



Manitoba Métis Federation
AGA Sponsorship Opportunities

October 13-15, 2023
Winnipeg, Manitoba



THE MANITOBA MÉTIS FEDERATION ASSEMBLY

The Manitoba Métis Federation (MMF), the National Government of the Red River Métis, the origin and roots of the Red River Métis, holds an Annual General Assembly each year. The AGA is a fundamental part of our governance structure. Since the time of the buffalo hunt, our Citizens have gathered in this way to provide direction to our Red River Métis leaders. Our accomplishments are reviewed, and successes celebrated during the three-day event. The AGA provides local grassroots leadership the opportunity to help guide and deliver clear direction on our Nation's priorities.

An estimated 4,000 Citizens attend our AGA each year. However, this AGA, we're excited to announce a virtual component promising more Citizens, including those living beyond borders, have the opportunity to join us regardless of their current location.

The MMF is honoured to be the largest employer of Red River Métis Citizens who proudly impact our communities daily. Our dedicated team works hard to ensure your sponsorship suits your business needs and goals. Our proven marketing strategy ensures our sponsors are positioned prominently in front of our Citizens, media and the public.

We welcome you to be a part of our AGA, and thank you for being a part of our history. Our sponsorship and tradeshow opportunities ensure your business or organization benefits from exclusive market exposure and prominent position with Red River Métis Citizens.

For more information:

**150 Henry Avenue
Winnipeg, Manitoba, Canada R3B 0J7
Website: mmfaga.ca
E-mail: aga@mmf.mb.ca
Call: 204-586-8474**

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities include four levels: Platinum, Gold, Silver, and Bronze. There is also a range of “a la carte” options to accommodate custom advertising options. The MMF designed sponsorship packages to ensure sponsors can find the best match for their business goals.

This exciting marketing opportunity will enable your business or organization to:

- ∞ Benefit from exclusive market exposure.
- ∞ Gain a competitive edge in the marketplace through our media outlets, such as Grassroots News (80,000+readers bi-weekly readers) and the Metis Hour x2 (40,000+ listeners every week).
- ∞ Obtain valuable exposure and prominence with current and potential clients.
- ∞ Be positioned as a community and/or industry leader.
- ∞ Increase corporate visibility and build your corporate image with the Red River Métis.
- ∞ Have prominent exposure through networking opportunities with a targeted audience from across Manitoba.

All sponsors will be acknowledged in the conference program and at the conference proceedings.

We are grateful for your support in the largest Red River Métis gathering in Canada.

To register and confirm your sponsorship please visit our website at www.mmfaga.ca.

WHAT WE NEED

Compiling Your Assets

To have a seamless transition from sponsors to the social media team, we'll need the following items from all sponsors:

- ∞ Proper nouns and suffixes to ensure correct spelling of each business/organization
- ∞ 2-3 sentences of what the business/organization is/does and where it's located

**If your business has multiple locations, please specify which location is sponsoring*

All submitted images and logos must:

- ∞ Leave 14 per cent/250 px of the top and bottom of the image free from text and logos to prevent them from being covered
- ∞ Photo files must include business/organization name
 - File Name Structure: **BusinessName_AGA2023_Sponsor_01**
 - Ex: PitaPit_AGA2023 _Sponsor_01
 - The # at the end (i.e. 01) should change depending on if you have multiple files by the order of importance to your brand
- ∞ Photos and logos must be 250 px or a higher quality vector to ensure they don't get pixelated

If you would like to include copy/hashtags:

- ∞ All copy is subject to change by the Communications Team
- ∞ Limit to a maximum of 30 hashtags
- ∞ Keep copy to a maximum of 280-characters limit

*** Sponsors must provide a high-resolution JPG or vector graphic of their company logo to be displayed in a rotation at the main venue throughout the event and an ad insert in the MMF's ad kits and programs.**

PLATINUM (RIEL)

Sponsor \$25,000+

- ∞ A private virtual meet and greet event with President Chartrand (date and location to be scheduled following AGA).
- ∞ Shoutout in Grassroots News and on The Metis Hour x2 (NCI-FM).
- ∞ Full page advertisement on the inside cover of the AGA Sponsor & Tradeshow Program.
- ∞ Your logo in all AGA advertising in print media.
- ∞ Your logo and company information advertised before live-stream entertainment at the virtual conference.
- ∞ Three social media posts on Facebook, Instagram and Twitter, one video posted to Instagram Reels and TikTok, and three Instagram and Facebook stories.
- ∞ Formal presentation of a sponsorship recognition gift.
- ∞ Prime location of two complimentary booths in the trade show (8' x 8' space).
- ∞ Print advertisement and verbal acknowledgement at the AGA evening event.
- ∞ Sponsored coffee and snacks with poster in the coffee and snack area.
- ∞ Sponsorship of the Elders' lounge, including individual poster with large company logo displayed within the lounge.

