

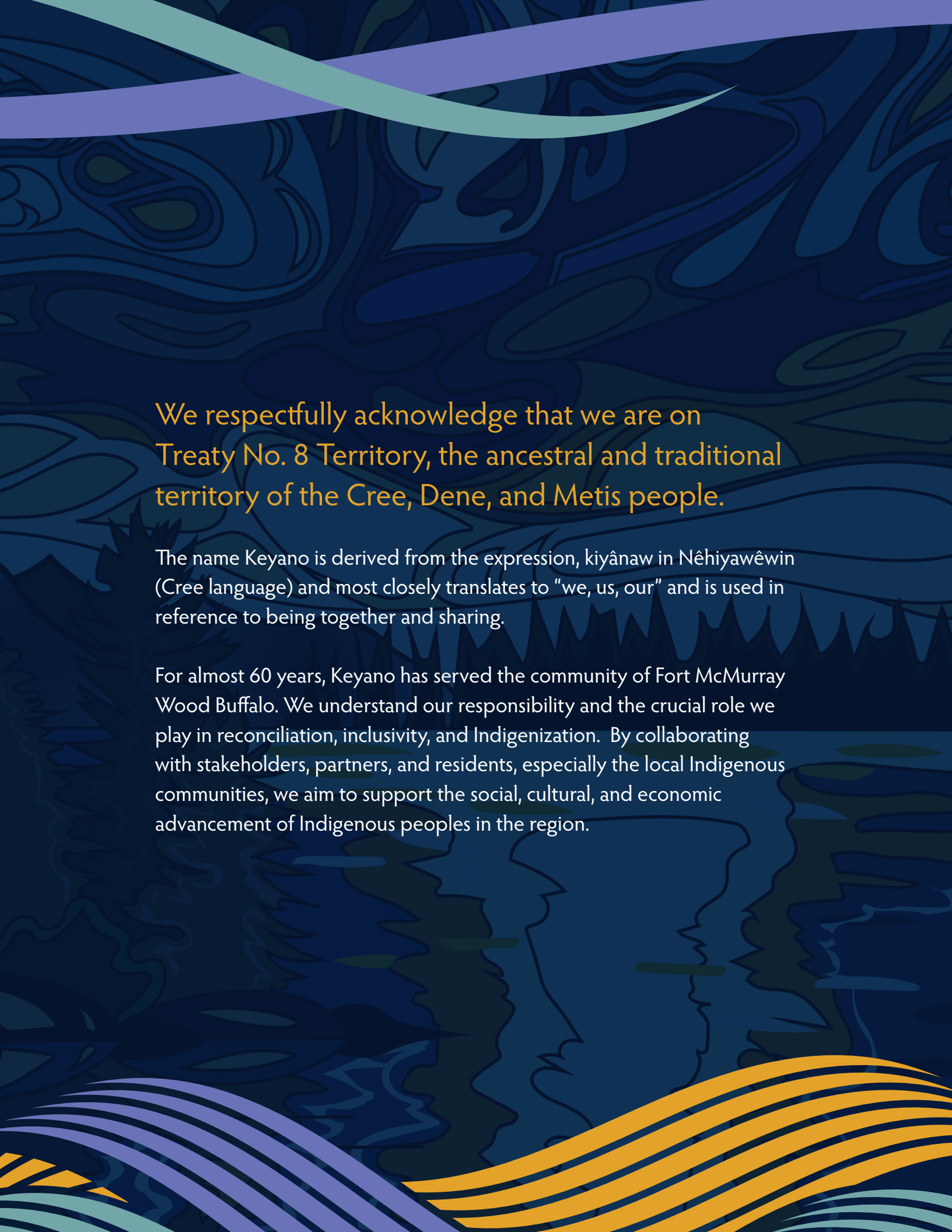


ADVANCEMENT
SERVICES



INDIGENOUS STUDENT CENTRE

Sponsorship Package

The background features a dark blue field with intricate, stylized line art of human faces in profile, facing right. The faces are rendered in various shades of blue and green. At the top, there are two thick, wavy bands of light blue and purple. At the bottom, there are several thick, wavy bands of yellow and orange, with some purple and blue accents. The overall aesthetic is modern and culturally inspired.

