



# TREATY & YORK BOAT DAYS



## 2025 SPONSORSHIP PACKAGE

*Sharing our Heritage*  
by **Shaping the Extraordinary**



# ABOUT US

## 2025 TREATY AND YORK BOAT DAYS

Annually, in the first week of August since 1973 the Norway House Cree Nation (NHCN) hosts York Boat Days. NHCN will play host this Summer Celebration from August 1-10, 2025. Our celebration relives the community's history during the time of the fur trade and the accomplishments that have resulted from the "will to succeed in life."

Our celebration symbolizes our ancestors, past leaders, community members and preserves the legacy of the Norway House Trading Post and the York Boat. The York Boat carves out the community during a time when survival depended on an iron will and steady determination.

NHCN plays hosts to the Championship York Boat Races and its through strength and determination, contestants from across Manitoba relive the day of the York Boats as they take it upon themselves to heave and thrust fifty pound oars in an effort to claim race supremacy. The culture and livelihood is expressed in the many ways through personal and team challenges, gatherings, song and dance. York Boat Days will host a spiritual component to open our festival through song and praise while opening in a good way. This is a time for prayer and celebration the community and our visitors for safe journeys and to bless them during their stay in our Cree territory. Below are some of the Main Events York Boat Days include:

WORLD CHAMPIONSHIP  
YORK BOAT RACES

THE JOE KEEPER MEMORIAL  
MARATHON

JOHNNY WALKER & IDA PAUL  
MEMORIAL CANOE EVENTS

SHORELINE BREAKFAST AND  
EVENING BANNOCK & TEA

PROFESSIONAL AND  
AMATEUR SINGING  
SHOWCASE COMPETITION

PROFESSIONAL AND  
AMATEUR SQUARE DANCE  
COMPETITION

STRONG MAN/WOMEN/TEEN  
COMPETITIONS

TRADITIONAL ELDERS  
GIVEAWAY

CHILDREN/ADULT STAGE AND  
FIELD EVENTS

MINOR AND ADULT  
SOFTBALL

LIVE ENTERTAINMENT

MUCH MUCH MORE!

We hope your organization/business can be a part of our celebration through a kind financial contribution which would entitle you as one of our corporate sponsors. The sponsorship package you hold is sure to meet all your needs as a partner to our Annual Community Festival. We know that being a proud sponsor to NHCN can lead to excellent exposure for other communities across Province.

We Thank you in advance for your anticipated support, partnership and contributed opportunities for our Community Festival and Celebration.  
Norway House Cree Nation Chief and Council



# THE NUMBERS

**HEADLINER  
THIS YEAR (2025)**

**FLO RIDA  
ANNOUNCEMENT REACH**

89,101

**FLO RIDA VIEWS  
(AS OF FEB. 20, 2025)**

561,298

**NORWAY HOUSE CREE  
NATION POPULATION**

9,190

**SURROUNDING COMMUNITY  
POTENTIAL POPULATION**

40,000

**TYBD  
SOCIAL MEDIA FOLLOWERS**

5,940

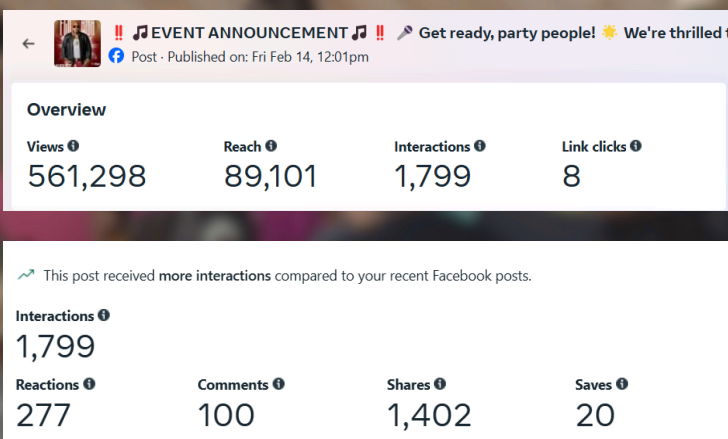
**ECONOMIC IMPACT**

\$2.5 M

**YOUR CONTRIBUTION  
CAN BE SEEN**

45,000

**THROUGHOUT THE CELEBRATION**



# SPONSORSHIP PACKAGES

	TITLE SPONSORSHIP \$15,000 - \$25,000	LEVEL 4 SPONSORSHIP - \$10,000	LEVEL 3 SPONSORSHIP \$7,500	LEVEL 2 SPONSORSHIP \$5,000	LEVEL 1 SPONSORSHIP \$2,000-\$4,000
LOGO PLACEMENT	✓				
SOCIAL MEDIA	✓	✓	✓		
BUSINESS LOGO	MULTIPLEX & LAKEFRONT	MULTIPLEX & LAKEFRONT	MULTIPLEX & LAKEFRONT	MULTIPLEX	MULTIPLEX
WEBSITE	✓	✓	✓		
RADIO ADS	✓	✓			
SIGNAGE LOCATION	ALL VENUES FOR 5 MONTHS	MULTIPLEX & LAKEFRONT	MULTIPLEX	MULTIPLEX	MULTIPLEX
BUSINESS LOGO LOCATION	MULTIPLEX & LAKEFRONT	MULTIPLEX & LAKEFRONT	MULTIPLEX & LAKEFRONT	MULTIPLEX	
THE TYBD PROGRAMME	FULL PAGE SIZE	1/2 PAGE SIZE	1/4 PAGE SIZE	BUSINESS CARD SIZE	BUSINESS CARD SIZE
QR CODE AND BROCHURES	10 TABLES   BROCHURE HAND OUT AT INFO BOOTH	8 TABLES   BROCHURE HAND OUT AT INFO BOOTH	8 TABLES	5 TABLES	1 TABLE

**Add-ons:** Event Sponsor (non-memorial): \$2,500 | 1,000 people reached | Finals can be broadcasted | Others to be negotiated\*\*

**Deadline: July 25, 2025**

THANK YOU. AND WE LOOK FORWARD TO WORKING WITH YOU.

**@YORKBOATDAYS**

<https://nhcn yorkboatdays.ca/>

**@YORKBOATDAYS**

# APPLICATION FORM

Sponsor/Contributor:

Contact name:

Contact number:

Contact email:

Address:

Province:

City/Town:

Postal Code:

## Sponsorship Levels

Please indicate  
level here

## Contribution Levels

Title		\$15,000-\$25,000
Level 4		\$10,000
Level 3		\$7,500
Level 2		\$5,000
Level 1		\$2,000-\$4,000
Other		



## CONTACT INFORMATION

If your organization/business is interested in contributing to the annual event, please contact and/or send to our Sponsorship Coordinators:

Edward (Sonny) Albert at 204.359.5398 or email: [esalbert@nhcn.ca](mailto:esalbert@nhcn.ca);  
204.359.4729 or email: [NHCNmultiplex@nhcn.ca](mailto:NHCNmultiplex@nhcn.ca)

Payment can be made out to: Norway House Cree Nation Attn: Treaty and York Boat Days

Bank: 0001 / Transit: 00037 / Account: 1941794