



# Indigenous Alumni Gala 2024

## CBU 50 Year Anniversary Sponsorship Package

Thank you for taking the time to review this sponsorship package and considering to support us in making the first ever CBU Indigenous Alumni Gala a reality! This will be a fun-filled evening celebrating and reflecting on 50 years of Indigenous graduates at Cape Breton University.

We look forward to recognizing the excellence and success of countless Alumni from Indigenous communities in Mi'kma'ki and across Turtle Island. Whether they are entrepreneurs, community advocates, educators, leaders or have made contributions to their communities.

In this sponsorship package you will find multiple ways you can sponsor Unama'ki College in bringing this event to life.

Wela'lioq,

Laurianne Sylvester  
Dean Unama'ki College, Cape Breton University  
CBU Alumni (BA, 1998)

# About the Indigenous Alumni Gala

The Indigenous Alumni Gala will bring together Indigenous Alumni to celebrate and highlight achievements throughout 50 years of Indigenous education at CBU.

For nearly 50 years, Unama'ki College has been the vibrant heartbeat of Indigenous education. Unama'ki College has much to offer Indigenous learners such as an environment that embraces the knowledge, wisdom and traditions of the Mi'kmaq; from faculty and staff who speak Mi'kmaq, to academic courses and programs delivered in Mi'kmaw communities.

Though our specialty is in Mi'kmaq teachings, we are open to all CBU Indigenous learners. We offer a safe and welcoming space for all Indigenous peoples from all over Turtle Island.

As the Atlantic leader in Indigenous Post-secondary education, Unamak'i College's mission is to provide outreach and support for Indigenous learners. Unama'ki College is largely responsible for the successful graduation of more than 1,000 Indigenous students in recent decades.

## Examples of Sponsorship

We are looking for Event Sponsors for the following:

- Tonight's entertainment brought to you by:  
*ABC company*
- Speaker sponsored by:  
*ABC company*
- Cocktail Reception:  
*ABC company*
- Custom Beaded Alumni pins sponsored by:  
*ABC company (even if it's covering part of the costs)*
- Transportation provided by:  
*ABC company*

## Iknmuetu'tij Sponsor Presenting Sponsor \$5,000

- Recognition on all promotional materials as event sponsor
- Company logo on event program as **presented by**
- Company logo on CBU Unama'ki College Event webpage
- Company logo on all tables at the event
- Sponsorship acknowledgement in press materials as **presented by**
- Speaking opportunity to introduce keynote or other important speaker
- Option to have company banner or pop up at event
- Option to have product offered to all attendees as a gift
- Mention in event e-blasts as presenting sponsor
- Social media recognition and promotion - 8 posts leading up to and during event
- 4 tickets to the Indigenous Alumni Event

*\*Please note there is only 1 opportunity at this level*

## Mawio'mi Sponsor Event Sponsor \$3,000

- Recognition on all promotional materials as event sponsor
- Company logo on event program
- Company logo on CBU Unama'ki College Event webpage
- Company logo on all tables at the event
- Sponsorship acknowledgement in press materials
- Speaking opportunity
- Option to have company banner or pop up at event
- Mention in event e-blasts
- Social media recognition and promotion - 4 posts leading up to and during event
- 2 tickets to the Indigenous Alumni Event

*\*Please note there are only 5 opportunities at this level*

## Ni'kmaq Sponsor Family Sponsor \$1,500

- Company logo on event program
- Company logo on CBU Unama'ki College Event webpage
- Sponsorship acknowledgement in press materials
- Option to have company banner or pop up at event
- Social media recognition and promotion - 2 posts leading up to and during event
- 1 ticket to the Indigenous Alumni Event

*\*Please note there are only 6 opportunities at this level*

## Nitap Sponsor Friend Sponsor \$500

- Company logo on event program
- Company logo on CBU Unama'ki College Event webpage
- Sponsorship acknowledgement in press materials

*\*Please note there are unlimited opportunities at this sponsorship level.*

## In-Kind Sponsor

In-kind sponsorship opportunities are available.

For more information, reach out to the Director of Operations, Unama'ki College, Nina Kent at [Nina\\_Kent@cbu.ca](mailto:Nina_Kent@cbu.ca)