



## 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** is a new, one-of-a-kind exhibit opening to the public in spring of 2021.

In full partnership with the Confederation of Treaty 6 First Nations and the Métis Nation of Alberta, the Indigenous Peoples Experience will feature immersive and interactive experiences with engaging audio-visual components telling the beautiful, inspiring and courageous stories of Indigenous people dating back to the early 1700s.

Significant investment by the Federal and Provincial governments has ensured 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

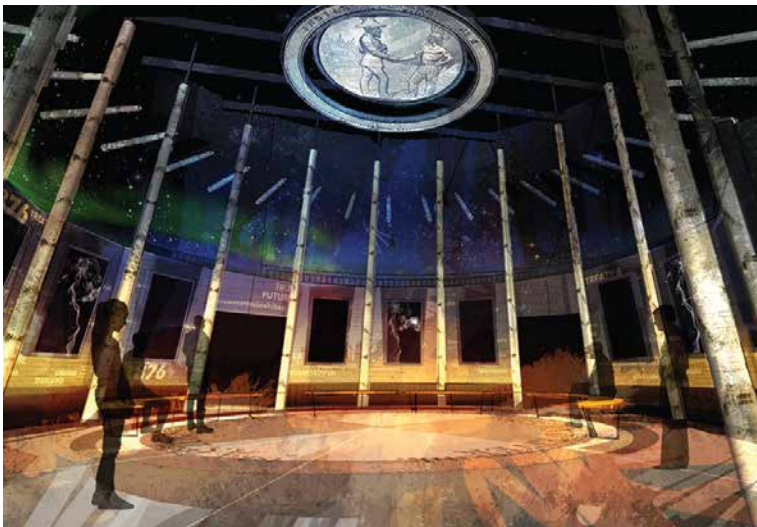
## Naming Opportunities for Major Attractions



### IPE Facility Naming

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

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

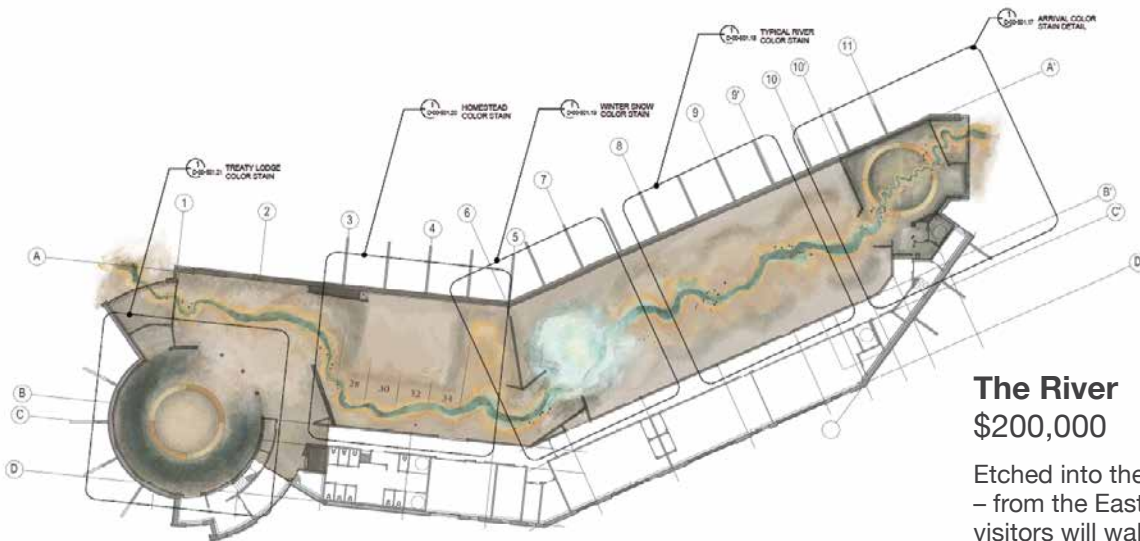
The Métis Cabin will bring visitors into the eve of a new era of relationships formed by European settlers and First Nations resulting in the birth of the Métis Nation. Visitors will experience the daily lives and culture of this uniquely Canadian people.



