



Kristine Jack
Four Seasons Cultural society
108 Lilac Lane
Penticton, BC V2A 0E8
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Dear valued sponsor,

The Four Seasons Cultural Society would like to invite you to be a part of one of the biggest First Nations cultural events in the South Okanagan – the Pow Wow Between Two Lakes, a celebration of the culture and traditions of the Syilx (Okanagan) people. The three-day competition will run from June 23-25 in 2023 at the South Okanagan Events Centre in Sn'pinktn (Penticton), British Columbia.

Over the course of the event, hundreds of competitors from across Western Canada and the United States will proudly wear their colourful regalia and display their talent and athleticism in a range of traditional dance and drumming events. The event is anticipated to bring thousands to the region to enjoy not only the Pow Wow but everything the Okanagan has to offer.

This year will be the first year the Pow Wow has been held since the discovery at the Kamloops Residential School. To honour those lost and those who survived, the theme for this year's Pow Wow is *Healing the Nation through Reconciliation*. The Society will seek to bring all eight bands of the Okanagan Nation Alliance together to celebrate the creator as one.

The Four Seasons Cultural Society is inviting local businesses to be part of this historic event and proudly show their support for First Nations heritage and the local First Nations people by becoming a sponsor of the Pow Wow. In return, your brand will be on display at the Pow Wow and your organization and representatives will receive special recognition in our marketing activities and at the event. We invite you to contact our office to discuss how your organization can be involved. A representative from the Society will also contact you to discuss these opportunities further. Please see the enclosed sponsorship package which provides information about the options for event sponsorship.

Thank you in advance for your consideration,

Kristine Jack
Director
Four Seasons Cultural Society



Sponsorship Opportunities

The Society is seeking financial sponsorships as well as gifts-in-kind. Financial contributions will be used to pay for event needs including hiring an Arena Director, Master of Ceremony and Host Drum as well as to provide prizes to draw the top talent.

Skemxist Bear (\$2,000 or more)

- Dance in Opening Procession
- Named Dance Sponsor
- Named Dance Award Presenter
- Logo recognition on Sponsors Banner
- Logo recognition in the official program
- Logo recognition on the event website

N'tyxtix salmon (between \$1000 and \$2000)

- Named Dance Sponsor
- Named Dance Award Presenter
- Name recognition on Sponsors Banner
- Name recognition in the official program
- Name recognition on the event website

Spitlem bitterroot (\$500 to \$1000)

Businesses or individuals able to contribute between \$500 and \$1000 will receive the following sponsorship benefits:

- Named Dance Sponsor
- Name recognition on Sponsors Banner
- Name recognition in the official program
- Name recognition on the event website

Siya Saskatoon (Gifts in Kind)

The Four Seasons Cultural Society welcomes any and all support from the community. Some examples of the items that we anticipate needing for the Pow Wow are listed below:

- Advertising (newspaper, radio, online)
- Promotions (posters)
- Signage
- Audio system
- Water

Cheques can be made out to the Four Seasons Cultural Society. FSCS is a registered non-profit society but not a registered charitable organization and is not able to issue tax receipts. Contributions can be used as marketing expenses.