



# Sponsorship Package

## National Day for Truth and Reconciliation

“Honouring the Truth: Past, Present and Future”

Sunday, September 27, 2025 | 10:00 am – 3:00 pm | Memorial Peace Park, Maple Ridge





# National Day for Truth and Reconciliation Event Sponsorship

## “Honouring the Truth: Past, Present and Future”

Sunday, September 27, 2026 | 10:00 am – 3:00 pm

Memorial Peace Park, 11968 224<sup>th</sup> St. Maple Ridge

Thank you for your consideration in supporting the National Day for Truth and Reconciliation event, taking place on Sunday, September 27, 2026, at Memorial Peace Park in Maple Ridge. **Last year’s event saw an overwhelming turnout, with over 3,000 people gathering to participate in a day filled with meaningful activities and heartfelt reflection.** As we prepare for this year’s event, we are anticipating an even bigger turnout than last year, with members of the community coming together in solidarity, to honour Indigenous culture, listen and show respect for the survivors and families affected by the residential school system.

This year’s theme is “Honouring the Truth: Past, Present and Future” and is being planned by a large group of local organizations who believe strongly in bringing this event and its important message to Maple Ridge and the surrounding communities.

### Why is this day important?

Between the 1870s and 1997, more than 150,000 First Nations, Métis and Inuit children were forced to attend church-run, government-funded schools. In 1894, the Indian Act was amended to authorize the government to remove children from their homes by Indian Agents and/or Royal Canadian Mounted Police (RCMP). In these schools, the children were meant to learn English, Christianity, and assimilate into the “white” culture. Instead, many children never returned home. Indigenous families turned childless, not knowing where their children were and even if they were alive. In some of these schools, horrific torture, sexual, physical, and mental abuse lead to many suicides and preventable deaths through the hands of those meant to care for the children.

In 2015, the **Truth and Reconciliation Commission presented 94 “calls to action”** recommending reconciling relationships between Canadians and Indigenous Peoples. Ninety-four calls to action reconfirm the commitment needed from the government to the Canadian Indigenous people.

This day, National Day for Truth and Reconciliation, honours the children who never returned home and the survivors of residential schools, as well as their families and communities. **Public commemoration of the tragic and painful history and ongoing impacts of residential schools is a vital component of the reconciliation process.**

**PLEA Community Services is partnering with Katzie First Nation, the Fraser River Indigenous Society, BCSpokes, and Alouette Addictions to create this community event.** We have invited more than 30 other local non-profit organizations, community support agencies and businesses that support the local Indigenous community, to join the planning committee. Working collaboratively, we are planning a day featuring a wide range of activities, including traditional Indigenous performances, storytelling sessions and art exhibitions, sharing this part of their culture with everyone.

**The goals of the event are:**

- To support and **bring awareness** to Truth and Reconciliation.
- To offer **a safe space** for those affected by these past traumas, a place to speak about their experience.
- To provide an opportunity for Canadians to **learn about the truths of our shared history**, confront uncomfortable realities, and commit to building a more just and equitable society for all.
- To **learn more about Indigenous culture**, art, songs, drumming, storytelling, and cultural protocols.

**As a sponsor of the event, you can contribute in two ways:**

- A financial donation that will help cover significant costs associated with organizing the event.
- An in-kind donation of items needed for the event that we would otherwise have to purchase.

As you will see in the following pages, there are many different levels for financial and in-kind donation sponsorship, ranging from \$750 to \$5,000. Each level comes with several benefits, based on the total sponsorship amount. As well as those benefits, your organization or company will also receive the following:

- An opportunity to **reach new audiences** at the event and establish connections with them.
- **Maximum brand awareness** - prior to the event on printed and online advertising and at the event. Effective brand building - by **sending a positive message about your brand** and how you support “the journey towards Truth and Reconciliation”.
- Valuable community engagement – event sponsorship is one of the more effective ways to **give back to the community!**

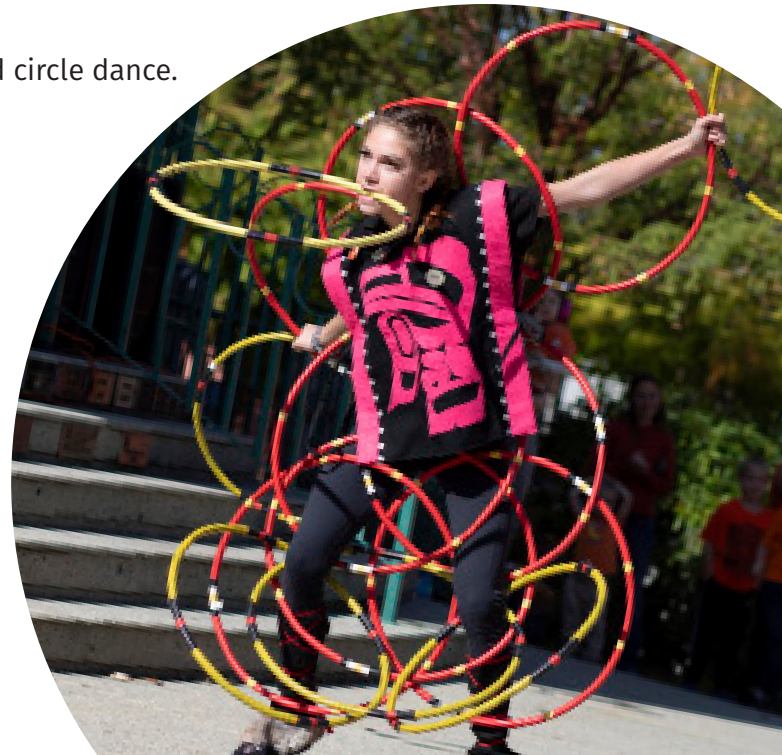
We hope you will join us on this journey towards Truth and Reconciliation as a valued event sponsor.

