

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.



The Festival is an impactful and important celebration for the Indigenous community, another step towards reconciliation and capacity building. We're proud to see how it continues to fosters empowerment, pride and strength among our people.

Robin Chambers
KLUANE FIRST NATION
EXECUTIVE DIRECTOR, YFNCT/ADÄKA

200

Indigenous performing and visual artists from across across the Yukon, Northwest Territories and Alaska.

5,000+ visitors

23%

of visitors were new to the Festival

2023 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



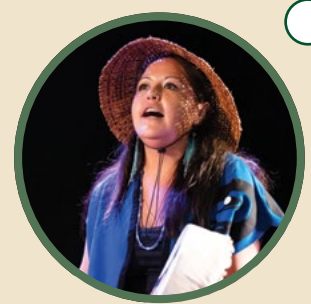
CONNECT

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

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.

THE 12TH ADÄKA FESTIVAL TAKES PLACE JUNE 28 TO JULY 1, 2024

Learn more about intentional giving:
adaka.sponsorship@yfnc.ca

PRESENTED BY:



IN PARTNERSHIP WITH:



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PHOTOS 1, 2, 3: ALISTAIR MITTAND PHOTOGRAPHY

PHOTOS 4: 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 \$10,000

- ▶ Daily evening performance (name)
- ▶ Participate in a dedicated sponsor cultural experience (limit of 1 person)
- ▶ Opportunity to “lift up” a program with name recognition
- ▶ Participate in a dedicated sponsor cultural experience (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
- ▶ Participate in a dedicated sponsor cultural experience (limit of 3 people)

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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.

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