## Performance Arbour

\$250,000

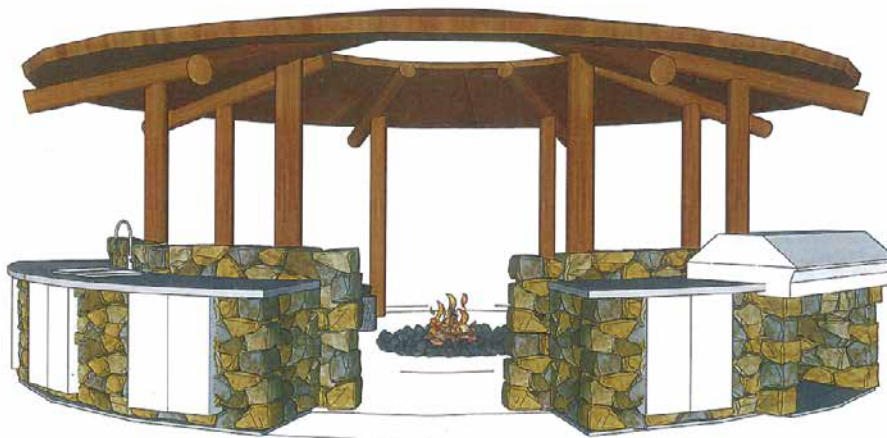
Situated along the trails of the IPE is the outdoor gathering space for Indigenous cultural experiences. Partially surrounded by grassy berms for better visual access, the Performance Arbour will be a historically accurate place for both performers and audiences alike.



## 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

*Committed to City Lumber*

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.

Supported by:







## The Arrival

\$100,000

*Committed to Shell Canada*

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.

Supported by:



## The Pre-Contact Era



### Spring Pod #1

Spring - East - Spirit - Childhood

\$100,000

In the spring pod, the visitor is immersed in the sights and sounds of the beginning of life; images are the pre-contact Edmonton river valley at dawn. Water trickles from a nearby creek; we hear newly-arrived birds and intermittent rain showers. Then a baby gurgles awake, and a mother softly sings 'Wanaska' to her baby in Cree. "Summer is coming" and a voice sings back "Ni-pin! Ni-pin!".



### Summer Pod #2

Summer - South - Body - Youth

\$100,000

We see the playful dance of a prairie chicken silhouette on the tipi, as we hear a Blackfoot drum group quietly practice their chicken dance song. The song they are playing booms into the full song played on the grandfather drum, matching the image of the powwow chicken dancer dancing on the hero screen to the same beat as the prairie chicken. Honour beats signal end of the chicken dance song, chicken fades shortly to the laughter of the drum group.





### **Autumn Pod #3**

**Autumn - West - Heart - Adulthood**

**\$100,000**

***Committed to Canada Life***

Fall near the valley in the evening, It is a lovely, warm fall evening full of activity; leaves rustling, geese flying far above. Women are working together, scraping hides, singing a working song; the men are having a lighthearted discussion about watching the migrations begin.

Supported by:



### **Winter Pod #4**

**Winter - North - Mind - Near Completion of Life**

**\$100,000**

Winter, nighttime, in a winter camp, just outside of a family's tipi. The sonic dampening of winter, punctuated by the occasional hoot of an owl, and squeak of swaying trees. We hear the rise and fall of different Elders telling stories in their language – conversationally, as if we are hearing from within a tipi. In Cree, Nakota, Denesuline, Blackfoot.

## **The Post-Contact Era**



### **First Nations-Transition Area**

**\$100,000**

***Committed to Canadian Western Bank***

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?

Supported by:







### Multi-purpose Rooms (3)

\$100,000 each

East Room: *Committed to United Association of Plumbers & Pipefitters Local 488*

Centre Room: *Committed to Edmonton Public Teachers - ATA Local 37*

West Room: *Committed to the Stollery Charitable Foundation*

Three individual rooms have been built for a variety of purposes: special learning opportunities, private gatherings, breakout type events and public presentations requiring a more intimate space.



