



## ALASKA FEDERATION OF NATIVES 2021 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.

**December 13-14, 2021 | Anchorage, Alaska**



## ANCSA AT 50: EMPOWERING OUR FUTURE

Dear Supporter,

Due to pandemic-related health and safety concerns, our 55<sup>th</sup> Annual Convention was postponed to December 13-14, and will be virtual. Coverage of the proceedings and Native cultural performances will be available on statewide public television and radio, and online.

Our convention theme, “ANCSA at 50: Empowering Our Future,” commemorates the Alaska Native community’s groundbreaking achievement in the passage of the Alaska Native Claims Settlement Act of 1971 (ANCSA) while rededicating ourselves to work together in taking on the challenges of today and those that lay ahead.

ANCSA has become a model around the world of Indigenous self-determination. Decades after their creation, Native corporations have become powerful economic engines with a profound effect on the Alaska economy. AFN’s essential partnership with the business community reflects ANCSA’s core tenet of economic development.

Because of sponsorship by the business community, the Convention year after year convenes thousands of AFN delegates, organizations, businesses, government agencies, elected officials at all levels, and leaders from around the globe. We look forward to hearing from you regarding your sponsorship.

With gratitude,

**Ana Hoffman**  
Co-chair

**Joe Nelson**  
Co-chair

**Julie Kitka**  
President

“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  
2020 Katmai 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  
2020 Katmai 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  
2020 Denali Sponsor



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

### Benefits to You — Tell Your Story

AFN can help your company pursue exciting opportunities for partnerships, community investment and sponsorship. The benefits and visibility your company will receive as a sponsor include special recognition in multiple channels such as logo placement and weblink year-round on the AFN website, year-round on-line availability of the convention webcast, acknowledgment from the virtual podium, welcome videos during the plenary session, videos on the mobile app, a virtual exhibit booth, social media posts, and listing in AFN's official delegate registration packet and online convention guide, which are sent to AFN member organizations and delegates across Alaska. The AFN Convention audience is unique, dedicated, statewide, and empowered!

### Build Brand Visibility and Awareness

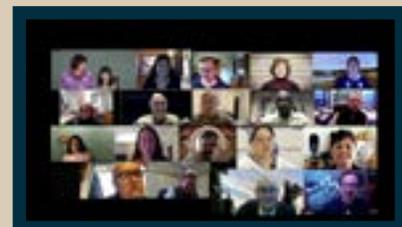
#### Engage with Community — Strengthen Valuable Relationships and Partnerships

We highlight our sponsors across a spectrum of communications tools, extending sponsor exposure well beyond the in-person attendees. Community-minded businesses and partners capitalize on the advertising and marketing opportunities to outreach to the Native community, often seeing an increase in business activities and engagement in building and strengthening valuable relationships. The mission of AFN is to enhance and promote the cultural, economic and political voice of the Alaska Native community. The Convention is the principal forum and voice for the Alaska Native community in addressing critical issues of public policy and government. As a sponsor, your company will make a significant contribution to the success of the convention and AFN's mission.

### A Growing Success Story

Despite the challenges imposed by the global pandemic and the persistent presence of COVID-19 in our state, AFN's Convention continues to grow not only our audiences but our relationships with businesses and organizations across Alaska.

[Watch the 2020 AFN Convention Highlights Video](#)





## OUR AUDIENCES: STATEWIDE, LOYAL, ENGAGED RECAP OF MEDIA COVERAGE OF THE VIRTUAL 2020 CONVENTION

### OUR DIVERSE AUDIENCE

Whether attending in-person, listening to the radio, watching live television and webstreaming or recorded coverage, following on social media and the AFN app, our convention audience is geographically, demographically, and economically diverse, including: tribes, non-profit organization leaders; Native corporation leaders and shareholders; state and federal government officials, military leaders, elected officials including Alaska's governor, Alaska's Congressional Delegation and state legislators; business leaders from key Alaskan sectors, including health, telecom, education, resource development, retail, visitor industry, union, financial, and transportation; White House officials and Cabinet members; and Elders, youth, AFN delegates representing every village, town, city, and region of the state.

### 2020 VIRTUAL CONVENTION SUCCESSES

Last year, in response to the pandemic, AFN pivoted from an in-person gathering to a virtual convention and still engaged 8,500 people. Over the two days and 24 hours of convention programming, AFN:

- Featured U.S. Attorney General William Barr, Assistant Secretary of the Interior Tara Sweeney, Alaska Governor Mike Dunleavy, Alaska Speaker of the House Bryce Edgmon, and many other top officials.
- Hosted 5 panels on critically important topics, including national security, broadband connectivity, public safety, and COVID-19.
- Elected a new AFN Co-Chair, Joe Nelson.
- Elected village representatives to the AFN board.
- Presented 11 President's Awards.
- Hosted 20 exhibitors for outreach and marketing to the Native community and public participants.
- Showcased 47 Native artists in the virtual Arts Marketplace, with 263 sales with 3,142 unique visitors from across Alaska, U.S., Canada and internationally.
- Featured 12 outstanding Native dance performances over two evenings.
- Strengthened AFN's business connections with 57 companies, of which 14 were new to AFN Convention sponsorship.



