



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

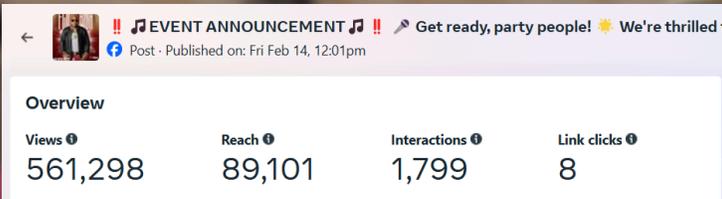
ECONOMIC IMPACT

\$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.

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	<input type="text"/>	\$15,000-\$25,000
Level 4	<input type="text"/>	\$10,000
Level 3	<input type="text"/>	\$7,500
Level 2	<input type="text"/>	\$5,000
Level 1	<input type="text"/>	\$2,000-\$4,000
Other	<input type="text"/>	



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;
204.359.4729 or email: 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