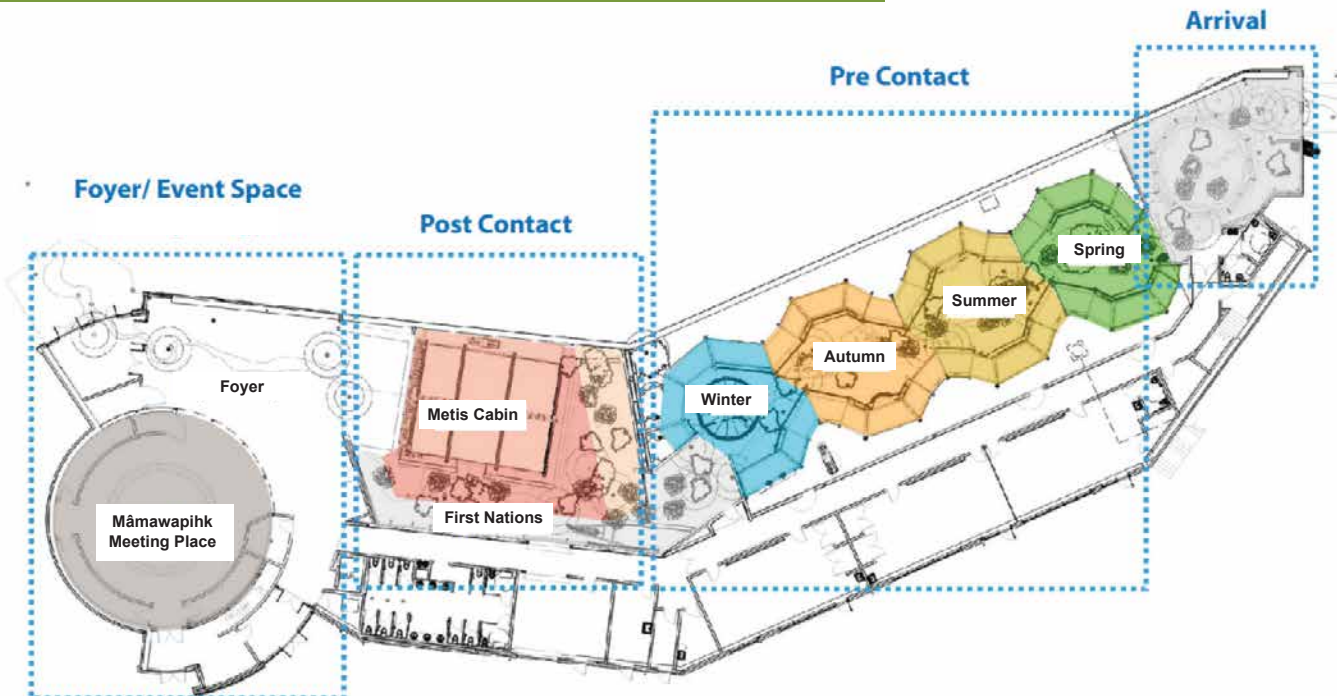
### South Facing Terrace

\$150,000

Each of the Multi-Purpose Rooms will have access to a beautiful south facing outdoor garden terrace to enhance their indoor experience. Berms surrounding the terrace will feature a variety of seasonal flora and provide a sense of privacy and serenity for private occasions, outdoor learning experiences or group breakouts.



## IPE Cultural Centre Building Layout





# INDIGENOUS PEOPLES EXPERIENCE

## Naming Opportunities for Exhibits and The Natural Area



### The Trails

\$500,000

The Indigenous Peoples Experience features an outdoor area with trails showcasing flora and fauna of the pre-and post-contact eras. Traditional Indigenous planting programs - including local plants that once grew wild in this region - will be introduced and featured as part of our Indigenous history. