



ALASKA FEDERATION OF NATIVES 2019 CONVENTION SPONSORSHIP PACKET



Show Your Support, Become a Sponsor

The accomplishments and aspirations of our delegates from Ketchikan to Kaktovik are made possible through a cooperative spirit and commitment by sponsors like you. As a sponsor, your support exemplifies the Native values of giving and reciprocating in the spirit of community. Your partnership makes our work possible.



THE AFN CONVENTION: THE POWER OF UNITY, THE VOICE OF COMMUNITY

More than fifty years ago, a small group of representatives led the first statewide gathering of Native peoples. From this meeting the Alaska Federation of Natives was formed. That first meeting addressed land claims, however AFN has since grown in size and scope. Today's Convention brings together an estimated 6,000 attendees, with thousands more tuning in to the statewide television and radio broadcasts and watching online.

AFN's partnership with the business community is essential, particularly through sponsorship of the Convention. Open to the public, our annual event is the largest meeting of its kind in Alaska or the nation. With the help of our dedicated sponsors, Convention brings together thousands of Alaska Natives, government agencies, organizations, observers, and special guests from around the globe.

AFN will host our 53rd Annual Convention on October 17-19, 2019 at the Carlson Center in Fairbanks, Alaska. We look forward to hearing from you regarding your sponsorship.

With gratitude,

Ana Hoffman
Co-chair

Will Mayo
Co-chair

Julie Kitka
President

“ASRC is dedicated to strengthening its relationships across the state, the Arctic and the world, which is why we are proud to be a sponsor of the AFN Convention.”

- Arctic Slope Regional Corporation
2018 Katmai Sponsor

“Chugach Alaska Corporation believes in the exceptional work at the AFN Convention and we give back to the Native community — our support honors our values, celebrates our heritage and promotes our commitment to our people.”

- Chugach Alaska Corporation
2018 Denali Sponsor

“We take great pride in our collaboration with the Alaska Federation of Natives, and we are honored to continue our sponsorship of the AFN Convention. This event reflects Alaska's amazing cultural diversity, helps connect remarkable people, and supports the building and achieving of a vision that benefits all Alaskans.”

- ExxonMobil
2018 Denali Sponsor

“GCI believes in supporting and honoring Alaska's rich history. Promoting opportunities for rural residents to connect with each other to celebrate their culture is one of the most important things we do. That's why GCI supports AFN.”

- GCI
2018 Denali Sponsor



THE AFN CONVENTION: THE POWER OF UNITY, THE VOICE OF COMMUNITY

Our hope is that through this sponsorship packet, we can help your team to pursue opportunities for partnership, community investment, and sponsorship for the AFN Convention. The mission of AFN is to enhance and promote the cultural, economic, and political voice of the entire Alaska Native community. The AFN Convention is the principle forum and voice for the Alaska Native community in dealing with critical issues of public policy and government. The benefits and visibility that your company will receive include recognition in multiple AFN Convention banners, print materials, speaking opportunities, and online advertisement.

We highlight our sponsors across a spectrum of communications tools, extending sponsor exposure well beyond the in-person attendees. Community businesses and partners capitalize on the advertising and marketing opportunities to outreach to the Native community, and often see an increase in business activities and engagement to cultivate relationships.

In addition to the plenary sessions, we host nearly 100 Exhibitors and showcase 170 Artists in the renowned Customary Native Arts Show. As demonstrated by their continuing popularity, the evening cultural performances of Quyana Alaska I and II preserve our traditional dances and sell out 2,500 tickets per night. With over 1,200 attendees, the closing Banquet provides an opportunity for Native leaders and statewide partners to gather for a social evening of entertainment and celebration. Lastly, in partnership with the Alaska Native Tribal Health Consortium and Southcentral Foundation, AFN hosts a health fair, as well as a walk-in legal clinic with Alaska Legal Services Corporation.



