



ALASKA FEDERATION OF NATIVES 2020 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

AFN's partnership with the business community is essential, particularly through sponsorship of our annual convention. With the help of our dedicated sponsors, the AFN Convention convenes thousands of Alaska Native individuals and organizations, observers, government agencies, elected officials at all levels, and leaders from around the globe.

The first statewide gathering of Native people took place more than fifty years ago, when the Alaska Federation of Natives was formed. That first meeting addressed land claims. As an organization, AFN has since grown in size and scope.

Our 54th annual convention will be all virtual, on October 15 & 16, 2020. The theme will be "Good Government, Alaskans Decide." Gavel-to-gavel coverage of the proceedings along with two evenings of Native cultural performances, will be broadcast live on statewide public television and radio, and online via webcast.

We look forward to hearing from you regarding your sponsorship.

With gratitude,

Ana Hoffman
Co-chair

Will Mayo
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



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

A Growing Success Story

Convention attendees, presenters, sponsors, exhibitors, artists and AFN members are saying the 2019 AFN Convention was one of the best ever. We can help your team pursue exciting 2020 Convention opportunities for partnership, community investment, and sponsorship. As the ultimate expression of AFN's mission of advocating on behalf of the entire statewide Native community, our convention is the principle forum and voice for the Alaska Native community in addressing critical issues of public policy and government.

Benefits to You — Tell Your Story

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 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.

In past years, alongside the plenary sessions, we hosted nearly 100 trade show exhibitors and showcase 170 artists in the renowned Customary Native Arts Show. As demonstrated by their continuing popularity with sold out venues, the evening cultural performances celebrate our vibrant traditions. The closing banquet provides an opportunity for Native leaders, sponsors and statewide partners to gather for a social evening of entertainment and celebration. Lastly, in partnership with key community-supporting organizations like the Alaska Native Tribal Health Consortium, the Southcentral Foundation, and the Alaska Legal Services Corporation, AFN hosts a health fair as well as a free walk-in legal clinic.

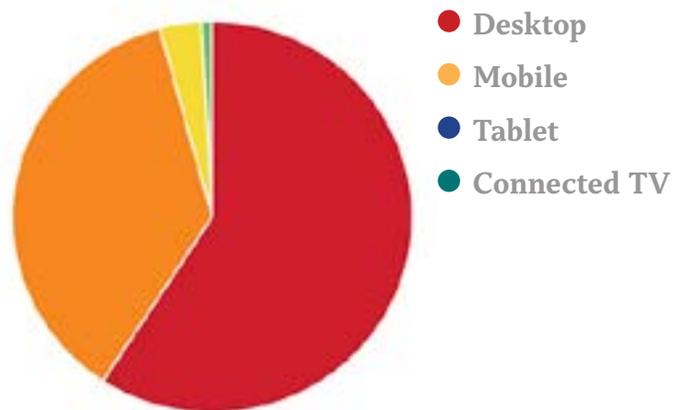




OUR AUDIENCES: STATEWIDE, LOYAL, ENGAGED RECAP OF MEDIA COVERAGE OF THE 2019 CONVENTION

Our Diverse Audiences

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; 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.



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 primetime of Qujana. The entire Convention was rebroadcast on statewide television over the Thanksgiving weekend.

Webcast and On-Demand Archive

Viewers from more than 40 countries around the world watched the 2019 livestream, from the United Kingdom to Indonesia, from Korea to South Africa. We engaged and held the attention of more than 6,355 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 after.

Convention Press Coverage

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

AFN's App Features Sponsors

682 people downloaded the AFN App to their smartphones, with 8,160 sessions. Our app homepage with sponsor banners and exhibitor/sponsor section are two of the most popular sections of the app. The app includes an updated agenda, a venue map, speaker bios, a chat section, Katmai and Denali level sponsor videos, and more.

