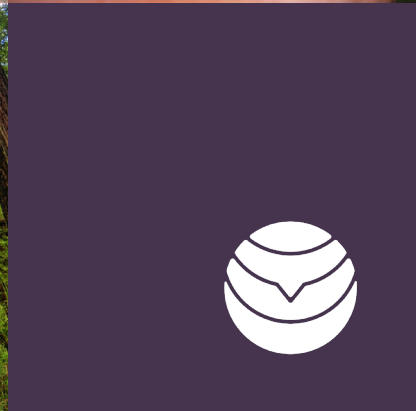
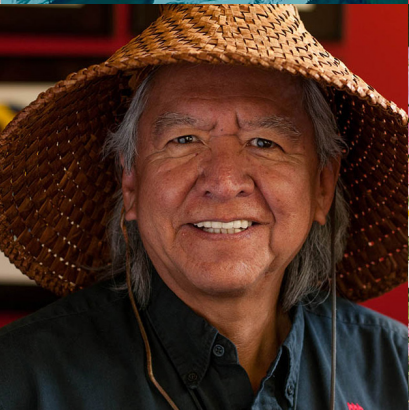


Sponsorship Opportunities

FESTIVAL OF WHAT WORKS





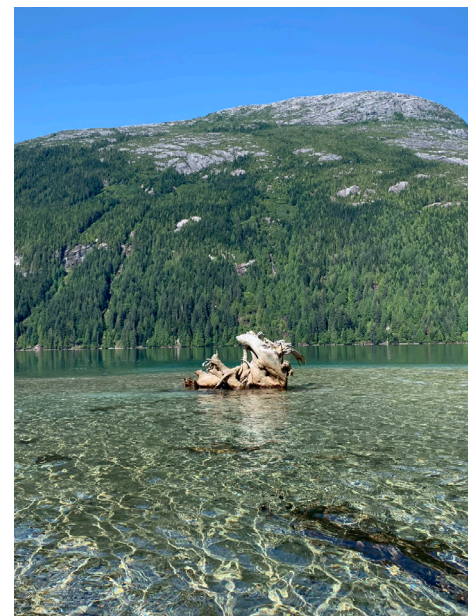
Welcome

The twin challenges of climate change and the COVID-19 pandemic have accelerated the re-localization of economic and cultural life. Many of us ask ourselves how we can create real, lasting change in our communities and beyond in the face of increasing crises. The truth is that thousands of people already are—including those who may not recognize the value of their work.


The Festival of What Works is a unique, days-long, online celebration of community-led approaches to living well in place here in Salmon Nation. Home to 33 million people from diverse cultures and communities, Salmon Nation stretches from northern California to the north slope of Alaska and everywhere in between.

We share practical, achievable models for how we can support our local communities, whether through better community planning, localized food and energy production, investments, economic development, storytelling, arts, advocacy or good ol' barn raising.

Our region is already a hotbed of creativity and experimentation. The Festival spotlights who and what you need to know to invest time, energy and money towards building a bioregion where people, culture and nature all thrive.



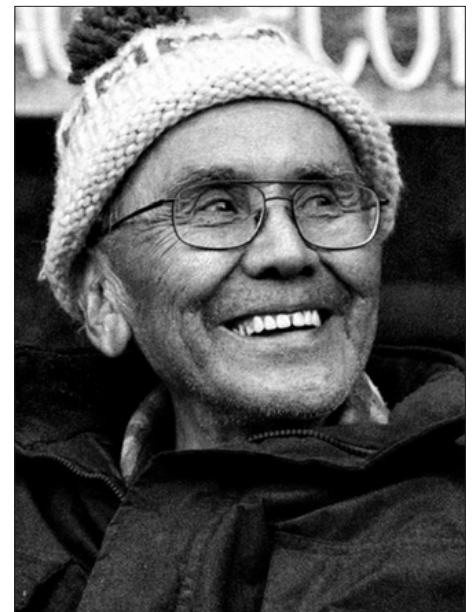
Supporting The Festival of What Works enables you to connect with people actively working on solutions in their communities— influencers, highly engaged entrepreneurs, community leaders, activists, knowledge holders, artists— in one of the most biologically and culturally rich regions on Earth.



We connect with people across the bioregion—from cities such as San Francisco, Portland, Seattle, Vancouver and Anchorage to remote, rural communities on the coast and in the mountains.

