

adäka Cultural Festival

Come into the light

In Southern Tutchone—one of nine Yukon First Nations languages—“adäka” means coming into the light. Through a variety of year-round programs, Adäka provides Indigenous artists exceptional opportunities for artistic development and mentorship, while shining a light on the sparkling brilliance of their creativity with local, national and international audiences.

The highlight of the year is the Adäka Cultural Festival—seven days of stellar Indigenous arts and cultural programming in Whitehorse, Yukon on the traditional territories of the Kwanlin Dün First Nation and Ta’an Kwach’an Council.



When youth connect with their culture, it can give them hope, it can save their lives. This was the vision for Adäka—to re-claim and build capacity. Ten years in with Adäka, we are seeing the ripple effects, with youth empowered with pride and strength.

Katie Johnson
KLUANE FIRST NATION
ADÄKA CO-FOUNDER

200

Indigenous performing and visual artists from across Northern Canada and the circumpolar region.

10,000+ visitors

30%

of audience is from across the globe and growing

2022 Adäka festival by the numbers

INTENTION

Adäka creates a platform for **COMMUNITY** to come together in support of Indigenous artists.

We believe that a strong **CONNECTION** to place and culture will **LIFT** artists to realize their potential and **GROW** into mentors and knowledge holders for future generations.

Giving with INTENTION

Join one of Adäka’s Intentional Giving Circles today!

YES! I wish to support the resurgence and revitalization of Indigenous arts and culture as a:

DONOR:

I am giving to help enable Adäka’s important work of bringing the North into the light. A tax receipt will be issued for the amount of your donation.

SPONSOR:

I am motivated to see my investment reciprocated with valuable recognition opportunities.

Set your INTENTION

Adäka’s Intentional Giving Circles represent opportunities for you to contribute with purpose as the festival continues to evolve and grow, while enhancing experiences for artists and audiences alike.



COMMUNITY

Bring people together in celebration



CONNECT

Foster a strong sense of culture and belonging



LIFT

Empower and showcase Indigenous artists



GROW

Strengthen Adäka’s impact through new opportunities for artists and audiences

MANU-KEGGENHOFF.COM

Determine the amount you can INVEST

In the spirit of reciprocity, our partners will benefit in a variety of ways from their kindness and generosity.

Learn more about intentional giving:
Kelly Proudfoot | firecrackerstrategies@gmail.com

PRESENTED BY:



Yukon First Nations
CULTURE & TOURISM
Association

IN PARTNERSHIP WITH:



KWANLIN DÜN
CULTURAL CENTRE

adäka

Cultural Festival

MANU-KEGGENHOFF.COM

Lift Indigenous artists into the light

Determine the amount you wish to invest



BECOME AN Artist Champion

GIFTS UNDER \$2,500

Give with intention and contribute to our **LIFT** circle in support of the Adäka artist experience—as a partner.

Your name or logo will appear on the website and all onsite signage.



Sponsorship Opportunities and Reciprocal Benefits

\$2,500 AND UP

- ▶ Festival gift
- ▶ Social media recognition
- ▶ Tickets to event program (x2)
- ▶ Official event t-shirt
- ▶ Name in Giving Circle signage
- ▶ Website recognition



Lift Up *All reciprocal benefits plus:

\$5,000

- ▶ Daily evening performance (name)
- ▶ Participate in an artist workshop experience (limit of 1 person)

\$10,000

- ▶ Opportunity to “lift up” a program with name recognition
- ▶ Participate in an artist workshop (limit of 2 people)
- ▶ Logo on major partner recognition signage



RECIPROCAL GIVING

Reciprocity is an important principle that guides Indigenous ways of being and doing. It is an acknowledgement of being in a relationship.

When you support one of the festival's Intentional Giving Circles, we will reciprocate with meaningful action to support your social impact vision.

Activate *All reciprocal benefits plus:

\$15,000 AND UP

- ▶ Opportunity to “lift up” an overall festival program, daily program and engage in collaborative onsite activation
- ▶ Private workshop
- ▶ Participate in an artist workshop experience (limit of 3 people)

We look forward to working in partnership with you to build on the momentum that Adäka generates for the revitalization and resurgence of Indigenous arts and cultures in the Yukon and beyond.

Learn more about intentional giving:
Kelly Proudfoot | firecrackerstrategies@gmail.com

PRESENTED BY:



Yukon First Nations
CULTURE & TOURISM
Association

IN PARTNERSHIP WITH:



KWANLIN DÜN
CULTURAL CENTRE