



# INDIGENOUS HISTORY & HERITAGE GATHERING

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## Sponsor & Exhibitor Prospectus

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June 2-4, 2024

Westin Ottawa

[ihhg.ca](http://ihhg.ca)

# About the Indigenous History and Heritage Gathering (IHHG)

IHHG, hosted by the National Centre for Truth and Reconciliation (NCTR) and the First Nations Confederacy of Cultural Education Centres (FNCCEC), welcomes members of Inuit and Métis communities and First Nations, as well as cultural professionals, academics, media, government employees, and anyone involved in researching Indigenous histories and presenting inclusive stories. Guided by addresses from Indigenous changemakers and visionaries, the conference is a space to examine the many ways that history has been used as a tool of colonialism and to envision a better path forward.

The inaugural IHHG held in Ottawa in June 2023, welcomed over 350 attendees from across Canada. The participants worked in a variety of fields related to Indigenous history, heritage, and culture including museums, Indigenous governments, municipalities, cultural centres, and federal departments. Over half of the delegates self-identified as Métis, Inuit, or First Nations.



## IHHG 2023 Testimonials

“These are the stories people need to hear to understand the true impacts of the institutions. Understanding that the documents held at the National Centre for Truth and Reconciliation are open for us to access was a huge surprise & will be so helpful in our research for our Residential School program.”

“Wonderful to see so many women speaking, sharing, hosting.”

“I am the son of a Residential School Survivor and as I continue on my own Language journey, it was so wonderful to hear Indigenous Languages being spoken throughout the Gathering...”

“The best conference I have attended in a decade for content, for the hope built into every piece, for the honour shown to Survivors, and respect and support to our key leaders like Claudette, Kim, and Tanya.”



# Sponsor or Exhibit at the Indigenous History and Heritage Gathering

We invite you to take a pivotal role in championing reconciliation by sponsoring and/or exhibiting at the upcoming Indigenous History and Heritage Gathering. This Gathering presents a unique platform for your organization to:

## Demonstrate Corporate Leadership

Take a leading role in a nationwide movement toward understanding and reconciliation by supporting this gathering. This is an opportunity to set an example, showcasing your dedication to shaping a future that honors and respects Indigenous heritage and culture.

## Fulfill the Truth and Reconciliation Commission's Calls to Action

Embrace the spirit of [Call to Action #92](#), which specifically calls on corporations like yours to meaningfully engage with Indigenous communities. Your sponsorship will serve as a proactive response to this call, promoting networking opportunities and creating environments that prioritize equitable access to employment, training, and education for Indigenous peoples.

## Network with Indigenous Leaders

The Gathering is a confluence of thought leaders, elders, and influential members from Indigenous communities. Sponsoring the Gathering provides your organization with an invaluable opportunity to build meaningful relationships, engage in dialogues that matter, and establish partnerships that could lead to lasting collaborations.

## Cultivate Inclusive Employment Practices

Participation in this Gathering not only amplifies your brand's voice in the dialogue on reconciliation but also sends a powerful message to your staff and stakeholders about the value of diversity and inclusion within the workplace.

## Enhance Educational Endeavors

By being a part of this Gathering, you help enable a rich exchange of knowledge and heritage, educating attendees and participants on the vibrant tapestry of Indigenous history that forms the bedrock of our nation.



# IHHG 2024 Program

Participants at IHHG will see case studies of cutting-edge heritage projects and hear from experts on how to create meaningful projects that bring historical truths to the forefront. Exhibitors at the Indigenous History and Heritage Gathering will add to the rich program built on the following program streams:

## Residential and Day Schools

This stream will focus on ongoing efforts to uncover and share truths about both the day school and residential school systems. It will contribute to ongoing discussion about identifying and commemorating missing children and unmarked burials.

**Relevant Topics:** Case studies from ongoing work, statement gathering, history of day schools, search technologies (Lidar, GPR, etc.), archival research, mapping

## Preserving Language and Culture

Participants will learn about best practices and emerging methods for preserving language and culture. This can include Indigenous-owned and operated archives and collections, digital repositories, or other innovative ways to store and preserve cultural assets and language.

**Relevant Topics:** The importance of preserving Indigenous languages, digital language libraries, collections management (how to organize and provide access to artifacts), digital cultural resources

## Sharing Stories

This stream will showcase innovative storytelling methods that have been used to share and preserve Indigenous histories.

**Relevant Topics:** Documentaries, podcasts, museum exhibits, books/articles, virtual reality

## Land Back

This stream will explore the historic and contemporary Land Back movement. Presenters will speak about practical ways their Nation asserts its rights and fights for reconciliation.