*** Submission Deadline for all logos, digital materials, payments, etc. is Friday September 22, 2023.**

GOLD (BISON)

Sponsor \$20,000+

- ∞ Sponsor shoutout in Grassroots News and on The Metis Hour x2 (NCI-FM).
- ∞ Full page advertisement in the AGA Sponsor & Tradeshow Program.
- ∞ Your logo in all AGA advertising in print media.
- ∞ Logo/company information advertised x2 during breakout at the conference.
- ∞ Two social media posts on Facebook, Instagram and Twitter, one video posted to Instagram Reels and TikTok, and two Instagram and Facebook stories.
- ∞ Inclusion of company promotional material in the AGA conference kit.
- ∞ Formal presentation of a sponsorship recognition gift.
- ∞ Prime location of two complimentary booths in the trade show (8' x 8' space).
- ∞ Print advertisement and verbal acknowledgement at the AGA evening event.
- ∞ Sponsored coffee and snacks with poster in the coffee and snack area.
- ∞ Sponsorship of the Elders' lounge, including individual poster with large company logo displayed within the lounge.

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SILVER (CART)

Sponsor \$15,000+

- ∞ Sponsor shoutout in Grassroots News and on The Metis Hour x2 (NCI-FM).
- ∞ Half page advertisement in the AGA Sponsor & Tradeshow Program.
- ∞ Your logo in all AGA advertising in print media.
- ∞ Logo/company information advertised during breakout at the conference.
- ∞ Two social media posts on Facebook, Instagram and Twitter and two Instagram and Facebook stories.
- ∞ Formal presentation of a sponsorship recognition gift.
- ∞ 1 complimentary booth in the trade show (8' x 8' space).
- ∞ Print advertisement and verbal acknowledgement at the AGA evening event.
- ∞ Sponsored coffee and snacks with poster in the coffee and snack area.
- ∞ Sponsorship of the Elders' lounge, including individual poster with large company logo displayed within the lounge.

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BRONZE (SASH)

Sponsor \$10,000+

- ∞ Sponsor shoutout in Grassroots News and on The Metis Hour x2 (NCI-FM).
- ∞ 1/4-page advertisement in the AGA Sponsor & Tradeshow Program.
- ∞ Your logo in all AGA advertising in print media.
- ∞ Logo/company information advertised during breakout at the conference.
- ∞ One social media post on Facebook, Instagram and Twitter and one Instagram and Facebook story.
- ∞ Formal presentation of a sponsorship recognition gift.
- ∞ 1 complimentary booth in the trade show (8' x 8' space).

*** Submission Deadline for all logos, digital materials, payments, etc. is Friday September 22, 2023.**

A LA CARTE AGA

Sponsorship Options

Sponsors have the opportunity to customize their social media sponsor promotion by choosing the number of posts and from the following platforms:

1. Facebook
2. Instagram
3. LinkedIn
4. Twitter

Each post costs \$1,000.

*** Sponsors must provide a high-resolution JPG or vector graphic of their company logo to be displayed in a rotation at the main venue throughout the event and an ad insert in the MMF's ad kits and programs.**

- ∞ Virtual Business Cards Advertisement - \$250
- ∞ Company Shoutout during the conference - \$500
- ∞ Advertising in AGA Sponsor & Tradeshow Program - \$250 (Business Card)
\$500 (Half Page)
\$1000 (Full Page)
- ∞ Coffee station at the snack and coffee area - \$1,000
- ∞ Snack table at the snack and coffee area - \$1,000
- ∞ AGA shuttle service - \$1000 per passenger van with company logo displayed

Note: Many of the above items are part of sponsorship packages and can be added to increase business exposure through online advertisements

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We are grateful for your support in the largest Red River Métis gathering in Canada.

To register and confirm your sponsorship please visit our website at www.mmfaga.ca.

TRADESHOW EXHIBITOR OPPORTUNITIES

Exhibit Dates (attendance is preferred for all days):

Friday, October 13, 2023: 9:00 a.m. - close;

Saturday, October 14, 2023: 12:00 p.m. - close; and

Sunday, October 15, 2023: 9:00 a.m. - close.

BOOTH SET-UP: THURSDAY, OCTOBER 12, 2023 between 1:00 p.m. to 8:00 p.m.

Display Cost (please check which applies)

∞ \$600 Government/Corporate/Commercial Organization

∞ \$400 Non-profit Organization (must supply proof of non-profit status)

∞ \$300 Métis Government Department

∞ \$300 Registered Métis business on the LRCC/MEDF Métis Business Directory

TRADESHOW REGISTRATION & ARTWORK DEADLINE: Friday September 22, 2023.

SPONSORSHIP AND TRADE SHOW PAYMENT DEADLINE: Friday September 22, 2023.

PLEASE NOTE: *Space is limited and exhibitors will be placed on a first-come first-serve basis according to receipt of paid exhibit applications. There will be NO REFUNDS issued for canceled space. The tradeshow exhibit is situated on the 3rd floor Assiniboia Downs located at 3975 Portage Avenue, Winnipeg, MB.*

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To register and confirm your sponsorship please visit our website at www.mmfaga.ca.

Register for the AGA tradeshow for a chance to win one of three (3) \$2000 cash prizes. Compliments of the President David Chartrand and the Manitoba Métis Federation Cabinet.