We respectfully acknowledge that we are on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Metis people.

The name Keyano is derived from the expression, kiyânaw in Nêhiyawêwin (Cree language) and most closely translates to “we, us, our” and is used in reference to being together and sharing.

For almost 60 years, Keyano has served the community of Fort McMurray Wood Buffalo. We understand our responsibility and the crucial role we play in reconciliation, inclusivity, and Indigenization. By collaborating with stakeholders, partners, and residents, especially the local Indigenous communities, we aim to support the social, cultural, and economic advancement of Indigenous peoples in the region.

Dear Valued Corporate Sponsor,

Join us on an exciting journey at Keyano College as we build a new Indigenous Student Centre to honour and respect the cultures of the Wood Buffalo region. This initiative is vital in our ongoing efforts toward reconciliation, inclusivity, and celebrating Indigenous heritage.



Serving a diverse region, including twelve First Nations and Métis communities, more than 7% of our learners identify as Indigenous. Over the past year, we facilitated 14 Indigenous learning cohorts, highlighting our commitment to accessible and culturally relevant education. The new Indigenous Student Space will be a vibrant gathering place for traditional teaching and learning, providing educational opportunities for Indigenous and non-Indigenous peoples. It will house an Elder or Aunty in-residence program and be a hub for cultural exchange, sharing the richness of Indigenous traditions.

Our commitment to Indigenous education includes offering 31 awards totalling \$40,300 for Indigenous students and 15 awards worth \$34,500, with a preference for Indigenous recipients. Recently, we received a \$500,000 donation from the Métis Nation of Alberta's Métis Education Foundation and the Rupertsland Institute, which we matched to create a \$1 million Métis Education Endowment Fund. In the 2023-24 academic year, we distributed \$11,000 through the Métis Scholar Awards. We also have a Student Resource Coordinator dedicated to supporting Indigenous learners, providing personalized assistance to help them overcome barriers in their educational journey. This role is crucial in fostering strong partnerships and supporting community sustainability.

Your sponsorship of the Indigenous Student Centre will advance these initiatives, demonstrating our collective commitment to reconciliation and inclusivity. This space will provide a welcoming environment where all students can learn about and from Indigenous cultures, promoting a deeper appreciation and respect for these rich traditions.

We invite you to partner with us in bringing this vision to life. By supporting the Indigenous Student Centre, you will directly impact the lives of Indigenous students and contribute to a more inclusive and culturally enriched community. Thank you for considering joining Keyano College to contribute to a brighter and more inclusive future.

Warm regards,

A stylized, handwritten signature in white ink, appearing to be 'CB' with a flourish.

Chantal Beaver, BAA MA
Associate Vice President for Public Engagement
Keyano College

LISTENING AND ACTION

Our commitment to establishing a new Indigenous Student Centre (ISC)

Keyano College is located in the urban centre of Fort McMurray, Alberta. The Keyano campus began as a space that would foster community through learning. The name Keyano is derived from the expression, kiyânaw in nêhiyawêwin (Cree language) and most closely translates to “we, us, our” and in this spirit, true reconciliation efforts are being taken in response to the Truth and Reconciliation Commission.

Keyano recently completed a thorough consultation process to design new Indigenous student spaces on its Clearwater Campus. The consultation process included intimate, one-on-one engagement with students, staff, Elders, and the community to understand how to create campus spaces that honour its legacy through an Indigenous lens.

Four guiding statements were formed based on the collective insights from our extensive engagement sessions:

1. Equitable representation of all Indigenous groups in the region.
2. Honour First Peoples and display their stories within the space.
3. Space to gather and participate in traditional ways of teaching & learning.
4. Educational opportunities with a focus on land-based exploration for Indigenous and non-Indigenous peoples.

Upon listening and reflecting on the voices consulted, the main elements that will be present in Phase 1 of the Indigenous Student Centre include a ceremonial area, a learning common, a kitchen, a display for Indigenous art and artefacts, and a dedicated location for an Aunty or Elder in-residence program.

Keyano is thrilled to be undertaking this work that will have a significant impact on all students, but especially in creating representation and belonging for Indigenous students. However, we need your support in creating this innovative space.