**Relevant Topics:** Contemporary and historic land back movements, importance of land, history of Treaties, Beans (film)



# IHHG Sponsorship & Exhibit Options

Demonstrate your commitment to building bridges towards reconciliation by supporting the integral work of the Indigenous History and Heritage Gathering as a Gold or Silver-level sponsor.

## Gold Sponsorship | \$20,000

Receive all sponsorship benefits listed below as well as:

- A 10x 10 premium exhibit space in the main exhibit hall
- 4 complementary IHHG registrations
- Free activation in the IHHG registration foyer area (sponsor assumes cost)
- Full-page ad in the event program/app (artwork provided by sponsor)
- Recognition in Opening Remarks
- VIP seating throughout the event
- Prime exhibit booth location
- Dedicated signage at registration
- 30 second video to be played a total of 4 times throughout the conference. (supplied by sponsor)

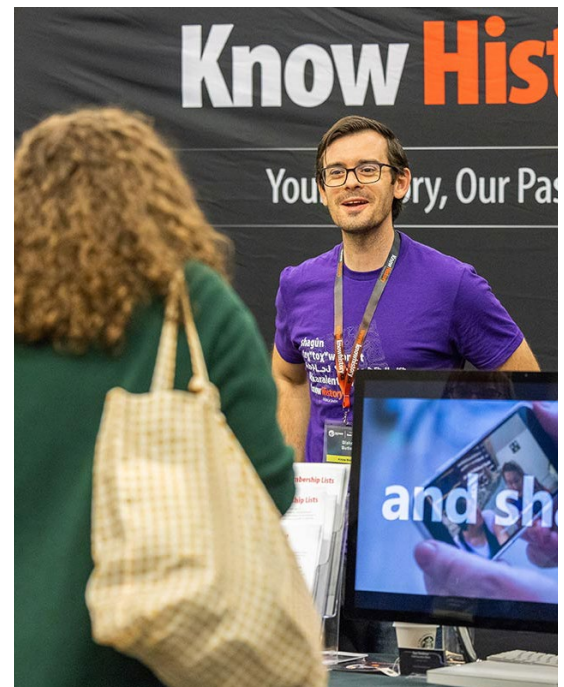
## Silver Sponsorship | \$10,000

Receive all sponsorship benefits listed below as well as:

- A 5 x 10 tabletop exhibit space in the main exhibit hall
- Half-page ad in the event program/app (artwork provided by sponsor)
- Recognition in Opening Remarks
- 2 complementary IHHG registrations

## Sponsorship Benefits

- Social media shoutouts on Twitter, Instagram, Facebook and LinkedIn
- Company logo (sized to appropriate level) or name on the event website with hyperlink to sponsor's website
- Company logo (sized to appropriate level) or name in the event program/app
- Company logo (sized to appropriate level) or name in promotional emails to event attendees
- Company logo prominently displayed at registration
- Promotional item inserted into the attendee welcome kit (exhibitor provides/ships)
- Verbal recognition as sponsor by emcee
- Sponsor acknowledgement by host emcee in IHHG closing remarks
- Ability to send 1 email to IHHG delegates (through IHHG)



## A La Carte Opportunities

Sponsorship of the IHHG pre-event reception.....	\$10,000
Sponsorship of networking lunch (2 available).....	\$5,000
Sponsorship of health breaks (4 available).....	\$2,500

## Exhibit Only

Premium Exhibit Booth (includes 2 registrations).....	\$5,500
• 10 x 10 Exhibit space in the main exhibit hall, 8ft table with 2 chairs with pipe and drape	
• 2 complementary IHHG exhibitor registrations	
Tabletop Exhibit (includes 1 registration).....	\$3,300
• 5 x 10 Exhibit space in the main exhibit hall, 8ft table with 2 chairs	
• 1 complementary IHHG exhibitor registration	

## Exhibitor Benefits

- Social media shoutout on Twitter, Instagram, Facebook and LinkedIn
- Company name listed on exhibitor section of the event website with hyperlink to sponsor's website
- Company logo or name where exhibitors as listed in the event program/app
- Company logo (as part of exhibitor logo garden) or name in promotional emails to event attendees
- Company logo prominently displayed at registration
- Promotional item inserted into the attendee welcome kit (exhibitor provides/ships)

## Indigenous History and Heritage Gathering (IHHG)

June 2-4, 2024 | Westin Ottawa

If you have questions or would like to discuss the upcoming Gathering, please contact:

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