



# ALASKA FEDERATION OF NATIVES 2022 CONVENTION SPONSORSHIP PACKET

October 20-22, 2022 • Anchorage, Alaska



## **“Celebrating Our Unity”**

### **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: Celebrating Our Unity

Due to the global COVID-19 pandemic, the past two AFN Conventions have been virtual to help ensure the health and safety of our community. We are excited to announce that we are planning to meet in-person for the 2022 Annual AFN Convention on October 20, 21, and 22, 2022, in Anchorage, Alaska.

We will still have the same virtual participation opportunities through the AFN App and live coverage of the proceedings and Native cultural performances will be available on statewide public television and radio, and online. Our convention theme, “Celebrating Our Unity,” honors the unity among our communities, families, and organization of working together in taking on the challenges of today and those that lay ahead.

Our 2022 theme reflects one of our core tenets of fostering and building strong relationships statewide and nationally. 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**  
2019 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**  
2019 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**  
2019 Denali Sponsor

## 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. We look forward to building on this momentum in 2022 and in the future with partners like you.

Click [here](#) to watch special segments from the 2021 Annual AFN Convention!



# ANCSA AT 50: **EMPOWERING OUR FUTURE**

## **Our Audiences: Statewide, Loyal, Engaged Recap of Media Coverage of the 2021 Convention**

### **Our Diverse Audiences**

In-person, listening to the radio, watching live television and web streaming 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; corporate 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, Native corporations, 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.

### **2021 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. Secretary of Interior Deb Haaland, Alaska Governor Mike Dunleavy, Alaska Speaker of the House Bryce Edgmon and many other top officials.
- Hosted panels on critically important topics, including national security, public safety, COVID-19, infrastructure, and broadband.
- Elected village representatives to the AFN board.
- Presented 11 President's Awards.
- Hosted dozens of exhibitors for outreach and marketing to the Native community and public participants.
- Featured 12 outstanding Native dance performances from past Qujana Alaska over two evenings.

## AFN's Many Platforms Featured Sponsors

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.

## Virtual Meeting Platform and App

Our app homepage with sponsor banners and exhibitor/sponsor section are two of the most popular sections on our app and virtual platform. The app included an up-to-date agenda, speaker bios, a chat section, Denali and Katmai level sponsor videos and more. There were 3,400 total registrations in Attendify, the virtual meeting platform, with 7.4k views in Anchorage, Alaska, 14.9k views on desktops, 1.2k unique viewers, 12.7k views in Attendify, and 19.2k total views.

## Webcast and On-Demand Archive

Viewers from more than 40 countries around the world watched the live stream, from the United Kingdom to Russia, from Korea to South Africa. We engaged and held the attention of nearly 9,500+ streams for a total of 576,000 viewer minutes. The online webcast archive, which remains available all year, continued to be viewed by hundreds of people for several weeks.

## AFN Website

There were 19,200 page views during the Convention season.

## Social Media

AFN's social media presence is formidable, with 22,183 Facebook, Twitter, and Instagram followers and users, a .2 percent increase over 2020.

Convention month boasts impressive engagement numbers with impressions of over 67,062 and over 4,869 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 51,856 people and 37-page likes.



# 2022 SPONSORSHIP APPLICATION

## 2022 AFN Convention

(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 support the 2022 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 or [bmallott@nativefederation.org](mailto:bmallott@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.



## 2022 Sponsorship Opportunities

Each October, the AFN Convention brings together some 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 2022 AFN App (Denali sponsors only)
- Company logo with website link on AFN’s website and social media sites

#### Informational + Promotional Materials

- Listing in Convention materials in all media
- Listing in “Thank You” ads in all media
- Exclusive “Thank You” e-banner ad for you to use in your media, if so desired
- One full-page, four-color ad in the online official Convention Guide

#### Venue Opportunities

- One premium exhibit booth in the Dena’ina Center 3<sup>rd</sup> floor lobby
- Acknowledgment from the podium during plenary sessions
- Speaking opportunity at Convention Banquet
- Two VIP Banquet tables (20 seats total)
- 20 tickets to Quayana Alaska evening cultural performances
- Company name listed on AFN stage banner, as well as any special signage throughout the venue
- Listing on sponsor display
- Company logo on delegate tote bags
- A branded gift in 1,500 delegate tote bags (gift provided by sponsor)

## **Katmai Sponsor | \$25,000**

### **Television + Digital**

- 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
- Company logo with website link posted on AFN's website and social media sites

### **Informational + Promotional Materials**

- Listing in Convention materials in all media
- Listing in "Thank You" ads in all media
- Exclusive "Thank You" e-banner ad for you to use in your media, if so desired
- One half-page, four-color ad in the online official Convention Guide

### **Venue Opportunities**

- One premium exhibit booth in the Dena'ina Center 3<sup>rd</sup> floor lobby
- Acknowledgment from the podium during plenary sessions
- One VIP Banquet table (10 seats total)
- 12 tickets to Qu yana Alaska evening cultural performances
- Company name listed on AFN stage banner, as well as any special signage throughout the venue
- Listing on sponsor display
- Company name listed on delegate 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 online official Convention Guide
- Company logo with website link posted on AFN's website and social media sites
- Listing in Convention materials in all media
- Listing on sponsor display
- Listing in "Thank You" ads in all media
- One premium exhibit booth in the Exhibit Hall
- Company name listed on AFN stage banner, as well as any special signage throughout the venue
- Six tickets to each Qu yana Alaska evening cultural performance (12 tickets total)

## **Taku Sponsor | \$5,000**

- Company name listed with website link on AFN's website and Facebook page
- Listing in Convention materials in all media
- Listing on sponsor display
- Listing in "Thank You" ads in all media
- Six tickets to each Qu yana Alaska evening cultural performance (12 tickets total)

## **Kobuk Sponsor | \$2,500**

- Company name listed with website link on AFN's website and social media sites
- Listing in Convention materials in all media
- Listing on sponsor display
- Listing in "Thank You" ads in all media

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

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

**For more information,  
please contact Ben Mallott at  
bmallott@nativefederation.org  
or (907) 274-3611.**



# SAVE THE DATE

**2023 AFN CONVENTION**

**October 19-21, 2023**

**Anchorage, Alaska**

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

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



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bmallott@nativefederation.org**

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