# AFN 'S MANY PLATFORMS FEATURED SPONSORS

## Television

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

## Attendify Virtual Meeting Platform and App

Our app homepage with sponsor banners and exhibitor/sponsor section are two of the most popular sections. The app included an up-to-date agenda, speaker bios, a chat section, Denali and Katmai level sponsor videos and more. There were 2,458 downloads of Attendify, the virtual meeting platform, with 8,831 sessions, 1,955 profiles created and 1,018 interactions. There were 22,481 views, 2,009 unique viewers and 28,070 impressions and 2,358 unique impressions. 682 people downloaded the AFN App to their smartphones with 8,160 sessions.

## Webcast and On-Demand Archive

Viewers from more than 40 countries around the world watched the 2020 live stream, from the United Kingdom to Indonesia, from Korea to South Africa. We engaged and held the attention of more than 8,443 streams for a total of 190,000 viewer minutes. The online webcast archive, which remains available all year, continued to be viewed by hundreds of people for several weeks.

## Convention Press Coverage

According to Meltwater Analytics, there were more than 445 news articles featuring or specifically mentioning the AFN Convention.

## AFN Website

There were 15,443 unique (individual viewer) page views during the Convention season, with the convention section garnering the most views and the webcast second-most.

## Social Media

AFN's social media presence is formidable, with 17,663 Facebook, Twitter and Instagram followers and users. Convention month boasts impressive engagement numbers with impressions of over 110,845 and over 11,886 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. Facebook reached 102,055 people and 1,512-page likes.

## Arts Marketplace

47 Native artists participated with 1,026 items with over 260 sales, with over 40 repeat shoppers. There were 3,142 unique visitors from Alaska, the U.S., Canada and a few international. 90% of the referrals came from AFN's websites and the Attendify app.



# 2020 CONVENTION ANALYTICS

## FACEBOOK, TWITTER AND INSTAGRAM

(October 15 - 16, 2020)

- Impressions: 110,845
- Engagements: 11,886

## FACEBOOK SPECIFIC (Sept. 24 to October 21, 2020)

- People reached: 102,055
- Post engagements: 59,605
- Page likes: 1,512

## ATTENDIFY – Virtual meeting platform/mobile app

(Stats through November 4, 2020)

- Downloads: 2,458
- Sessions: 8,831
- Profiles: 1,955
- Interactions: 1,018

## VIMEO VIDEO PLATFORM (October 15 - 16, 2020)

- Views: 22,481
- Unique Viewers: 2,009
- Impressions: 28,070
- Unique Impressions: 2,358

## LIVE WEBCAST (October 15 - 16, 2020)

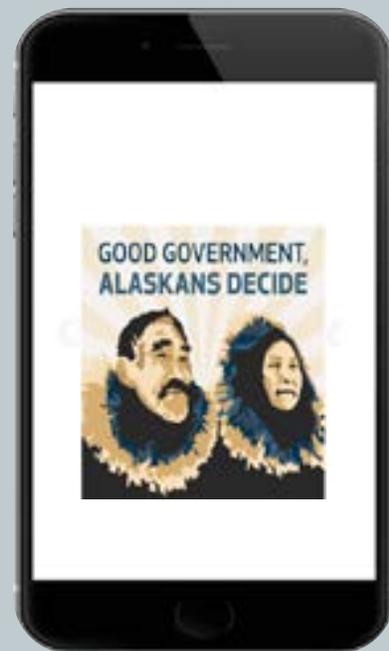
- Unique Viewers Total: 8,443
  - On AFN website 3,185
  - On Attendify 2,458
- Facebook Live 2,500
- Wilson Center 300

## FACEBOOK LIVE EVENT ENGAGEMENT

- People reached 92,300
- Responses 3,600

## AFN WEBSITE (October 7 to November 5, 2020)

Sessions 15,443



## ARTS MARKETPLACE

- 47 active artists (with bio and product listings) with 1,026 different items available
- 263 sales total of \$22,270
- 43 repeat shoppers - multiple purchases in different web sessions
- 3,142 unique visitors from across Alaska, the US, Canada, and a few international
- 90% of the referrals from AFN's website and the Attendify app (about equal numbers from both)

After convention:

- an additional 44 sales, totalling \$2,295
- 6 new artists with product listings



## 2021 CONVENTION SPONSORSHIP OPPORTUNITIES

### Denali Sponsor | \$50,000

#### Pre-Convention:

- Company logo with website link posted year-round on AFN's website and social media sites
- Listing in convention materials in all media, including direct mailout in official convention packet to AFN board of directors and delegates

#### During Convention:

- 30-second television commercial ad during the live statewide broadcast - 2 per day
- Welcome video message (up to 5 minutes) shown in plenary sessions during breaks and posted on AFN's app
- Featured company logo in TV broadcast opens and breaks, and company name listed in closing credits
- Acknowledgment from the virtual podium during plenary sessions
- Company logo in promotional TV commercials/public service announcements
- Company logo in "Thank You" slide on GCI Community Channel in 16 cities
- Opportunity for an in-depth interview (taped or live) that will be aired on TV broadcast during agenda breaks
- Exclusive banner ad on the 2021 AFN app
- One full-page, four-color ad in the online AFN Convention Guide
- Virtual exhibit booth on AFN's virtual meeting platform, that includes company logo, company name and description and contact information, website address and social media links, online flyers and option to host a workshop

#### Post Convention:

- AFN Speaker will present a virtual briefing at your company, twice a year
- Listing in Regional 'Thank You' Acknowledgements in all media
- Highlight sponsors in a post-convention recap in AFN e-newsletter
- Post-convention summary report of the number of virtual attendees, clicks on sponsor links
- List company name in post-convention delegate survey



## 2021 CONVENTION SPONSORSHIP OPPORTUNITIES

### Katmai Sponsor | \$25,000

#### **Katmai Pre-Convention:**

- Company logo with website link posted year-round on AFN's website and social media sites
- Listing in convention materials in all media, including direct mailout in official convention packet to AFN board of directors and delegates

#### **Katmai During Convention:**

- Welcome video message (up to 5 minutes) shown in plenary sessions during breaks and posted on AFN's app
- Featured company logo in TV broadcast opens and breaks and company name listed in closing credits
- Company name listed on AFN stage banner, as well as any special signage throughout the venue
- One half-page, four-color ad in the online AFN Convention Guide
- Virtual exhibit booth on Attendify, the online meeting platform, that includes company logo, company name and description and contact information, website address and social media links, online flyers and option to host a workshop

#### **Katmai Post-Convention:**

- AFN Speaker will present a virtual briefing at your company, twice a year
- Listing in Regional 'Thank You' Acknowledgements in all media
- Highlight sponsors in a post-convention recap in AFN e-newsletter
- Post-convention summary report of the number of virtual attendees, clicks on sponsor links
- List company name in post-convention delegate survey

# 2021 CONVENTION SPONSORSHIP OPPORTUNITIES

## Susitna Sponsor | \$10,000

- Company logo with website link posted year-round on AFN's website and social media sites
- One quarter-page, four-color ad in the online AFN Convention Guide
- Listing in Conventional materials in all media, including direct mailout in delegate packet
- Listing in Regional "Thank You" Acknowledgments in all media
- Highlight sponsors in a post-convention recap in AFN e-newsletter
- Virtual exhibit booth on Attendify, the online meeting platform, that includes company logo, company name and description and contact information, website address and social media links, online flyers and option to host a workshop

## Taku Sponsor | \$5,000

- Company name with website link posted year-round on AFN's website and social media sites
- Listing in Conventional materials in all media, including direct mailout in delegate packet
- Listing in the online AFN Convention Guide
- Listing on sponsor display signage
- Listing in Regional "Thank You" Acknowledgments in all media
- Highlight sponsors in a post-convention recap in AFN e-newsletter
- Listing on Attendify, the virtual online meeting platform

## Kobuk Sponsor | \$2,500

- Company name with website link posted year-round on AFN's website and social media sites
- Listing in the online AFN Convention Guide
- Listing in Conventional materials in all media, including direct mailout in delegate packet
- Listing in regional "Thank You" acknowledgments in all media

## Friends of AFN | under \$2,500

- Listing in the online AFN Convention Guide
- Listing in regional "Thank You" acknowledgments in all media

# 2021 SPONSORSHIP APPLICATION

(Application also available online at [www.nativefederation.org](http://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 proudly support the AFN 2021 Convention as a:**

Denali Sponsor (\$50,000+)

Katmai Sponsor (\$25,000+)

Susitna Sponsor (\$10,000+)

Taku Sponsor (\$5,000+)

Kobuk Sponsor (\$2,500+)

Friends of AFN (under \$2,500)

**Payment:**

Sponsorship Amount: \$ \_\_\_\_\_

Please invoice me

Please call me for payment

A check payable to Alaska Federation of Natives is enclosed

I will pay online at [www.nativefederation.org](http://www.nativefederation.org)

Please charge my credit card: \_\_\_ Visa \_\_\_ Mastercard

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

**This form can be mailed to:**

Alaska Federation of Natives

3000 A Street, Suite 210, Anchorage, Alaska 99503

**Or emailed to:** [afninfo@nativefederation.org](mailto:afninfo@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 purposes. Charitable donations may be made through the AFN Fund at the Alaska Community Foundation.

# Let's Work Together!



## 2021 AFN CONVENTION December 13-14

Live on statewide TV, radio, webstream, social media, and event app

### "ANCSA at 50: Empowering Our Future"

[www.nativefederation.org/convention](http://www.nativefederation.org/convention)

[www.facebook.com/nativefederation](https://www.facebook.com/nativefederation)

#2021AFN — #ANCSAat50 — #EmpoweringFuture #NativePower



3000 A St., Ste. 210  
Anchorage, AK 99503  
T: (907) 274-3611  
F: (907) 276-7989

[afninfo@nativefederation.org](mailto:afninfo@nativefederation.org)  
[www.nativefederation.org](http://www.nativefederation.org)