



# *A Feast in the Forest*

in support of  
Indigenous education

**June 17, 2020**

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## **SPONSORSHIP OPPORTUNITIES**



**Indspire**

Indigenous education,  
Canada's future.

L'éducation des autochtones.  
L'avenir du Canada.

# SPEND AN EVENING WITH US

## IN SUPPORT OF INDIGENOUS EDUCATION

Indspire is proud to present this incredible opportunity to be part of its inaugural Toronto fundraising event in support of Indigenous education in Canada. The event will be set in the beautiful backdrop of Toronto's Don Valley, traditional territories of the Ojibway, the Anishinaabe, the Mississaugas of the Credit, and the Haudenosaunee.



### EVENT CHAIRS

**Roberta Jamieson**  
President & CEO  
Indspire

**Janice O'Born**  
Chairman  
The Printing House  
Charitable Office



### DATE

Wednesday, June 17, 2020  
6:00pm Cocktail Reception  
7:00pm Dinner

### LOCATION

Evergreen Brickworks  
550 Bayview Ave, Toronto

### HONORARY PATRON

**Chief R. Stacey Laforme**  
Mississaugas of the Credit First Nation

### COMMITTEE MEMBERS

**Derek Chum**  
Vice President, Indigenous Relations,  
Hydro One

**Clint Davis**  
Partner and Managing Director,  
Acasta Capital Indigenous

**Laura Dottori-Attanasio**  
Senior Executive Vice President and Chief  
Risk Officer, CIBC

**Peter Lukasiewicz**  
CEO, Gowlings WLG

**Hilary Pearson**  
Philanthropy Consultant

**John Philp**  
Partner, Fulcrum Capital

**Ferio Pugliese**  
Senior Vice President, Air Canada

### CULTURAL ADVISOR

**Amos Key Jr.**  
Vice-Provost. Indigenous, Brock University



## Dinner Created By

Chef David Wolfman

An enthusiastic educator and entertainer, Chef David Wolfman is an internationally recognized expert in wild game and traditional Aboriginal cuisine. A member of the Xaxli'p First Nation in BC, David Wolfman is a classically trained Chef, Culinary Arts Professor at George Brown College of Applied Arts and Technology in Toronto (for over 25 years now), and Executive Producer and Host of the popular Cooking with the Wolfman™ television program. This show features David's signature "Indigenous Fusion: Traditional Foods with a Modern Twist" and aired in Canada for 18 years. In 2017, David released his award-winning cookbook, *Cooking with the Wolfman: Indigenous Fusion*.



Chef Wolfman exudes unbridled passion for cooking and sharing his knowledge of Aboriginal culture and is a highly sought after restaurant and menu consultant, cooking demonstrator, conference presenter and youth motivator. When asked how to cook moose, a bush rabbit or Gateau St. Honoré, the answer is always the same, "very carefully."

## WHO WE ARE

Indspire is a national Indigenous charity investing in the education of Indigenous people for the long-term benefit of them, their families and communities, and Canada. Indspire's vision is to enrich Canada by ensuring that within a generation every Indigenous student will graduate.

In 2018-19, Indspire and its supporters provided \$16.3 million to more than 5,500 students to pursue a post-secondary education.

Indspire invites you to help raise funds for Indspire's programs that educate, connect, and invest in Indigenous people so they will achieve their highest potential.



# Indspire

Indigenous education,  
Canada's future.

L'éducation des autochtones.  
L'avenir du Canada.

**MORE THAN 90% OF THE STUDENTS SUPPORTED  
THROUGH INDSPIRE GRADUATE, WITH 50% GOING ON TO  
PURSUE ANOTHER POST-SECONDARY CREDENTIAL.**



## WHAT WE DO

The Indigenous population is Canada's fastest-growing demographic. The centre for the Study of Living Standards estimates the cumulative gains to the GDP of closing the education attainment gap for Indigenous people could be as large as \$261 billion by 2031.

