



## FORT EDMONTON PARK ENHANCEMENT PROJECT

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### NAMING OPPORTUNITIES WITHIN THE INDIGENOUS PEOPLES EXPERIENCE

**FORT  
EDMONTON  
PARK.CA**



## PUT YOUR MARK ON THE PARK

A NAME GRACING A MEANINGFUL GATHERING SPACE IS A GREAT HONOR AND A TRIBUTE.

As an important component of the **Community Campaign** to complete the funding for the expanded **Fort Edmonton Park**, your Campaign Cabinet is offering donors a variety of visible naming options or acknowledgments that ensure our past has a future.

As the flagship of the mission to enhance Fort Edmonton Park, the **Indigenous Peoples Experience (IPE)** is a first of its kind in North America. In full partnership with the Confederation of Treaty 6 First Nations and the Métis Nation of Alberta, the IPE will feature fully interactive experiences and engaging audio-visual components telling complex stories of Indigenous people through both pre- and post- contact eras, with a respect and accuracy that has not been fully expressed until now.

Significant investment by the Federal and Provincial governments has ensured that the project will be given the national and international recognition it deserves, bringing with it greater media attention, tourism and convention traffic, business investment and community pride.

**When Fort Edmonton Park reopens in 2021, we hope your name will be there too!**

You or your business or organization could share in the excitement of the new Park by associating your name with one or more of the elements of the expanded living history museum. In addition to the Indigenous Peoples Experience, please consider putting your name on a new hotel room, a ride or game in the new midway. There are many opportunities from which to choose.



# INDIGENOUS PEOPLES EXPERIENCE

## Naming Opportunities for Major Attractions – \$100,000 and up

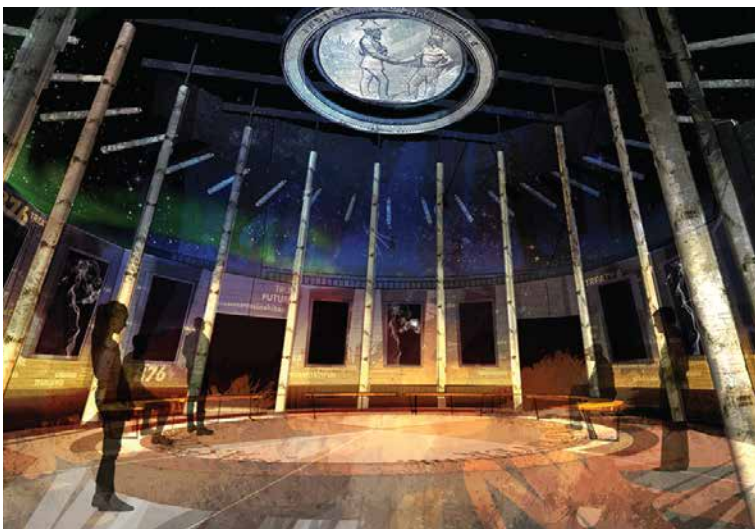


### IPE Facility Naming

\$2,000,000 - \$10,000,000

**Pending**

An experience like no other in North America, the Indigenous Peoples Experience is situated on a 29,000 square metre footprint within Fort Edmonton Park. This long awaited feature of the Park will use a full range of engaging experiences to tell the stories of Indigenous histories of Canada from an Indigenous perspective.



### Mâdawapihk - The Meeting Place

\$250,000 - \$1,000,000

Mâdawapihk – The Meeting Place is the gathering space in the IPE Cultural Centre and will feature Indigenous stories on historical and contemporary issues using technologies and the latest in audio visual equipment. The Meeting Place will leave audiences with stories that will stay with them for a lifetime.