*Thank you!*

# National Day for Truth and Reconciliation

## Event Program Details

- The event will start with a Grand Entrance Walk leading up to the event stage, led by Katzie First Nation's Elder, Chief Grace George. This will include the Katzie First Nation's drum group.
- We will be using the Memorial Peace Park gazebo to showcase the speakers and performers throughout the day, **led by event emcee, PLEA Knowledge Keeper, Ernie Cardinal.**
- There will be **Indigenous drum groups and dancers** sharing throughout the day.
- There will be several **Indigenous guest speakers** sharing their wisdom at the event.
- We have invited over 35 community partners including local non-profit organizations, local businesses, Indigenous vendors, and community support programs to take part in this event. Some of these community partners include **BC Spokes, Alouette Addictions, Coast Mental Health, Asante Center, SD42, Maple Ridge Pitt Meadows Community Services, and Spirit Bear Coffee.**
- Together, we will create a **community art piece** that will be displayed in the community after the event.
- Indigenous food vendor, **The Bannock Queen**, will be attending the event and giving out free Bannock paid for through event funding.
- We will have **Orange Shirt painting**, where event attendees can select a stencil created by a local Indigenous artist and spray paint a design on an orange shirt. These will be given away free, with costs covered through event funding.
- We will conclude the day with a closing ceremony and circle dance.



# The **BENEFITS OF YOUR SPONSORSHIP** to “Honouring the Truth: Past, Present and Future”

National Day for Truth and Reconciliation 2026

## *Community Goodwill*

As a sponsor, supporting National Day for Truth and Reconciliation (NDTR) shows that your business or organization is a **community partner in the healing journey towards Truth and Reconciliation**. It is also a meaningful way to give back to the Indigenous community.

## *Heightened Brand Awareness*

Supporting the NTDR provides your organization or business with a tremendous opportunity for **prominent recognition and brand exposure**. Based on your sponsorship level, you will receive recognition prior to and at the event. You will also receive a sponsor thank you plaque for you to display proudly at your place of business.

## *Media Exposure*

Event sponsors benefit from the significant **media attention and coverage** this event will draw. As well, your organization or business name and logo will be included in all marketing collateral, including posters, flyers, and advertising on social platforms.

## *Making a Difference in Your Community*

National Day of Truth and Reconciliation brings the entire community together to experience a rich, cultural display that includes **music, dance, food, and arts of Indigenous communities**. It is truly a cultural experience for all to participate in.

## *Supporting the Journey to Truth and Reconciliation*

The National Day for Truth and Reconciliation is an opportunity for all Canadians to recognize and commemorate the painful legacy of residential schools, which over 150,000 First Nations, Metis and Inuit children were forced to attend between the 1870s and 1997.

The date of September 30 was chosen because it was the time of year when Indigenous children were removed from their families and forced to attend the church-run, government-funded residential schools.

Through your sponsorship, you can do your part to learn more about the history of residential schools. **By supporting and attending this event, we can all become better allies by strengthening our relationships with Indigenous Peoples and joining in the journey towards Truth and Reconciliation.**

# Event SPONSORSHIP Opportunities

National Day for Truth and Reconciliation 2026

**\$5,000**

## **Presenting Sponsor**

**This sponsorship level includes:**

VIP event seating for 4

Thank you and mention from the podium

Your logo on all printed advertising

Mentions and a thank you on PLEA's social media platforms – Facebook & Instagram

**\$2,500**

## **Entertainment Sponsor**

**This sponsorship level includes:**

Thank you and mention from the podium

Your logo on all printed advertising

Mentions and a thank you on PLEA's social media platforms – Facebook & Instagram

**\$1500**

## **Elder Hospitality Sponsor**

**This sponsorship level includes:**

Thank you and mention from the podium

Your logo on all printed advertising

Mentions and a thank you on PLEA's social media platforms – Facebook & Instagram

**\$1500**

## **Event Recycling Sponsor**

**This sponsorship level includes:**

Thank you and mention from the podium

Your logo on all printed advertising

Mentions and a thank you on PLEA's social media platforms – Facebook & Instagram

# Event SPONSORSHIP Opportunities

National Day for Truth and Reconciliation 2026

**\$1,000**

## **Volunteer Sponsor**

**This sponsorship level includes:**

Thank you and mention from the podium

Your logo on all printed advertising

Mentions and a thank you on PLEA's social media platforms – Facebook & Instagram

**\$500**

## **Food & Refreshment | Orange Shirt Sponsor**

(2 spots)

**This sponsorship level includes:**

Thank you and mention from the podium

Your logo on all printed advertising

Mentions and a thank you on PLEA's social media platforms – Facebook & Instagram

**\$250**

## **Friend of National Day for Truth and Reconciliation Sponsor**

**This sponsorship level includes:**

Thank you and mention from the podium

Your logo on all printed advertising

Mentions and a thank you on PLEA's social media platforms – Facebook & Instagram

### **Contact Us for Sponsorship Information**

We can customize a sponsorship package just for you!

To discuss your sponsorship needs, please call Valerie Hutton at:

**604 505 6304 or | [vhutton@plea.bc.ca](mailto:vhutton@plea.bc.ca)**