We know education is key to overcoming alarming rates of poverty, unemployment, marginalization, housing and chronic health problems currently facing Indigenous people. There is also an urgency at the moment as we only meet 22% of the needs of students that apply for assistance. Given more than 90% of the students we support graduate, we can only imagine what would happen if we could meet every student's needs.

Indspire is the charity that provides Indigenous-led solutions that will create social inclusion, better education determinants and greater economic prosperity for Indigenous people.





# SPONSORSHIP OPPORTUNITIES

A Feast in the Forest will provide guests with inspiring moments and incredible entertainment. Stand tall as a leader in Canada driving systemic change to improve educational outcomes for First Nations, Inuit and Métis students and in so doing, contribute to social and economic sustainability. Everyone who attends this evening will be showing their commitment **and action** to moving Canada forward in reconciliation.

June is the ideal month to hold the event as it is when we celebrate National Indigenous History Month and National Indigenous Peoples Day. Guests will be lending their voice and support to one of Canada's most important issues - our country's Indigenous youth.

Sponsors of the event receive great exposure to all attendees.



## PRESENTING SPONSOR

### \$100,000

Showcase your leadership in creating a future where all First Nation, Inuit and Métis students will have the opportunity to succeed. With only one Presenting Sponsor, this exclusive opportunity means your company's name will be given recognition appropriate to the level of sponsorship.



### TITLING

- Named Presenting Sponsor
- Category Exclusivity

### HOSPITALITY

- Two tables of 10 seats in a prime location (20 tickets)
- Valet parking for you and your guests
- Marketing, Promotion and Media
- Logo recognition on all printed event materials
- Logo recognition on any advertising, (subject to advertising deadlines)
- Full page ad in event programme
- Logo recognition on event web page
- Recognition in media materials, including the opportunity to include a quote from a company representative

### SPECIAL RECOGNITION

- Opportunity to promote involvement in event with use of Indspire logo
- Verbal recognition as the Presenting Sponsor during the event

### ON-SITE SIGNAGE

- Logo recognition on Step and Repeat
- Logo recognition on event signage throughout the venue
- Logo recognition on digital slideshow
- Logo recognition on your tables



## LEAD SPONSOR

# \$75,000

Be the Lead Sponsor showcasing your commitment to Indigenous students. By supporting this event, your organization will be ensuring access to education for every Indigenous student and will be making a real difference in our community.



### TITLING AND HOSPITALITY

- Exclusive Lead Sponsor
- One table of 10 seats in a prime location (10 tickets)
- Valet parking for you and your guests

### MARKETING, PROMOTION AND MEDIA

- Logo recognition on all print event materials
- Logo recognition on any advertising, (subject to advertising deadlines)
- Full page ad in event programme
- Logo recognition on event web page
- Recognition in media materials
- Verbal recognition as the Lead Sponsor during the event

### ON-SITE SIGNAGE

- Logo recognition on Step and Repeat
- Logo recognition on event signage, including digital slideshow
- Logo recognition on your table On-site Signage

### SPECIAL RECOGNITION

- Opportunity to promote involvement in event with use of Indspire logo



# ENTERTAINMENT SPONSOR

## \$50,000

Be the Entertainment Sponsor of this incredible evening with amazing musical performances by award winning Indigenous performers still to be announced. You won't want to miss seeing how it all comes together to create a memorable experience for you and your guests.



### TITLING AND HOSPITALITY

- Exclusive Entertainment Sponsor
- One table of 10 seats in a prominent location (10 tickets)
- Valet parking for you and your guests

### MARKETING, PROMOTION AND MEDIA

- Logo recognition on all print event materials
- Logo recognition on any advertising, (subject to advertising deadlines)
- Full page ad in event programme
- Logo recognition on event web page
- Recognition in media materials
- Verbal recognition as the Entertainment Sponsor during the event

### ON-SITE SIGNAGE

- Logo recognition on Step and Repeat
- Logo recognition on event signage, including digital slideshow
- Logo recognition on your table



## DINNER SPONSOR

# \$50,000

Be the host of an incredible feast of Indigenous dishes created by Chef David Wolfman, a member of the Xaxli'p First Nation and internationally recognized expert in wild game and traditional Indigenous cuisine.



