

Dear Friends,

As President and Founder of Native American Celebration, I offer you a warm welcome. We are happy to be celebrating our 12 year anniversary of, "Helping Native Americans help themselves" and our theme each year has been, "Walking Together." By contributing to Native American Celebration, you will be helping Native Americans help themselves and increase exposure for your business. As a non-profit, 501(c)3 organization, tax exemption #45-0499787, your contributions will also be tax deductible.

The mission of the Native American Celebration is to educate and share the proud heritage of the Native American community to the world through music and dance, cultural displays, entertainment and the arts, both traditional and contemporary. To foster self-sufficiency and self-reliance for all Native Americans through entrepreneurship, sound financial practices and integrity. Lift Native Americans to a higher level of self-worth so that they will achieve their individual and community potential.

Each year on July 24<sup>th</sup>, Pioneer Day, the Native American Celebration hosts the largest Native American festival in Utah called the Native American Celebration in the Park (NACIP). Yearly attendance is between 65,000 – 85,000 with an estimated 90,000 people attending this year. This event is held at Liberty Park in downtown Salt Lake City, Utah which is the ending point of Utah's largest parade, the Days of '47 Parade which is also held on July 24<sup>th</sup> in the morning. This year's event will be the biggest yet as July 24<sup>th</sup> falls on a Saturday which allows more people to attend.

As a contributor and sponsor of this year's Native American Celebration in the Park you will receive exposure at our Live Music Entertainment Stage and our Competition Powwow which are the two largest spectator attractions. Sponsors are recognized on stage and during the Powwow many times. Sponsors will also be listed on our professional website, [www.NACIP.com](http://www.NACIP.com), in full-page newspaper ads and in any other NACIP advertising. We also encourage sponsors to showcase their products and/or services by setting up a booth or other display at the event. Native American Celebration understands that exposure is critical to most businesses and we have the audience to make this happen.

The Native American Celebration in the Park is organized almost entirely by volunteers who give of their time and resources tirelessly in support of our mission.

In this packet you will find an endorsement letter by Mayor Rocky Anderson, an overview of the event including event schedules and activities throughout the day and sponsorship opportunities. Thank you very much for your consideration of our sponsorship request.

Sincerely,

Cal Nez  
President



10 Year  
Anniversary

A Community  
Festival



ROSS C. "ROCKY" ANDERSON  
MAYOR

**SALT LAKE CITY CORPORATION**

OFFICE OF THE MAYOR



May 14, 2004

To Whom It May Concern:

I am pleased to endorse the Native American Celebration in the Park (NACIP) and I encourage your financial support of this wonderful event. This will be the 10th year the NACIP has been held. It has grown every year and has made a tremendous contribution to our community. It has promoted understanding and unity among the diverse people in our City.

The NACIP is held on July 24 at Liberty Park and is free to the public. People from all cultures are invited to attend to participate and learn more about Native American cultures from across the Western United States. The events include an intertribal competitive powwow, authentic Native American arts and crafts, food and a children's corner. Last year, multicultural performances were added and the Celebration was a phenomenal success.

This great event could not take place without the financial support of organizations like yours. Every year a crowd of 65,000 people congregates in Liberty Park and it takes many volunteers to organize and manage a successful event like this one. However, even with a wonderful army of volunteers, there are substantial costs involved for powwow dancers, space rental, insurance and instructors.

I hope you will offer your financial support to this great community celebration. I expect our continued partnership with NACIP will have a lasting positive impact, leaving behind a legacy of renewal, hope and understanding as demonstrated by this year's theme, "Walking Together."

Sincerely,

Ross C. "Rocky" Anderson  
Mayor

## **Native American Celebration in the Park – Event Overview**

Celebrating our 12 Year Anniversary

July 24<sup>th</sup>, 2006 – Pioneer Day

Liberty Park, 500 East 900 South, Salt Lake City, Utah

The Native American Celebration in the Park (NACIP) is a community event with attendees from Utah and surrounding states. The theme is, “Walking Together” to showcase the Native American culture and encourage different cultures to join together in celebration.



