

The background of the entire image is a close-up photograph of a hand holding a paintbrush, applying vibrant colors like red, yellow, and blue to a canvas. The brush strokes are visible, creating a textured, layered effect. The colors blend into each other, forming abstract, organic shapes. The lighting is soft, highlighting the texture of the paint and the hand.

Wazin Îchinabi Ti

House of Oneness

A Local Not for Profit

**GARHEM HEDUWE - COCHRANE
INDIGENOUS ART
& CULTURE WEEK**

SPONSORSHIP PACKAGE

MARCH 16-23, 2025

BE PART OF COCHRANE'S INDIGENOUS ART & CULTURE WEEK




Wazin Îchinabi Ti
House of Oneness
A Local Not for Profit

WHO WE ARE

Wazin = One

Ichinabi = Feeling part of

Ti = House

“House of Oneness was chosen because from an Iethka perspective we are one with all creation. Earth is a living entity and to be one with nature is a virtue. It is named as such because Elders want everyone to learn this virtue,”

~Trent Fox, 2023

“In my class we say, ‘wazin ñeichninabi’, which means ‘I’m one with you’. I’ll eat, I’ll laugh, I’ll cry with you. That’s what I want to put out there in my class. And it’s working. This is about reconciliation. I’m happy this kind of work is happening,”

~ Buddy Wesley, 2020.

We have a vision for creating a future where Indigenous and non-Indigenous peoples walk together, embracing truth, understanding and reconciliation, to build a harmonious and prosperous society for all.

Our mission is creating space where learning is guided by Indigenous ways of knowing; and understanding is nurtured by Indigenous and Non-Indigenous people working in unity.




Wazin Ichinabi Ti
House of Oneness

WHO WE ARE

Many individuals, businesses and community groups have taken action to build relationships between Indigenous peoples and non-Indigenous peoples in Cochrane and the area. Music, health, recreation, working the land, family events, standing in unity for moments of injustice and spirituality have all been helpful in these efforts to build connections between cultures and communities. The Center will continue to channel the collective passion by fostering change, embracing the richness of Indigenous history, amplifying diverse voices, teaching and learning and journeying together toward a future filled with empathy, collaboration, and solidarity.

Currently there are approximately 5397 Iyârhe Nakoda living in Stoney Nakoda Nations (2021, Stoney Nakoda Nations) and 1465 residents identifying as Indigenous, Inuit and Métis in Cochrane (2021, Government of Alberta). Additionally, the Indigenous population percentage of Cochrane greatly increased, at 36.3% in the last five years (2021, Government of Alberta).

The Centre looks to deliver activities and events that celebrate Indigenous contributions towards Art and Culture and facilitate opportunities for the Indigenous people living in and around Cochrane. We support the Call to Action # 61 (TRC, 2015) for community-controlled healing and reconciliation projects, culture and language revitalization projects, education and relationship-building projects.

Art and Culture serve as a powerful means of expression for Indigenous people and communities, and we wish to acknowledge that both contemporary and traditional forms of art and performance offer valuable storytelling opportunities that educate, build awareness, and foster relationships across cultures and generations.




Wazin Îchinabi Ti
House of Oneness

THE EVENT

Prepare to immerse yourself in the rich variety of Indigenous arts and culture at the inaugural Cochrane Indigenous Arts & Culture Week, with activities taking place from March 16 to March 23, 2025. This transformative event promises a profound exploration of Indigenous culture, creativity, and community spirit in the heart of Cochrane.

The intent of this week is to recognize and celebrate the richness of Indigenous Arts and Culture. In the spirit of reconciliation, collaboration, celebration, and friendship we look forward to honoring the Iyârhe Nakoda people, and the First Nations, Inuit and Metis people of this country.

Our vision is to start with a modern grassroots event with activities driven by local and surrounding community members, groups and businesses who will showcase Indigenous Art and Culture in various mediums that will educate, provide opportunity, raise awareness, entertain, build bridges and make connections.

We invite you to partake in a week that showcases the beauty and depth of Indigenous arts and culture and embodies the spirit of togetherness and mutual respect. Whether you're drawn to the traditional ceremonies, captivated by the art exhibitions, or moved by the performances, Cochrane Indigenous Art & Culture Week offers a chance to connect, learn, and celebrate the enduring legacy and vibrant future of Indigenous cultures.