### TITLING AND HOSPITALITY

- Exclusive Dinner Sponsor
- One table of 10 seats in a prominent location (10 tickets)
- Valet parking for you and your guests

### MARKETING, PROMOTION AND MEDIA

- Logo recognition on all print event materials
- Logo recognition on any advertising, (subject to advertising deadlines)
- Full page ad in event programme
- Logo recognition on event web page
- Recognition in media materials
- Verbal recognition as the Dinner Sponsor during the event

### ON-SITE SIGNAGE

- Logo recognition on Step and Repeat
- Logo recognition on event signage, including digital slideshow
- Logo recognition on your table





## INDIGENOUS YOUTH SPONSOR

### \$50,000

Help bring outstanding Indigenous youth to Toronto to share their story of resilience at the event.



### TITLING AND HOSPITALITY

- Exclusive Indigenous Youth Sponsor
- Two tables of 10 seats (20 tickets)
- Valet parking for you and your guests

### MARKETING, PROMOTION AND MEDIA

- Logo in the evening programme recognition on all event print materials
- Logo recognition on event web page
- Logo recognition on any advertising, (subject to advertising deadlines)

### ON-SITE SIGNAGE

- Logo recognition on event signage, including digital slideshow
- Logo recognition on your table On-site Signage

### ONGOING RECOGNITION

- Recognition on Indspire's website as a sponsor/donor for one year
- Recognition in Indspire's Annual Report

## EVENT SPONSOR

### \$30,000

Choose one of these sponsorship opportunities to showcase your support to ensure Canada's Indigenous youth have the resources they need to succeed.

Major Sponsor | Guest Welcome Sponsor |  
Cocktail Reception Sponsor | Venue Sponsor



### HOSPITALITY

- One table of 10 seats (10 tickets)
- Valet parking for you and your guests

### MARKETING, PROMOTION AND MEDIA

- Logo recognition on all print event materials
- Logo recognition on any advertising, (subject to advertising deadlines)
- Half page ad in event programme
- Logo recognition on event web page
- Recognition in media materials

### ON-SITE SIGNAGE

- Logo recognition on Step and Repeat
- Logo recognition on event signage, including digital slideshow
- Logo recognition on your table  
On-site Signage

### SPECIAL RECOGNITION

- Opportunity to promote involvement in event with use of Indspire logo



# VALET PARKING SPONSOR

## \$15,000

Choose this sponsorship opportunity and be the company that makes the first and last impression on the evening's guests.



### HOSPITALITY

- One table of 10 seats (10 tickets)
- Valet parking for you and your guests

### MARKETING, PROMOTION AND MEDIA

- Logo recognition on all print event materials
- Logo recognition on any advertising, (subject to advertising deadlines)
- Half page ad in event programme
- Logo recognition on event web page
- Recognition in media materials

### ON-SITE SIGNAGE

- Logo recognition on event signage, including digital slideshow
- Logo recognition on your table  
On-site Signage

### ONGOING RECOGNITION

- Recognition on Indspire's website as a sponsor/donor for one year
- Recognition in Indspire's Annual Report

## EVENT TABLES

By supporting this event, your organization will be recognized in all event advertising showcasing your support of for Indigenous students and your commitment to helping move Canada forward in reconciliation.



