



ABORIGINAL  
FRIENDSHIP  
CENTRE OF CALGARY  
*Many Nations. One Family.™*

# AFCC 3<sup>rd</sup> Annual Red Dress Powwow

May 8, 2026, 6:00PM-10:00PM  
Big Four Roadhouse

## Sponsorship Package

Current Sponsors Include:



Indigenous  
Gathering  
Place



Calgary Homeless  
FOUNDATION



Esquao

Institute for the Advancement  
of Aboriginal Women



United Way  
Calgary and Area



CALGARY  
DROP-IN  
CENTRE



Albert Woo  
Photography



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(403) 270-7379

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## AFCC 3<sup>rd</sup> Annual Red Dress Powwow 2026

### Message from the CEO

It is my great honour to invite you to be a sponsor for the Aboriginal Friendship Centre of Calgary's (AFCC) third annual Red Dress Powwow in support of Murdered, Missing and Exploited Indigenous Peoples (MMEIP).

The powwow is one of many ways AFCC encourages reconciliation by inviting you to walk alongside our community in remembrance and honour of MMEIP and their families. Your support ensures our gathering is accessible, culturally grounded and welcoming for all who attend.

Through sacred songs, traditional dance, and the symbolism of the red dress<sup>i</sup>, the event creates cross-cultural understanding and space to come together in support of those who continue to be impacted by the ongoing crisis of violence and exploitation. Sponsorship promotes your organization's programs and services to a large audience and demonstrates your commitment to reconciliation. Last year's powwow saw over 1,200 attend. We continue to be humbled and grateful for the incredible support we receive from our sponsors.

Reconciliation lives within the relationships we have with each other. Please join AFCC and support this special and powerful event so we may deepen our bonds and continue our journey of shared understanding and healing.

Many Nations. One Family.

In friendship,

Shane Gauthier

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[i] Red Dress Day falls on May 5 and was inspired by Jaime Black, a Métis artist based in Winnipeg. She hung hundreds of red dresses in public places to represent missing and murdered Indigenous women and girls and to bring awareness to the issue.



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## Sponsorship Opportunities

Current Sponsors Include:



### VIP benefits:

- Be a part of the Grand Entry
- Special VIP seating area

### Community Sponsor – \$2,500

- Logo on event poster & digital materials
- Social media recognition
- Recognition during event
- 2 VIP passes

### Supporting Sponsor – \$5,000

- All Community benefits
- Vendor/resource table at event
- Website recognition
- 4 VIP passes

### Presenting Sponsor – \$7,500

- All Supporting benefits
- Premium logo placement
- Brief welcome remarks opportunity
- Dedicated sponsor spotlight post
- 8 VIP passes



### Contact

**Winter Copeland/AFCC Director of Programs and Services**

**Email: [wcopeland@afccalgary.org](mailto:wcopeland@afccalgary.org)**

**Phone: (403) 700-6362**

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