- **Scheduled showcases, activities and learning sessions scheduled March 16-23 at various Town locations and the Wazin center.**
- Indigenous Fashion Show is scheduled for **March 23rd at XXXXXXXXX**
- **Indigenous marketplace and musical jam open mic from 11-3pm @ Lions Centre (FREE)**

When: March 16-23, 2025

Where: Wazin Centre, & various local Cochrane businesses
Finale TBD



ACTIVITIES

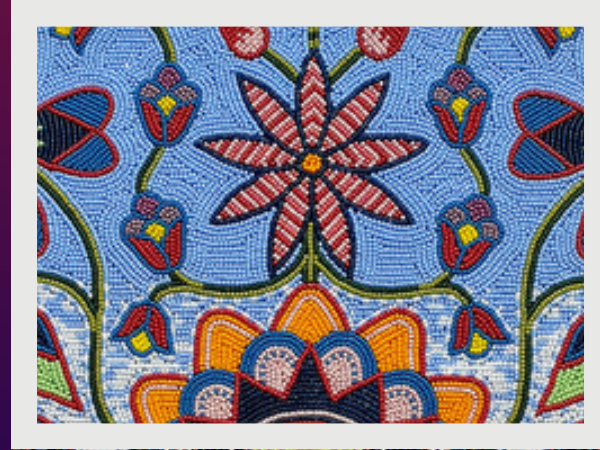
Wazin Ichinabi Ti Indigenous Arts & Culture Week

Check out locations, activities and events at www.wazinti.ca



OPENING WEEK

The Wazin Centre is kicking off the week with the launch of its new App and Augmented Reality Murals!



ART SHOWCASES & SALES

Visit the Wazin Centre throughout the week to explore and purchase Indigenous art, featuring works by Buddy Wesley/Jason Botki, Captain Amber Boyd, and other talented artists.



PERFORMANCES

Attend the Smalleys Play at a local venue in Cochrane and immerse yourself in Indigenous storytelling and performance arts.



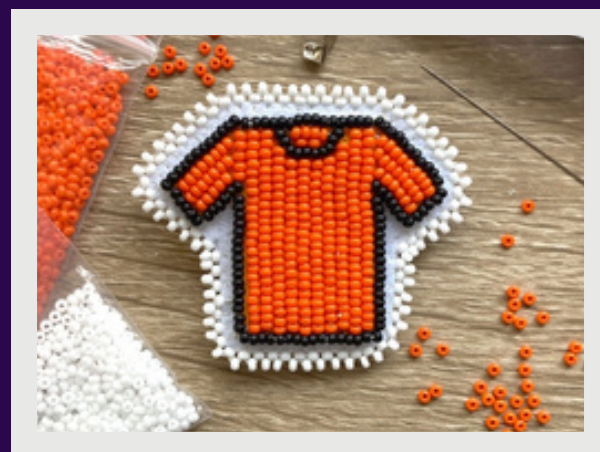
LOCAL BUSINESSES

Discover Indigenous culture through collaborative events at local businesses, offering a mix of cultural showcases and community engagement.



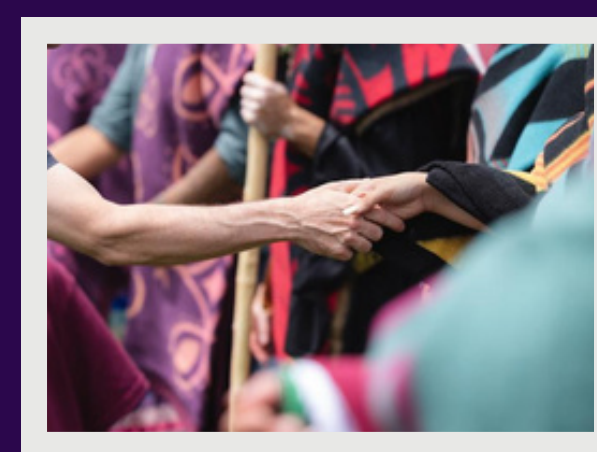
DRUMMING & DANCE

Experience the energy and tradition of Indigenous drumming and dance, a highlight of cultural expression. Drum making course on March 23!



WORKSHOPS

Participate in various artistic and cultural workshops at the Wazin Centre, learning from artists and cultural educators.



CULTURAL BRIDGES

Honoring and celebrating those who have used arts and culture to build bridges between community like the historic Nakoda Cochrane Pickin Party.



INDIGENOUS FASHION SHOW

Conclude the week with a unique showcase of several talented Indigenous fashion artists, Indigenous performers, food and more!

PARTNERSHIPS MATTER

At the heart of Cochrane Indigenous Arts & Culture Week is the essence of partnership. Our event is fueled by the collaboration and backing of sponsors, funders, and the community, creating a network of relationships that enhance the festival for all. This celebration spotlighted the rich traditions and artistic excellence of Indigenous cultures, offering a unique chance for businesses and individuals to support a cause focused on unity, understanding, and reconciliation.

Sponsors become crucial to this significant event, gaining exposure to a broad audience and demonstrating a commitment to cultural celebration and inclusivity. Your contribution, whether financial, in-kind or through volunteering, enables us to present the depth of Indigenous culture in impactful ways. In appreciation, sponsors are prominently recognized during the event, on our digital platforms, and through all promotional efforts.

Become a sponsor and align with us in promoting a more inclusive future. Your support is a powerful gesture of solidarity and a step toward meaningful change.



MARKETING + SALES STRATEGY

MEDIA ADVERTISING

News & radio advertising in the weeks leading up to the event

EMAIL MARKETING

Included in Cochrane Tourism Association's monthly newsletter - reaching approximately 1,000 homes

PHYSICAL MARKETING

Sponsor-branded signage will be placed at the entrance of every community the day of the event

ONLINE MARKETING

Advertised through social media to targeted groups and demographics on social media.

The event will also be listed on numerous event calendars in the Cochrane/Calgary regions.



SPONSORSHIP PACKAGES

Wazin Ichinabi Ti Indigenous Arts & Culture Week Mar 15-23, 2025



E-transfer or cheque payment options available email: accounting@wazinti.ca

	Eagle	Bear	Elk	Wolf	Friends
	Key Sponsor (Exclusive)	Fashion Show Event (Exclusive)	Artist Showcase (1) Performing Artist Sponsor (1) Band Sponsor (1) Venue Sponsor (1)	Cultural Activity Sponsor(1) Sound System Sponsor (1) Transportation Sponsor (1)	Elder's Fashion Show ticket Sponsor (4)
Pre-Event Promotion Radio, Advertising, Social Media, and Web	●●●●●	●●●●●	●●●◎	●●◎	●●◎
Signage + Visibility	●●●●●	●●●●●	●●●◎	●●●◎	●●●◎
VIP Access Tickets, Parking, Premiere Seating	●●●●●	●●●●	●●●	●	
Verbal Recognition Speaking/showcase opportunity, verbal thanks	●●●●●	●●◎	●●◎	●●◎	●●◎
Partnership Contribution	\$5,000	\$2,500	\$1,500	\$750	\$250

EAGLE TITLE SPONSOR

\$5,000 - EXCLUSIVE OPPORTUNITY

Pre-Event Visibility and Recognition

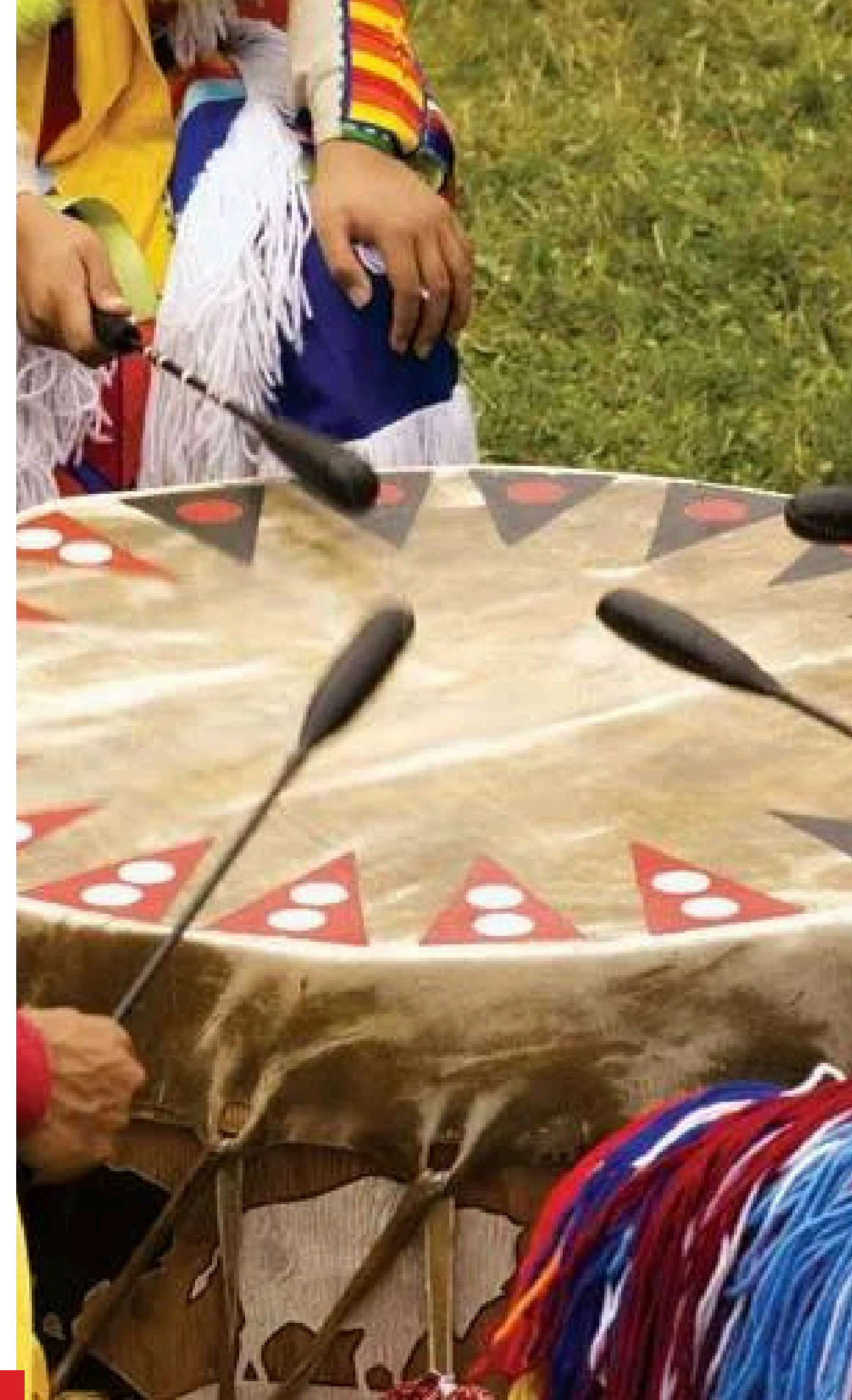
- Title Sponsor recognition
- Large logo placement on all media channels & communications materials
- News media mention