Who we are

The Festival of What Works is a production of **The Magic Canoe**, a non-profit organization designed to grow a movement made up of paddlers in a metaphorical “magic canoe.” All people in Salmon Nation are invited to participate in the design and delivery of new ways of thinking and acting in our bioregion. We draw inspiration from the work of Wa’xaid, Cecil Paul. **Wa’xaid** was an Indigenous Elder who led community efforts to protect the Kitlope Valley, and who inspired thousands of others in environmental and community stewardship. The festival is a way for all people living in Salmon Nation to continue Cecil’s journey.



We are committed to:

- ◆ Uplifting Indigenous voices and honoring Indigenous wisdom
- ◆ Focusing on solutions-based ideas
- ◆ Listening to and highlighting voices from “edge” and otherwise unheard communities and groups
- ◆ Championing environmental, social and economic justice
- ◆ Providing honorariums for festival contributors
- ◆ Honoring place-based connections and communities

Our Programming

The Festival

- Features online discussions, workshops, film screenings, panels, performances and opportunities for people to connect from across the bioregion
- Includes Indigenous leaders, activists, scientists, authors, educators and entrepreneurs
- Focuses on the leading edge of education, economic development, social activism, health, healing, food production, media making, the arts and environmentalism

Events are streamed pre-recorded or live online, before being posted publicly for further viewing.



Events

At our inaugural Festival in the Fall of 2020, speakers included authors Eden Robinson, Wade Davis, and Harold R. Johnson; musicians Portugal. The Man and Stephanie Anne Johnson; celebrity Indigenous chef Annita McPhee; Indigenous elders Gerry Oleman, Louisa Smith and Napaġiak Dalee Sambo Dorrough; climate scientists; farmers; youth activists ... and many, many others.

Some of our most popular events:

- Indigenous Knowledge Holders
- Indigenous Science
- Tourism as a Force for Good
- Food Solutions During a Pandemic
- Wade Davis and Eden Robinson in Conversation
- Reimagining Philanthropy
- Spotlight on BIPOC Farming

The Festival in Numbers

In our first year alone we welcomed...

50+
events

150+
presenters

5,000+
ticket holders

150+
media hits

10,000+
video views
post-festival



Our Audience

Feedback from our first Festival:

"Being a non-indigenous person living in a big city does not provide many opportunities to connect with and learn from indigenous peoples. I am grateful Salmon Nation provided this opportunity for an outsider to listen, learn, and be inspired."

"Sharing the information I learned through the Festival will help empower my students to be more resilient and optimistic about their futures—knowing that they can bring about positive change and that they can work locally."

"What did I appreciate about the Festival? The unpreciousness and generosity of spirit of all the contributors, that it was about conversations between different groups that are critical to building a more just and sustainable future. That is priceless and part of my dream."

"After almost every event I attended, I just had to talk to someone about it, because it was really inspiring."

"What drew me in first was the positive focus. I work with Indigenous communities on environmental issues, so that was also a draw, and I'm learning more about food security, so that was a draw, and I wanted to do some fun things with my daughter like learn to make bannock and listen to some music! And you had some awesome people and topics in the lineup."

Our festival goers:

- Mostly live in the Salmon Nation bioregion
- Attended an average of 8 events during the 2020 festival
- Were interested in:
 - Indigenous leadership and culture
 - Regenerative agriculture and food systems
 - Sustainable entrepreneurship
 - Strong, local economies
 - Storytelling
 - Wild salmon preservation
 - Vibrant and healthy communities
 - Environmentally positive forestry
 - Sustainable fisheries





Your Opportunities

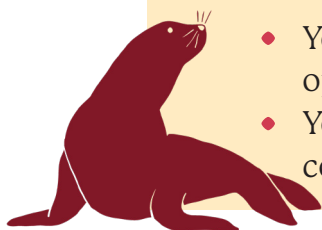
There are many ways you can connect with people creating and seeking solutions through the Festival of What Works. Your support enables us to keep our Festival free to attend, and to offer honorariums to raise the voices in our diverse community.

Opportunities include:

SPEAKER HONORARIUM SPONSORSHIPS

Sponsor a speaker—or a few. We pay every speaker, performer and participant in the Festival of What Works. By paying the honorarium for one or more individuals to participate, you're helping us keep the Festival free. Last year our speakers included bestselling authors, inspiring youth working in their community, Indigenous leaders, budding entrepreneurs and artists. Help us to share even more voices in 2021.

Benefits include....