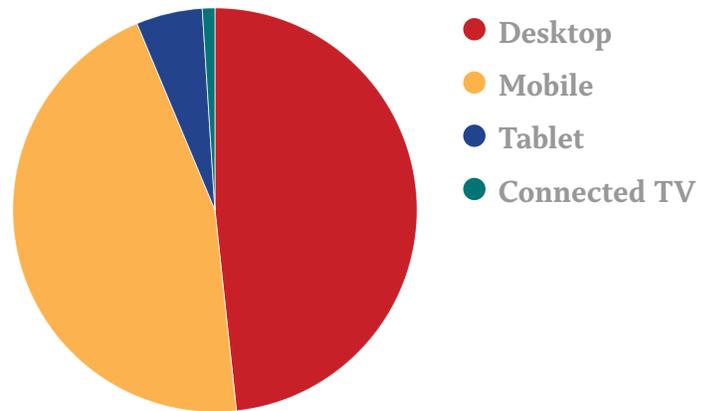
INNOVATION

IN THE
Past, Present and Future

A LOYAL, ENGAGED AND GROWING AUDIENCE: RECAP OF MEDIA COVERAGE OF THE 2018 CONVENTION

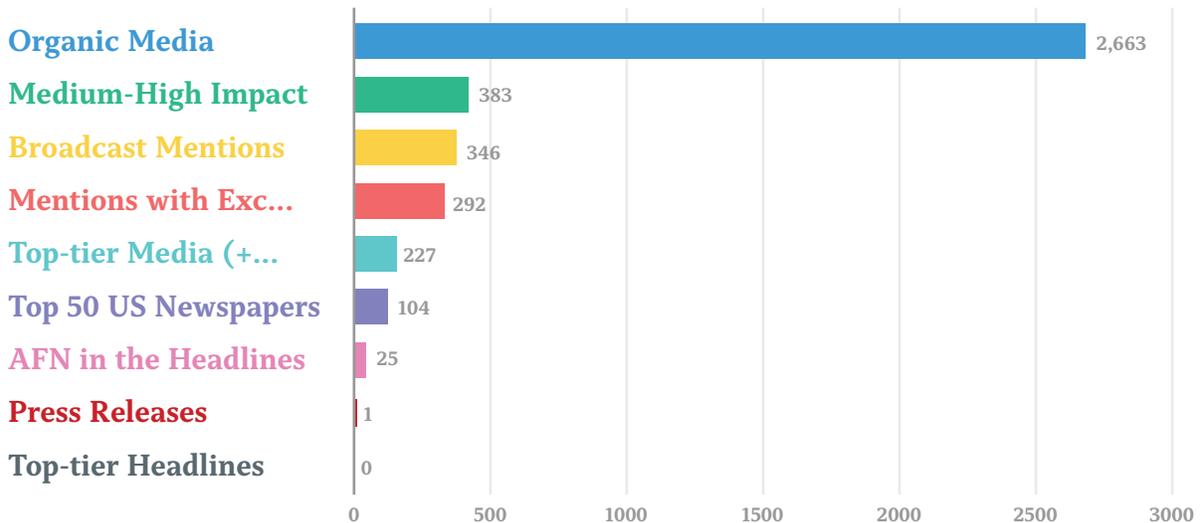
Television

Convention and Quyana Alaska evening cultural performances are broadcast every year statewide (18 cities including Anchorage, Fairbanks and Juneau; and 200+ villages) on GCI Cable, ARCS, and 360 North. Estimated audience ranges from 10,000 to 40,000 during primetime of Quyana. The entire Convention was rebroadcast on statewide television over the Thanksgiving weekend.



Webcast

Viewers from over 40 countries around the world watched the 2018 livestream, from the United Kingdom to Indonesia, Korea and South Africa. We gained and held the attention of more than 7,756 streams for a total of 270,430 total viewer minutes. The online webcast archive continued to be viewed by at least 300 people for several weeks after.



Alaska Federation of Natives over Oct. 1, 2018 - Oct. 26, 2018

Convention in the News

The 2018 AFN Convention coverage during the month surrounding the event equaled over \$8,205,914 in paid advertising, with more than 2,663 mentions during Convention month alone, in statewide and national outlets alike.