RENOVATION & CONSTRUCTION

The renovation and construction will take part in **two phases**.

PHASE ONE: THE INTERIOR RENOVATION

Total cost - \$1.2 Million

The Syncrude Technology Centre, the floor-to-ceiling windowed area located on the northeast side of the college, will become the Indigenous Student Centre. Here, students can attend ceremonies, meet with the Aunty/Elder in-residence, and take part in communal cooking.

The Indigenous Student Centre will feature a Gathering Space/Indoor Teepee, a large ceremonial area with a canvas curtain for smudging ceremonies.

The Aunty/Elder's office will be centrally located to allow students to be greeted by the Aunty/Elder when they enter the space.

The centre will also include a fully equipped kitchen and a large table for feasts and communal cooking.

And, because local arts and crafts help preserve culture, the centre will have an Artist Display to exhibit different Indigenous artworks.

Flexible furniture and seating throughout the centre will allow for both studying and large gatherings. The design prioritizes flexibility and privacy to meet the diverse needs of its users.

The theme of the space and the materials selected to renovate the space were consciously chosen to create a cohesive narrative that reflects the local Indigenous culture and environment, including local plants, seasons, and the nearby riverbank.



PHASE TWO:

The Outdoor Classroom and Gathering Space

Contact us to learn more about how you can support Phase 2.

PHASE ONE: SPONSORSHIP OPPORTUNITIES

Nistawoyou Partner: Indigenous Student Centre Naming Rights

[\$250,000] **SOLD OUT**

Nistawoyou is a variation of the Nêhiyawêwin (Cree language) word nistawâyâw meaning “the merging of the three rivers.” This is the Cree name for our city, Fort McMurray.

Keyano would like to extend a heartfelt thank you to the Bouchier Family Charitable Trust for their generous support as the Nistawoyou Partner, kicking off our fundraising efforts for Phase 1.

- Naming rights for the Indigenous Student Centre
- Company name and logo incorporated into the name of the space
- Collaborative process to develop the named space
- Plaque placement inside centre that provides an overview of why the donor donates to causes like this
- Cheque presentation at the 2023 Keyano Gala with accompanying press release and social media posts
- Speaking opportunity during the official grand opening of the space
- Access to the space once per year to host an event
- Groundbreaking photo opportunity
- Company recognition in press releases about the Indigenous Student Centre funding
- Logo on applicable signage including the Interactive Donor Wall in the ISC and the Online ISC Donor Wall
- Logo recognition on campus LCD system
- Named recognition on Keyano’s Donor Wall of Light
- Invitation to Annual Friends of Keyano Event
- First right of refusal to renew naming agreement upon completion of the agreement



BOUCHIER

Thank you to The Bouchier Family Charitable Trust, which generously donated \$250,000 to kick off our fundraising efforts for Phase 1.

PHASE ONE: SPONSORSHIP OPPORTUNITIES

Sâkitawâhk Partner

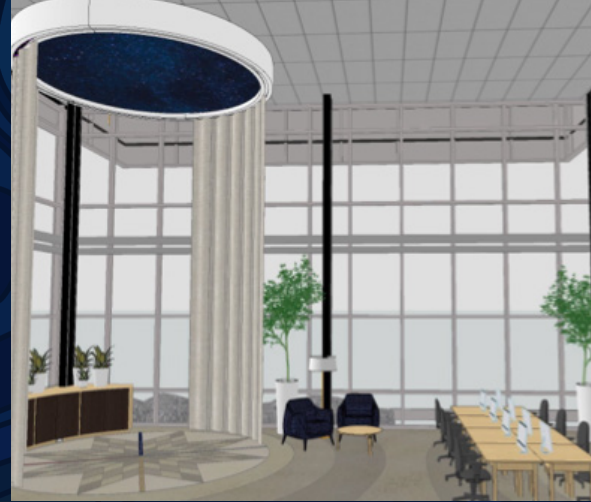
The Nêhiyawêwin (Cree language) term, sâkitawâhk (sah-ga-ta-walk) means 'at the mouth of a river'.