Day of Event Visibility and Brand Activations

- Prominent event signage at all locations
- Option for a 5-minute address or media booth setup

Day of VIP Access and Experiences

- 6 complimentary tickets



BEAR SPONSOR

\$2,500 - EXCLUSIVE OPPORTUNITY

Pre-Event Visibility and Recognition

- Large logo placement on all media channels & communications materials

Day of Event Visibility and Brand Activations

- Prominent event signage at all locations
- Verbal thank-you at the event

Day of VIP Access and Experiences

- 4 complimentary tickets

Exclusive Dinner Sponsor



ELK SPONSOR

\$1500 - CONTRIBUTION (Limited to 4)

Pre-Event Visibility and Recognition

- Medium logo placement on all media channels & communications materials

Day of Event Visibility and Brand Activations

- Event signage at specific locations
- Verbal thank-you at the event

Day of VIP Access and Experiences

- 3 complimentary tickets

Artist Showcase (1)

Performing Artist Sponsor (1)

Band Sponsor (1)

T-shirt Sponsors (1)

WOLF SPONSOR

\$750 - CONTRIBUTION (Limited to 10)

Pre-Event Visibility and Recognition

- Small logo placement on all media channels & communications materials

Day of Event Visibility and Brand Activations

- Event signage at specific locations at activity hosted site

Day of VIP Access and Experiences

- 2 complimentary tickets

Venue Sponsor (1)

Sound System Sponsor (1)

Transportation Sponsor (1)

Cultural Activity/Education Sponsors (6+)



FRIENDS SPONSOR

\$250 - CONTRIBUTION (Unlimited)

Pre-Event Visibility and Recognition

- Name recognition on select media channels

Day of Event Visibility and Brand Activations

- Event signage in communal areas

Day of VIP Access and Experiences

- 1 complimentary ticket

Elder's Meal Sponsor (unlimited)





Wazin Ichinabi Ti

House of Oneness

If you are inspired to join our family of supporters and actively contribute to the Cochrane Indigenous Arts & Culture Week, we warmly invite you to connect with us; your interest and support are invaluable to us.

- 1) Email events@wazinti.ca to discuss your specific sponsorship interest or any related inquiries.**
- 2) You can send sponsorship funds via e-transfer to accounting@wazinti.ca or visit the events page for a link to sponsorship package registrations via Eventbrite.**

For corporate sponsorship of the Wazin Ichinabi Ti Centre or community learning programs, please email info@wazinti.ca.

Organizations willing to provide in-kind donations or materials for the event, please reach out to events@wazinti.ca; your support is vital to our success.

www.wazinti.ca