AFN App

738 people downloaded the app to their smartphones, with 10,079 sessions - our app homepage with sponsor banners and exhibitor/ sponsor section are two of the most popular sections of the app. Our Denali sponsors who provided banners for the app homepage this year benefitted from more than 2,300 in-app impressions.

Social Media

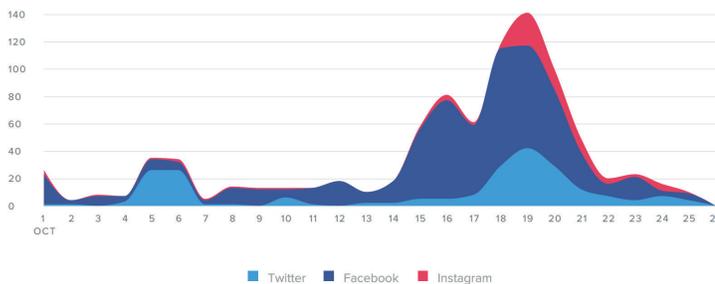
AFN's social media presence is formidable, with 16.5K Facebook, Twitter, and Instagram followers and users. Convention month boasts impressive engagement numbers with impressions up over 300K and over 7K engagements. Our followers and users include a healthy range of young and mature users, men and women. Most of our interactions are centered in urban areas, with representation from villages across Alaska as well.

- Our **Twitter** audience is evenly split between men and women, mostly urban, and mostly in the 35-44 age range.
- Our **Facebook** audience is primarily female (70%), a mix of urban and rural, and mostly between the ages of 35-44.
- Our **Instagram** audience is primarily female (74%), a mix of urban and rural, and mostly between the ages of 25-34.



Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	% Change
Total Fans	16.5k	↗ 5.7%
New Twitter Followers	222	↗ 7.6%
New Facebook Fans	589	↗ 5%
New Instagram Followers	81	↗ 8%
Total Fans Gained	892	↗ 5.7%

Total followers increased by
↗ 5.7%
 since previous date range

315.7k

Impressions

7,180

Engagements

525

Link Clicks

2019 SPONSORSHIP APPLICATION

2019 AFN Convention

(Application also available online at www.nativefederation.org)

Company/Organization: _____
Print your company/organization's name as you would like it to be listed in Convention materials

CEO/President/Executive Director (Name + Title): _____

Primary Contact (Name + Title): _____

Telephone: _____ Cell: _____

Email Address: _____

Alternate Contact (Name + Title): _____

Telephone: _____ Cell: _____

Email Address: _____

Mailing Address:

City, State, Zip: _____

Website: _____

We will support the 2019 Convention as a:

- | | | |
|---|---|---|
| <input type="checkbox"/> Denali Sponsor (\$50,000+) | <input type="checkbox"/> Katmai Sponsor (\$25,000+) | <input type="checkbox"/> Susitna Sponsor (\$10,000+) |
| <input type="checkbox"/> Taku Sponsor (\$5,000+) | <input type="checkbox"/> Kobuk Sponsor (\$2,500+) | <input type="checkbox"/> Friends of AFN (under \$2,500) |

Payment:

Sponsorship Amount: \$ _____ Check Cash Invoice

Please mail this form together with your payment to:

Alaska Federation of Natives
3000 A Street, Suite 210, Anchorage, Alaska 99503

For more information: 907-274-3611 | sponsorship@nativefederation.org

Alaska Federation of Natives is a 501(c)(4) not for profit organization. Sponsorships are not deductible as charitable contributions for federal income tax purpose. Charitable donations may be made through the AFN Fund at the Alaska Community Foundation.



2019 SPONSORSHIP OPPORTUNITIES

Each October, the AFN Convention brings together upwards of 6,000 delegates, participants, observers, advocates, and sponsors to discuss challenges and opportunities facing the Alaska Native community. By becoming a sponsor, your company will make a significant contribution to this cause, reaching the nation's gathering of indigenous peoples. Below is an overview of the six levels of sponsorship to consider.