### The Métis Cabin

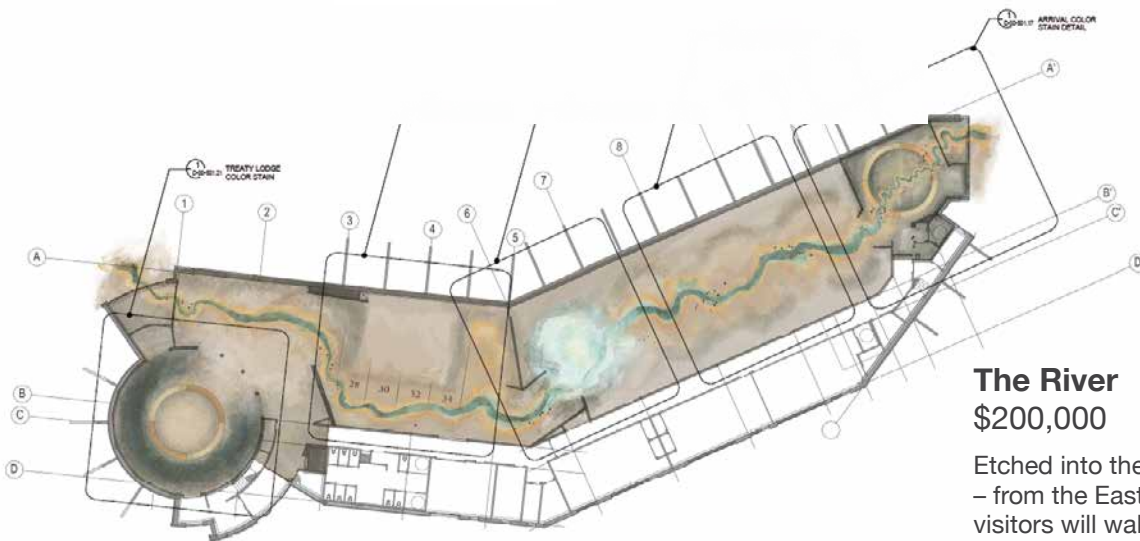
\$250,000

The Métis Cabin will bring visitors into the eve of a new era of relationships formed by European settlers and First Nations resulting in the birth of the Métis Nation. Visitors will experience the daily lives and culture of this uniquely Canadian people.



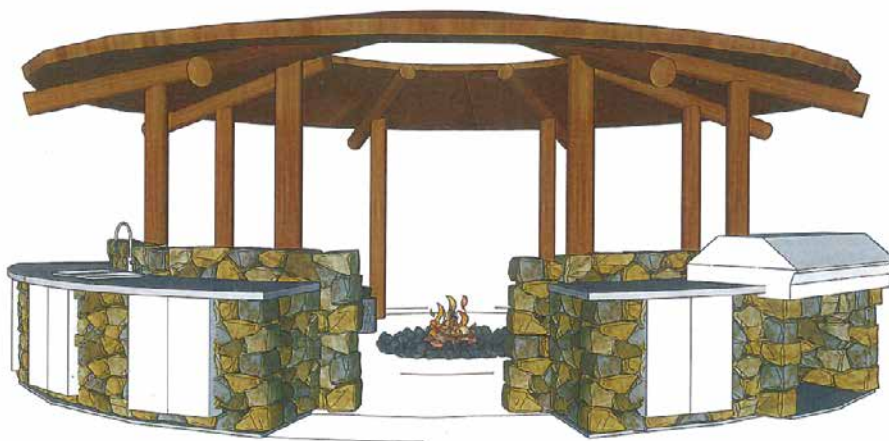
### Performance Arbour \$250,000

Situated along the trails of the IPE is the outdoor gathering space for Indigenous cultural experiences. Partially surrounded by grassy berms for better visual access, the Performance Arbour will be a historically accurate place for both performers and audiences alike.



### The River \$200,000

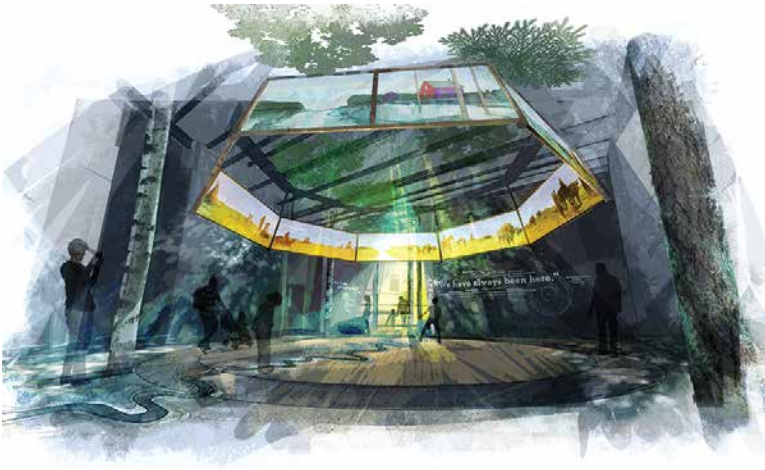
Etched into the floor of the IPE cultural centre – from the East Entrance to the West Exit – visitors will walk along a replica of the North Saskatchewan River marking each of the major historical milestones in its path throughout Indigenous History.