Limited naming opportunities exist within the Indigenous Student Centre. If your company would like one of only four named spaces, please reach out to Nyssa Papertzian, nyssa.papertzian@keyano.ca.

- Gathering Space/Indoor Teepee
- Kitchen
- Aunty or Elder In-Residence Office
- Artist Display

Naming agreements will be honoured for 3-years once the centre opens. Naming partners will receive first right of refusal to renew naming agreement upon the completion of the agreement.

- Company name and logo incorporated into the name of the space
- Collaborative process to develop the named space
- Cheque presentation photo op published on Keyano's Facebook, Instagram, and LinkedIn pages
- Logo recognition on the Online ISC Donor Wall
- Logo recognition on Interactive Donor Wall in the ISC
- Logo recognition on campus LCD system
- Named recognition on the Keyano's Donor Wall of Light
- Invitation to Centre Opening
- Invitation to Annual Friends of Keyano Event



PHASE ONE: SPONSORSHIP OPPORTUNITIES

Athabasca River Partner

[\$25,000+]

- Cheque presentation photo op published on Keyano's Facebook, Instagram, and LinkedIn pages
- Logo recognition on the Online ISC Donor Wall
- Logo recognition on Interactive Donor Wall in the ISC
- Logo recognition on campus LCD system
- Named recognition on the Keyano's Donor Wall of Light
- Invitation to Centre Opening
- Invitation to Annual Friends of Keyano Event

Horse River Partner

[\$10,000-14,999]

- Grouped logo recognition on Keyano's Facebook, Instagram, and LinkedIn pages
- Named recognition on the Online ISC Donor Wall
- Named recognition on Interactive Donor Wall in the ISC
- Named recognition on campus LCD system
- Named recognition on the Keyano's Donor Wall of Light
- Invitation to Centre Opening
- Invitation to Annual Friends of Keyano Event

Clearwater River Partner

[\$15,000-\$24,999]

- Individual logo recognition on Keyano's Facebook, Instagram, and LinkedIn pages
- Logo recognition on the Online ISC Donor Wall
- Named recognition on Interactive Donor Wall in the ISC
- Named recognition on campus LCD system
- Named recognition on the Keyano's Donor Wall of Light
- Invitation to Centre Opening
- Invitation to Annual Friends of Keyano Event

Thank you for your interest in partnering with Keyano to create this innovative space reflective of the importance of the essential life-giving waterways and the continual flow of appreciation of Indigenous cultures in the Wood Buffalo region.

DONATIONS

Hangingsone River Supporter

[Up to \$9,999]

Contributions of any size are appreciated to help us reach our goal. Donations at the Hangingsone River Supporter level will receive a Charitable tax, Named recognition on the online ISC donor wall, and Named recognition on the interactive donor wall in the ISC.

Pledge Form

Company Name _____

Contact Name _____

Phone Number _____ Email _____

Address _____

City _____ Postal Code _____

Please Indicate your Sponsorship Level

- Sâkitawâhk Partner (For availability please reach out to Nyssa, nyssa.papertzian@keyano.ca)
- Athabasca Partner [\$25,000+]: _____
- Clearwater Partner [\$15,000-\$24,999]: _____
- Horse River Partner [\$10,000-14,999]: _____

Please Indicate your Donation Level

- Hangingstone River Supporter Donation [Up to \$9,999]: _____

**All sponsorship levels will receive a business receipt. Any company contributing at the Hangingstone River Supporter level will receive a charitable tax receipt. If you would like to receive a charitable tax receipt for an amount higher than the Hangingstone River Supporter level, please indicate this and we will ensure your gift is treated as a donation and not a sponsorship.*

Please Indicate your Method of Payment

- Cheque - Payable to Keyano College
- Invoice - Due within 30 days of receipt
- Credit Card - If paying by credit card, please click **here** to pay online.

For more information:

Online: keyano.ca/indigenoustcentre

Email: nyssa.papertzian@keyano.ca

Keyano College | Box #60 | 8115 Franklin Avenue | Fort McMurray, AB | T9H 2H7

Keyano College Registered Charitable #: 107566218RR0001



ROOTED IN TRADITION, GROWING
TOMORROW'S LEADERS