

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

2019 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.

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



THE 10TH ADÄKA FESTIVAL TAKES PLACE JUNE 29 TO JULY 5, 2022

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.



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.

Sponsorship Opportunities and Reciprocal Benefits

\$2,500 AND UP

- ▶ Artist gift
- ▶ Partner press release
- ▶ Social media mention
- ▶ Tickets to event program (x2)
- ▶ Official event t-shirt
- ▶ Onsite “giving with intention” recognition
- ▶ Website recognition

Lift Up

**All reciprocal benefits*

\$5,000

- ▶ Daily stage show (name)
- ▶ Large scale event signage

\$10,000

- ▶ Overall event program (name)
- ▶ Private workshop
- ▶ Official partner video & press release
- ▶ Large scale event signage

Activate

**All reciprocal benefits*

\$15,000 AND UP

- ▶ Collaborative onsite activation
- ▶ Composite logo
- ▶ Private workshop
- ▶ Official partner video & press release
- ▶ Large scale event signage

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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