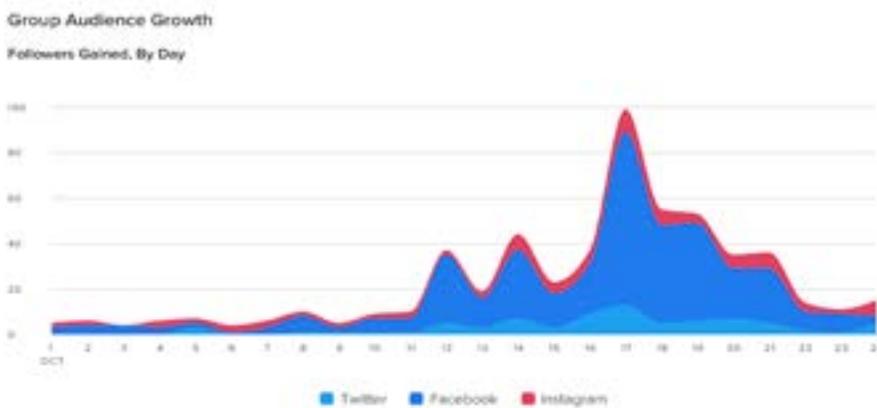
AFN Website

There were 43,400 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 up over 300,000 and over 17,000 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.



Audience Growth Metrics	Total	Total Followers % Change
Total Followers	17,663	↗ 2.84%
Total Net Follower Growth	482	
Twitter Net Follower Growth	74	↗ 2.17%
Facebook Net Fan Growth	338	↗ 2.74%
Instagram Net Follower Growth	70	↗ 5.83%

Total followers increased by
-2.8%
since previous date range

306.2K

Impressions

17.6K

Engagements

332

Link Clicks

2020 SPONSORSHIP APPLICATION

2020 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 2020 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: tlandlord@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.



2020 VIRTUAL CONVENTION SPONSORSHIP OPPORTUNITIES

Denali Sponsor | \$50,000

Denali Pre-Convention:

- List company logo with website link on AFN Convention webpage year-round
- List company logo with website link on AFN social media sites
- Short video clip of an AFN staff member thanking sponsors
- Pre-convention digital event bag with information, offers, website links, brief messages from sponsors to delegates
- List company name on the registration page for AFN delegates and members
- List company name in direct mailouts in delegate packet
- List company name in pre-convention delegate emails

Denali During Convention:

- 30 second to 5-minute pre-recorded video, each day of convention
- 1-minute pre-recorded sponsor advertisement, or testimonial of your partnership
- List company logo on transitions between speakers and slides, plenary session openings and breaks and highlights of Quyana evening cultural performances
- Acknowledgement during the AFN President's Report as a major sponsor
- Acknowledgment from the moderator(s) on virtual meeting platform and during Quyana
- Company name listed in daily closing credits at adjournment

Denali 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

Katmai Sponsor | \$25,000

Katmai Pre-Convention:

- List company logo with website link on AFN Convention webpage year-round
- List company logo with website link on AFN social media sites
- Pre-convention digital event bag with information, offers, website links, brief messages from sponsors to delegates
- List company name in direct mailouts in delegate packet

Katmai During Convention:

- 30 second to 5-minute pre-recorded video, each day of convention
- List company name on transitions between plenary session openings and breaks and highlights of Quyana evening cultural performances
- Acknowledgement during the AFN President's Report as a major sponsor
- Acknowledgment from the moderator(s) on virtual meeting platform and during Quyana
- Company name listed in daily closing credits at adjournment

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

Susitna Sponsor | \$10,000

- List company logo with website link on AFN Convention webpage year-round
- List company logo with website link on AFN social media sites
- Company name listed in daily closing credits at adjournment
- Listing in Regional Thank You Acknowledgements in all media
- List company name in direct mailouts in delegate packet
- Highlight sponsors in a post-convention recap in AFN e-newsletter
- List company name in post-convention delegate survey

Taku Sponsor | \$5,000

- List company name with website link on AFN Convention webpage year-round
- List company name with website link on AFN social media sites
- Company name listed in daily closing credits at adjournment
- Listing in Regional Thank You Acknowledgements in all media

Kobuk Sponsor | \$2,500

- List company name with website link on AFN Convention webpage year-round
- Listing in Regional Thank You Acknowledgements in all media
- Company name listed in daily closing credits at adjournment

Friends of AFN | under \$2,500

- List company name on AFN Convention webpage year-round
- Listing in Regional Thank You Acknowledgements in all media

For more information, please
contact Trina Landlord at
tlandlord@nativefederation.org.



SAVE THE DATE

2020 AFN CONVENTION
October 15 & 16, 2020

All Virtual

"Good Government, Alaskans Decide"

www.nativefederation.org/convention

www.facebook.com/nativefederation



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

For sponsorship information, contact Trina Landlord, ANF Development Director

E: tlandlord@nativefederation.org

www.nativefederation.org