition as Champion sponsor

Logo included on volunteer t-shirts

## **Volunteer Sponsor**

1 available: \$5,000



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

Logo recognition in powwow program and thank you ad

3 VIP reserved tickets

Website acknowledgement as Volunteer sponsor

Opportunity to display corporate banner

Public announcement of appreciation as Volunteer sponsor

Logo included on volunteer t-shirts

## **Guardian Sponsor**

1 available: \$5,000



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

5 VIP reserved tickets

Powwow program (half-page-ad)

Website acknowledgement as Guardian sponsor

Opportunity to display corporate banner

Public announcement of appreciation and recognition as Guardian sponsor

Logo included on volunteer t-shirts

## **Thunder Sponsor**

1 available: \$5,000

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:

Logo recognition in powwow program and thank you ad

3 VIP reserved tickets

Website acknowledgement as Thunder sponsor

Opportunity to display corporate banner

Public announcement of appreciation as Thunder sponsor

Logo included on volunteer t-shirts

## **Princess Sponsor**

1 available: \$5,000



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

Logo recognition in powwow program and thank you ad

3 VIP reserved tickets

Website acknowledgement as a Princess sponsor

Opportunity to display corporate banner

Public announcement of appreciation as Princess sponsor

Logo included on volunteer t-shirts

## **Elder Sponsor**

1 available: \$5,000



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

Logo recognition in powwow program and thank you ad

3 VIP reserved tickets

Website acknowledgement as Elder sponsor

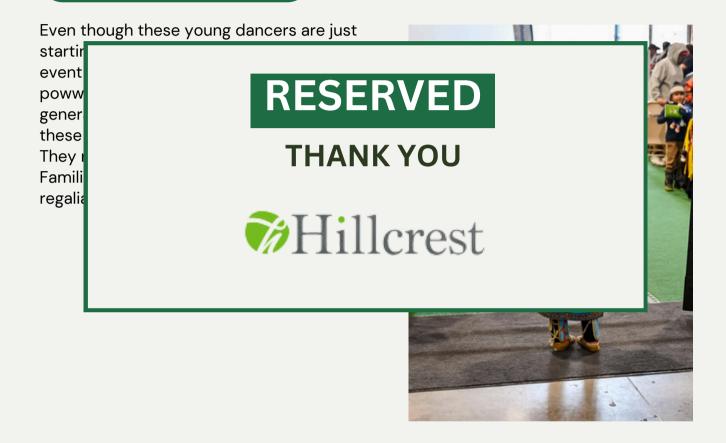
Opportunity to display corporate banner

Public announcement of appreciation as Elder sponsor

Logo included on volunteer t-shirts

## Tiny Tots (6 and under) Sponsor

1 available: \$5,000



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

Logo recognition in powwow program and thank you ad

3 VIP reserved tickets

Website acknowledgement as Tiny Tot sponsor

Opportunity to display corporate banner

Public announcement of appreciation as Tiny Tot sponsor

Logo included on volunteer t-shirts

## Adult Dance Division Sponsor

3 available: \$4,000

There are 4 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.



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

Logo recognition in powwow program and thank you ad

2 VIP reserved tickets

Website acknowledgement as a division sponsor

Opportunity to display corporate banner

Public announcement of appreciation as division sponsor

Logo included on volunteer t-shirts

## Youth Dance Full Division Sponsor

2 available: \$3,500

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.



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

Logo recognition in powwow program and thank you ad

2 VIP reserved tickets

Website acknowledgement as division sponsor

Opportunity to display corporate banner

Public announcement of appreciation as division sponsor

Logo included on volunteer t-shirts

## Special Dance Category Sponsor

1 available: \$3,000

The Lead by Example Powwow committee has selected two special dance categories: Outgoing Miss Lead by Example Princess Special and Men's Traditional (green dress-up special) – the Men's Traditional Special is to continue Kristian's legacy and this special will continue every year. 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.



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

Logo recognition in powwow program and thank you ad

2 VIP reserved tickets

Website acknowledgement as special category sponsor

Opportunity to display corporate banner

Public announcement of appreciation as special category sponsor

Logo included on volunteer t-shirts

## Adult Dance Category Sponsor

11 available: \$1,500

There are 16 dance categories across the five 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.



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

Logo recognition in powwow program and thank you ad

2 VIP reserved tickets

Website acknowledgement as a category sponsor

Opportunity to display corporate banner

Public announcement of appreciation as category sponsor

Logo included on volunteer t-shirts

## Youth Dance Category Sponsor

8 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.



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

Logo recognition in powwow program and thank you ad

2 VIP reserved tickets

Website acknowledgement as a category sponsor

Opportunity to display corporate banner

Public announcement of appreciation as category sponsor

Logo included on volunteer t-shirts

## **Dance Categories**

#### 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 comes from the Siksika Nation and 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.



# Kitsikakomimmokoo - Thank you!

#### **Contact**

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