### PREMIERE TABLE **\$25,000**

- One table of 10 seats (10 tickets)
- Valet parking for you and your guests
- Opportunity to host one special guest (current Building Brighter Futures student, Indspire Award Laurate or entertainment guest) at your table
- Logo recognition on any advertising, (subject to advertising deadlines)
- Logo recognition at the event in the evening programme, on video screens throughout the event and on event signage
- Logo recognition on your table
- Recognition on Indspire's website as a sponsor/donor for one year
- Recognition in Indspire's Annual Report
- Tax receipt for the maximum eligible amount



## EVENT TABLES

By purchasing a table, you will help Indigenous students across Canada to dream big about their futures.

### PLATINUM TABLE **\$15,000**

- One Platinum table (10 seats)
- Valet parking for you and your guests
- Logo recognition at the event in the evening programme, on video screens throughout the event and on event signage
- Logo recognition on your table
- Recognition on Indspire's website as a sponsor/donor for one year
- Recognition in Indspire's Annual Report
- Tax receipt for the eligible amount

### PATRON TABLE **\$10,000**

- One Patron table (10 seats)
- Valet parking for you and your guests
- Logo recognition at the event in the evening programme, on video screens throughout the event and on event signage
- Logo recognition on table
- Recognition in Indspire's Annual Report
- Tax receipt for the eligible amount



# CHALLENGES FACED BY INDIGENOUS YOUTH

## FUNDING

For Indigenous youth who finish high school, the lack of access to financial aid is the most significant barrier to further education. For example, funding limits for on-reserve First Nations students have been frozen from 1996 to 2017- more than 20 years - with the exception of a budgeted 13 % increase to occur in each of the next two years, while the cost of education has risen by an average of 5% per year over that time, an increase of almost 200% to 300% depending on the province. Meanwhile, the number of students supported declined by 20% between 1999 and 2009, even though the number of Indigenous youth has grown nearly seven times faster than the non-Indigenous population.

There is a myth that First Nations, Inuit and Métis students receive free post-secondary education. The reality is much more complex. Some students receive some support, but far too many willing and qualified students receive no support at all.

As more Indigenous youth qualify for funding, communities must decide whether to fund fewer students with few or no options to access funding for tuition and other education costs. According to the Canadian Federation of Students, from 2006 to 2011, more than 18,000 Aboriginal people were denied funding, representing approximately half of those who qualified.

## LACK OF ROLE MODELS

Post-secondary education for youth is strongly correlated with the education of their parents. Indigenous youth are strongly motivated by their own role models - those who have achieved success and yet remain secure in their own identities and confident in their cultures and historic roots. Far too many of today's Indigenous youth are lacking the positive role models all children need to succeed.

## GEOGRAPHY

Research demonstrates that distance from post-secondary education is a factor which influences participation rates. For many Indigenous youth to pursue a post-secondary education, they must leave behind their language, culture, and community supports. The social networks that non-Indigenous students can often access are not available to most Indigenous students, putting them at a disadvantage because 46% of them live in rural areas, compared to only 17% of non-Indigenous youth. To attend post secondary school, rural students must leave their family, community and social support networks. They must also face substantial moving and living costs, all of which serve as deterrents.



## IN THE CLASSROOM

Educators of First Nations, Inuit and Métis students face a unique set of challenges that adversely affect their teaching success and the success of their students. Most teachers are educated with limited or non-existent Indigenous centred curriculum. Non-Indigenous educators are ill prepared for teaching in Indigenous communities, particularly in northern and fly-in communities. If they encounter learning or instructional problems with students, and many have, there is no access to adequate resources or support.

It goes without saying that more education means better employment rates and higher wages. These benefits then contribute to breaking the cycle of poverty,

establishing more role models within Indigenous communities, and helping dismantle the current state of dependency that is not only unsustainably costly, but also destructive to the health and well-being of Indigenous peoples.

According to the 2016 census, the employment rate for working age Indigenous peoples without a high school diploma is 26%. Unemployment rates lower even more to 10% for those who have a college degree and 7% for those with a bachelor's degree.





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Indigenous education

## INDSPIRE

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