### The Food Arbour \$100,000

Also found along the outdoor pathways of the IPE, the Food Arbour will allow us to showcase a variety of cooking techniques across diverse Indigenous Nations. Visitors will experience and learn how first occupiers of this land developed their culinary skills from traditional to contemporary times.





## The Arrival

\$100,000

The first experience visitors will have inside the Cultural Centre of the Indigenous Peoples Experience. The Arrival will provide an audio-visual experience that welcomes and introduces them to the earliest history of this land.



## The Pre-Contact Era - \$100,000 per pod

**Pod #1 - Spring - East - Spirit - Childhood**

**Pod #2 - Summer - South - Body - Youth**

**Pod #3 - Autumn - West - Heart - Adulthood**

**Pod #4 - Winter - North - Mind - Near Completion of Life**

The Pre-Contact Era provides insight into how people lived, prospered, and lived with the lands, the water and the skies that surrounded them. Visitors will see how their efforts made it inviting for the first European settlers to come to this land and to begin their journey. Each pod represents a season, a time of life, a direction and a human aspect. Our relationships with the earth, the land, the plants and the animals all started here.







## Post-Contact Era First Nations-Transition Area

\$100,000

What happened when the first European Trappers moved inland from the St. Lawrence Seaway and the Hudson Bay? Early settlers relied on Indigenous knowledge for survival on the lands. A new partnership? New Traditions? A lost Nation? How did the Indigenous people react to the newcomers?



Artist Rendering Only

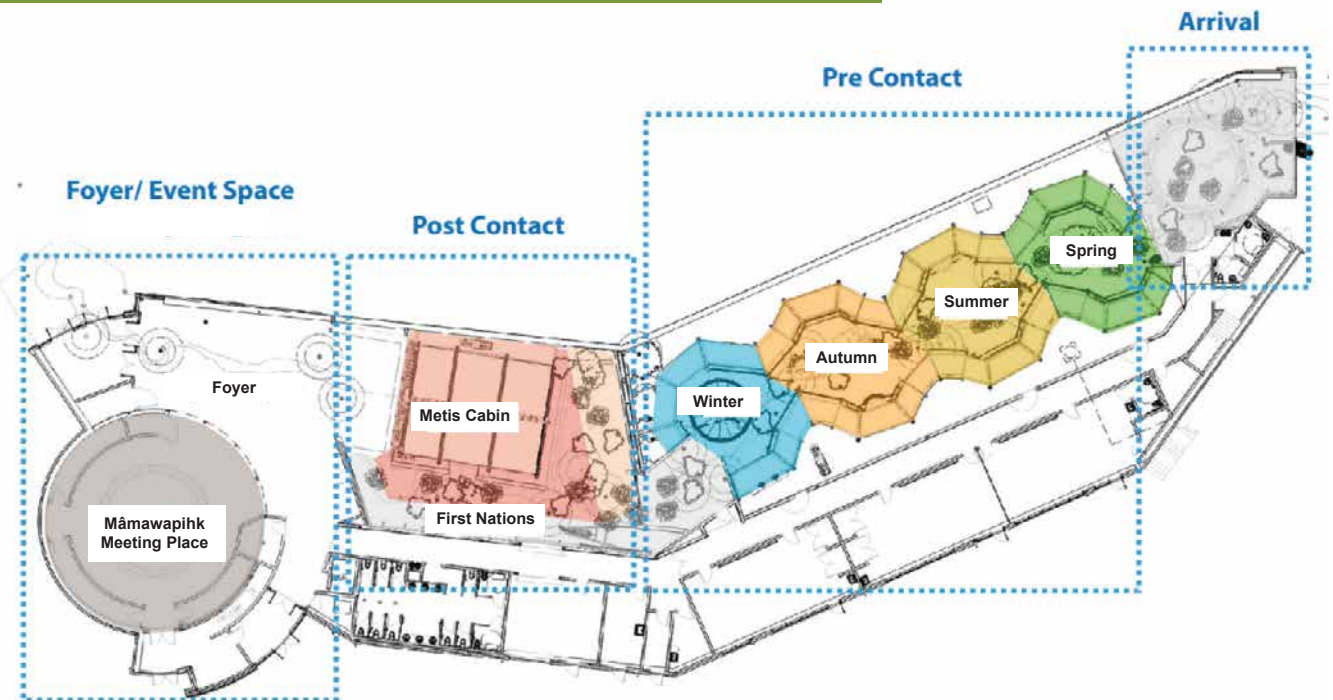
## Multi-purpose Rooms (3)