### **Main Attractions at the Celebration**

1. Intertribal Contest Powwow: Area A
2. Food Booths: Areas A, B & C
3. Arts & Crafts: Areas B & C
4. Children's Corner: Area A
5. Live Music – Multi-Ethnic Entertainment Stage: Area C

### Intertribal Contest Powwow

Colorful Native American dancers compete for top prizes in four different dance categories and four age groups. Winners receive a cash prize ranging from \$1 to \$200. Powwow competition begins at 11:00 a.m. with the Grand Entry and ends at 8:00 p.m. with awards. NACIP long-time supporter Mayor Rocky Anderson will dance to a special Honor Song at 2:00 p.m. The Intertribal Contest Powwow is always popular with the spectators.

### Food Booths

Native American foods and delightful foods from many cultures are presented at booths throughout the festival.

### Arts & Crafts Booths

Native American artisans present their hand-crafted treasures along with hand-made arts & crafts of many varieties. NACIP encourages hand-crafted products and offers a discount to artisans selling their own creations. Many professional products and services will also be on display.

### Children's Corner & Other Activities for Kids

At the Children's Corner there will be instructors and materials for children to make simple crafts they take home. There will also be other games and activities for kids such as: a wide assortment of large inflatable games, a rock-climbing tower, children's playground and many water activities.

### Live Music

Native American entertainers and entertainers from many lands will perform on the Multi-Ethnic Stage located in Area C. There is always a large crowd gathered to hear the entertainers with crowds increasing throughout the day. The last song is synchronized with the start of the fireworks to create a perfect grand finale for the Native American Celebration in the Park.

## **Sponsorship Levels**

(All donations are Tax-deductible)

### **Chief Level Sponsor – \$10,000**

One Powwow Arena, one product display, one entertainment stage and one media entertainment stage Chief Level Sponsorships available. **All Chief Level Sponsors receive** a 4' x 8' banner space at the powwow and the entertainment stage to promote their company. Large sized logo on all newspaper celebration advertisements and NACIP website. Ability to promote company through vendor packet inserts and large vendor space and/or banner/display space throughout park to promote/sell company products or services. Company product/service announcements throughout the day at the powwow and the entertainment stage and a special Indian honor song during the powwow. **Powwow Arena Sponsor** will also be able to put company name/logo above individual powwow contestant numbers. **Product Display Sponsor** will receive the largest company product/service display area. This sponsorship is best suited to an automobile, RV or boat dealer (or similar product) that requires a larger product/service display area. **Entertainment Stage Sponsor** will also receive two dedicated time slots in the afternoon/evening to personally promote your product or service on the entertainment stage. **Media Entertainment Stage Sponsor** will be able to promote their station at the celebration and provide \$10,000 in media advertising in exchange for sponsorship.

### **Warrior Level Sponsor - \$5,000**

Children's Corner sponsors help provide materials for children's arts & crafts which provides a special tie between your company and support for families. Receive a large 4' x 4' banner space at the children's corner, at the powwow arena and the entertainment stage to promote your company. Medium sized logo on all newspaper celebration advertisements and NACIP website. Ability to promote company through vendor packet inserts and vendor space and/or banner/display space throughout park to promote/sell company products or services. Company product/service announcements throughout the day at the powwow and the entertainment stage and a special Indian honor song during the powwow.

### **Hawk Level Sponsor - \$2,000**

Help provide the fundamental necessities that make this event a success every year. Receive a 2' x 2' banner space at the powwow and on the entertainment stage. Logo on all newspaper celebration advertisements and NACIP website. Ability to promote company through vendor packet inserts and vendor space and/or banner/display space throughout park to promote/sell company products or services. Company product/service announcements throughout the day at the powwow and the entertainment stage and a special Indian honor song during the powwow.

### **Powwow Category Sponsor - \$500**

Powwow Category Sponsors help provide cash prizes for each powwow category. Receive a product/service endorsement and a company announcement for a specific powwow category at both the powwow and powwow awards ceremony.