Denali Sponsor | \$50,000

TELEVISION + DIGITAL

- 30-second television commercial during live statewide broadcast – 2 per day (Denali sponsors only)
- Company logo in promotional TV commercials airing on most GCI channels (Denali sponsors only)
- Company logo in “Thank You” slide on GCI Community Channel in 16 cities (Denali sponsors only)
- Featured company logo in TV broadcast opens and breaks
- Welcome video message shown at Convention, during breaks, and posted on AFN’s website and app
- Opportunity for an in-depth interview (taped or live) that will be aired during Convention’s TV broadcasts
- Exclusive banner ad on the 2019 AFN App (Denali sponsors only)
- Company logo and website link on AFN’s website and Facebook page

PRINT

- Listing in Convention Guide, Banquet Program, and Quyana Alaska Program
- Listing in “Thank You” ads in all media
- Exclusive “Thank You” banner ad for you to use in your media, if so desired
- One full-page, four color ad in the AFN Convention guide

VENUE OPPORTUNITIES

- Two premium exhibit booths in the Carlson Center foyer
- Acknowledgement from the podium during plenary sessions
- Speaking opportunity at Convention Banquet
- Two VIP Banquet tables (20 seats total)
- 20 tickets to each Quyana Alaska evening cultural performance (40 tickets total)
- Company name on AFN stage banner as well as any special signage throughout the venue
- Listing on sponsor display
- Company logo on event tote bags
- A branded gift in 1,500 delegate tote bags (gift provided by sponsor)

Katmai Sponsor | \$25,000

TELEVISION + DIGITAL

- Company logo featured in TV broadcast (opening and breaks)
- Welcome video message shown at Convention, during breaks, and posted on AFN's website and app
- Company logo and website link posted on AFN's website and Facebook page

PRINT

- Listing in Convention Guide, Banquet Program, and Quyana Alaska Program
- Listing in "Thank You" ads in all media
- Exclusive "Thank You" banner ad for you to use in your media, if so desired
- One half-page, four color ad in the AFN Convention Guide

VENUE OPPORTUNITIES

- One premium exhibit booth at the Carlson Center
- Acknowledgement from the podium during plenary sessions
- Speaking opportunity at Convention Banquet
- One VIP Banquet table (10 seats total)
- 12 tickets to each Quyana Alaska evening cultural performance (24 tickets total)
- Company name on AFN stage banner, as well as any special signage throughout the venue
- Listing on sponsor display
- Company name listed on event tote bags
- A branded gift in 1,500 delegate tote bags (gift provided by sponsor)

Susitna Sponsor | \$10,000

- One quarter-page, four color ad in the AFN Convention Guide
- Company name and logo with website link on AFN's website and Facebook page
- Listing in Convention Guide, Banquet Program, and Quyana Alaska Program
- Listing on sponsor display
- Listing in "Thank You" ads in all media
- One premium exhibit booth in the Exhibit Room
- Company name on AFN stage banner, as well as any special signage throughout the venue
- Six tickets to each Quyana Alaska evening cultural performance (12 tickets total)

Taku Sponsor | \$5,000

- Company name and website link on AFN's website and Facebook page
- Listing in Convention Guide, Banquet Program, and Quyana Alaska Program
- Listing on sponsor display
- Listing in "Thank You" ads in all media
- Six tickets to each Quyana Alaska evening cultural performance (12 tickets total)

Kobuk Sponsor | \$2,500

- Company name with website link on AFN's website and Facebook page
- Listing in Convention Guide, Banquet Program, and Quyana Alaska Program
- Listing on sponsor display
- Listing in "Thank You" ads in all media

Friends of AFN | under \$2,500

- Listing in Convention Guide
- Listing on sponsor display
- Listing in "Thank You" ads in all media

**For more information, please
contact Trina Landlord at
(907) 263-1307 or
tlandlord@nativefederation.org.**



SAVE THE DATE

2019 AFN CONVENTION

October 17-19, 2019

Fairbanks, Alaska

www.nativefederation.org/convention



3000 A St., Ste. 210
Anchorage, AK 99503
T: (907) 274-3611
F: (907) 276-7989
E: sponsorship@nativefederation.org
www.nativefederation.org