\$100,000 each

**2 Committed**

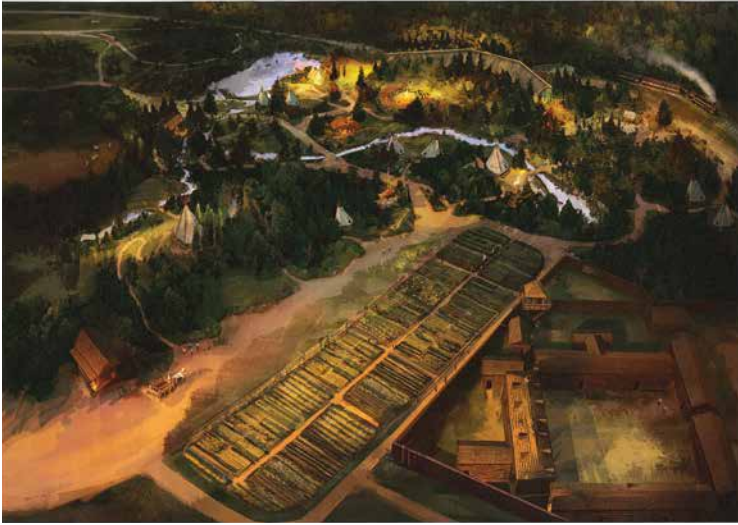
Separate from the main halls within the Cultural Centre, three individual rooms have been built for a variety of purposes: special learning opportunities, private gatherings, breakout type events, public presentations requiring a more intimate space will be a common use for these rooms.

# IPE Cultural Centre Building Layout



# INDIGENOUS PEOPLES EXPERIENCE

**Naming Opportunities for Exhibits and Trails – \$15,000 - \$50,000**



## **Plant and Animal Trails**

**\$50,000 each**

A major component of the outdoor area of IPE is the trails along which the flora and fauna of pre-and post contact era grew. As designs are finalized each trail will be described in more detail and offered as naming opportunities.



## **Red River Cart**

**(Outside west entrance)**

**\$50,000**

Greeting visitors at the west entrance of the Cultural Centre is a stationary life size replica of an Oxen pulled Red River Cart. One of the most iconic symbols of Métis history, this imposing encounter will amaze visitors as a highlight of their time within the Indigenous Peoples Experience.



## **Outdoor Tipis (4)**

**\$15,000 each**

**1 committed**

Representing different First Nations themes, each of the tipis found in the outdoor trails of the Indigenous Peoples Experience will tell a story of the life within their community and within each tipi.





### **Trapper's Cabin**

**\$50,000**

***Pending***

One of the oldest permanent structures within the Park, the Trapper's Cabin will be moved into the IPE area and be opened to feature displays of its contents and purpose during the fur trade era.



### **Animal Statues**

**\$15,000 to \$50,000**

Throughout the outdoor trails will be bronze depictions of the animals that ran freely through our region during the Indigenous eras. Featured animals will be the Wood Bison, the Black Bear, the Golden Eagle, the North American (Canadian) Beaver, the Coyote, the Dog (with Travois), the Canadian Goose and the Mallard Duck.

**The Indigenous Peoples Experience will be a one-of-a-kind, world-class attraction in North America.**





# OTHER NAMING OPPORTUNITIES

We are also pleased to offer naming opportunities in the other exciting features of the Fort Edmonton Park expansion



**FRONT ENTRANCE AND  
GUEST SERVICES PLAZA**



**1920s JOHNNY J. JONES  
MIDWAY**



**HOTEL SELKIRK: WINDSOR  
AND ALBION BLOCKS**

## Naming Opportunities and Donor Recognition Conditions

- All naming opportunities are subject to Fort Edmonton Foundation approval. Facility naming is subject to City Council approval.
- Gift agreements will be established to ensure proper stewardship of the gift.
- Terms and dates of the naming opportunity will be outlined in a donor agreement.
- Donor recognition will incorporate donor information where possible; limitations and exclusions may be applicable for streetscapes and in areas requiring historical accuracy.
- Each case is unique; inquiries are welcome. Together we can plan to suit your needs.
- Naming opportunities last for 10 years from the time of official unveiling & name placement.
- Projects that are part of the “in- time” experience within the park may be exempt or be limited in scope for naming visibility. In-time refers to any project or part of a project that is part of the historical streetscape of the park or interpreted as historically accurate.
- Major gifts/pledges made early in the campaign will be given priority.

## Inquiries


We are happy to provide you more information about any of the projects and locations available for naming. Please contact us!

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