∞ Eligible to Métis exhibitors or local micro-businesses,

∞ Must be present at the assembly to win,

∞ Prize draw to take place after booth draws

EXHIBITOR INFORMATION

Display Hours: All exhibitors must be set up and operating their booths during the following hours:

Friday, October 13, 2023: 9:00 a.m. - close;
Saturday, October 14, 2023: 12:00 p.m. - close; and
Sunday, October 15, 2023: 9:00 a.m. - close

Please be advised that the tradeshow area will be closed on Saturday, October 14, 2023 until 12:00 p.m. to accommodate the opening ceremonies and the State of the Métis Nation Address. Exhibitors are welcome to attend this exciting portion of the Annual General Assembly.

Moving Times: The set-up times for the MMF AGA Tradeshow will be Thursday, October 12, 2023 between 1:00 p.m. to 8:00 p.m. ONLY.

Move-out times will be Sunday, October 15, 2023 after close. If your display requires special considerations (i.e. elevator, etc.), you are responsible for making these arrangements with the Sponsorship & Tradeshow Team by calling (204) 586-8474 or email aga@mmf.mb.ca.

Insurance: All exhibitors must meet all fire, health and any other related provincial regulations. Liability, public liability, theft, fire and other insurance coverage is required and proof of minimum insurance requirements must be sent with the final contract. If you choose not to purchase insurance, the Manitoba Métis Federation requires a signed waiver releasing the MMF from responsibility. (Please see registration form)

Standards and Cancellations: The Manitoba Métis Federation reserves the right to establish minimum display standards and to accept or reject trade show applications without stated cause. There is a NO CANCELLATION – NO REFUND POLICY in effect for canceled space. There will be no subletting of booth space. The MMF reserves the right to cancel a contract with a potential exhibitor upon written notice, provided such notice is given 14 days prior to the tradeshow.

Location: Exhibit spaces will be available on the 3rd floor Assiniboia Downs located at 3975 Portage Avenue, Winnipeg, MB. Measurements are 8' X 8' and include a skirted table and two chairs. Allocation of space is at the discretion of the MMF and decision of placement is final.

Security: Security staff will be on duty starting Thursday, October 12, 2023 at 1:00 p.m. and will be patrolling the tradeshow areas until closing Sunday, October 15, 2023. Exhibitors are responsible for securing all valuables at their booth.

Electricity: Access to electricity is NOT standard with your booth space. Should you require power, you must supply your own electrical cords (minimum 20' length) as standard outlets (15 amps of power) are located throughout the venue.

Marketing: Marketing and promotion of your products and/or services is permitted within your booth space only. The posting and distribution of posters, flyers and handouts are not permitted in any other part of the building or grounds without prior approval of the MMF.

THE MANITOBA MÉTIS FEDERATION

The Manitoba Métis Federation (MMF) is the democratic government for the Red River Métis, the origin and roots of the Red River Métis. The Red River Métis are Canada's Negotiating Partners in Confederation and the Founders of the Province of Manitoba. We deliver programs and services to our community; not only Child & Family Services, Justice, Housing, Youth, Education, but also Human Resources, Economic Development, and Natural Resources.

The MMF was founded in 1967 by a group of forward-thinking Métis who realized that it was necessary to stand up and fight for the rights of the Red River Métis. Since then, the MMF has grown to over 1000 staff throughout the province. The Federation has successfully promoted, protected, and advanced the interests of our Citizens by negotiating with the provincial and federal governments to access supports and resources.

Our past offers guidance and is intimately linked to our present and our future. Through the leadership of Louis Riel and others, the Legislative Assembly of the Assiniboine became Manitoba's first provincial government. The signing of the Manitoba Act in 1870 brought Canada into the Northwest and this province into Confederation, making us partners in the great country of Canada. Today, the Red River Métis continue to play an integral part in Manitoba's cultural life and economic prosperity.

www.mmf.mb.ca



MMF PROGRAMS & SERVICES

Departments

Citizenship / Central Registry Office
Communications
Early Learning Child Care
Energy & Infrastructure
Engagement & Consultation
Finance
Human Resources
Health & Wellness
Housing & Property Management
Information Technology
Métis Community Liaison
Métis Employment & Training
Métis Justice Institute
Sixties Scoop
Veterans
Human Resources
Information Technology

Ministerial Portfolios

Agriculture
Energy, Infrastructure & Resource Management: Water & Land
Environment & Mining
Fisheries
Homeschooling
Métis Rights & Constitution
Michif Language
Natural Resources
Riel House

Affiliates

Infinity Women Secretariat
Louis Riel Institute
Metis Child and Family Services Authority
Metis Child, Family and Community Services
Michif Child & Family Services
Pemmican Publications (currently under revitalization)

Business Development Affiliates

Louis Riel Capital Corporation
Métis Economic Development Organization
Métis Economic Development Fund
Métis Economic Development Trust
Métis Generation Fund
Métis N4 Construction Inc.

The MMF, as the National Government of the Red River Métis, is proud to represent over 100,000 Red River Métis Citizens and Harvesters within our Homeland and beyond borders.



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