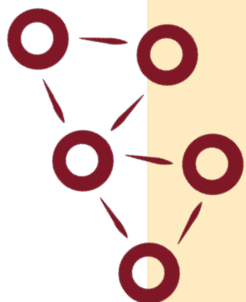


- Your logo on the main page of the on event website, and displayed during opening and closing ceremonies
- Your logo in newsletter communication to our 5,000+ person-wide community along with all other speaker sponsors

EVENT SPONSORSHIPS (30 AVAILABLE) - \$1000*

Align your brand directly with the values and ideas shared in a specific event by becoming a sponsor of a particular session. You'll connect with audience members across the bioregion who have a specialized interest in the topic of your choice.

Benefits include....



- Your logo on the main page of the event website, session listing in the schedule, and displayed during opening and closing ceremonies
- Acknowledgement in pre-event and post-event email communications to our 5,000+ person-wide community
- Your name highlighted in the event description on our website
- A verbal mention during the event introduction
- Social media tag on session promotion

* AMOUNTS IN USD



Festival Sponsorships

DAY SPONSORSHIPS (5 AVAILABLE) – \$5000

Daytime sponsorships

- Your logo on the main page of the event website, and displayed during opening and closing ceremonies
- Dedicated thank you in email communication to our 5,000+ person-wide community
- Your logo highlighted on the day's schedule on the event page
- Two social media posts on the platform of your choice
- Verbal recognition during opening and closing for the sponsored day
- Virtual booth, a fully customizable page for attendees to interact with on our event hub. This can include images, videos, text, requests for meetings, and calls to action.
- Offering coupon codes or virtual swag to attendees
- Your logo in digital promotional materials including e-blasts.



FLAGSHIP FESTIVAL SPONSORSHIP (3 AVAILABLE) – \$15,000

Full Festival sponsorships expand opportunities to connect with our growing audience in a number of different ways, including:

- Your logo on the main page of the event website and displayed during opening and closing ceremonies with top-tier placement
- Dedicated thank you in email communication to our 5,000+ person-wide community
- Your logo highlighted on the full schedule on the event page
- Six social media posts on the platform of your choice
- Verbal recognition during opening and closing ceremonies for the festival
- Virtual booth, a fully customizable page for attendees to interact with on our event hub. This can include images, videos, text, requests for meetings, and calls to action.
- Offering coupon codes or virtual swag to attendees
- Your logo in digital promotional materials
- A 2-minute prerecorded keynote introduction
- Contact information for all opted in attendees

All our events are advertised and streamed via Swoogo—an easy-to-use, virtual events platform. We offer virtual exhibitor space which enables you create a webpage just for you dedicated to sharing more about your work via videos, text and direct calls to action.

We can work closely with you to create a custom package of sponsor benefits in addition to those you will receive as standard.

Opportunities at a Glance

	Speaker	Session	Day	Festival
COST*	\$250ea	\$1,000	\$5,000	\$15,000
AVAILABLE	Unlimited	30	5	3
WEBSITE	Logo	Logo	Logo	Logo with Top Tier Placement
NEWSLETTER	Logo in communication along with all other speaker sponsors	Logo in communication along with all other session sponsors	Dedicated thank you + Logo	Dedicated thank you + Logo
RECOGNITION DURING OPENING AND CLOSING CEREMONIES	Logo	Logo	Logo	Verbal
EVENT SCHEDULE	n/a	Logo on session in schedule	Logo on day in schedule	Logo on full schedule
SESSION PAGE	Logo	Logo	n/a	n/a
RECOGNITION DURING SESSION		Verbal and Logo	n/a	n/a
SOCIAL MEDIA		Tagged on session promo	2 posts on platform of your choice	Up to 6 posts platforms of your choice
RECOGNITION DURING OPENING AND CLOSING FOR THE SPONSORED DAY			Included	n/a
VIRTUAL BOOTH			Included	Included
VIRTUAL SWAG OFFERING			Included	Included
LOGO IN DIGITAL PROMOTIONAL MATERIALS AND EMAILS			Included	Included
KEYNOTE INTRODUCTION				2 Minute Intro (pre-recorded)
CONTACT INFO FOR OPTED IN ATTENDEES				Included

* AMOUNTS IN USD

Be a part of What Works!

To be honest, our Festival took us a little by surprise last year. We had a sense we were onto something when the very idea of focusing on solutions was so quickly embraced by people throughout Salmon Nation. We were thrilled with the response and we are determined to make the second edition even better.

We welcome Sponsors who share our values and our belief that, as Cecil Paul would say, all the wisdom for living exists right here at home. Our job is to find multiple proofs not just of what is possible, but what is practical, replicable and contributes to social, economic, cultural and environmental well-being in Salmon Nation. If you see that as your job too, then come aboard The Magic Canoe. Be a part of What Works!

Contact Us

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(503) 313-6160

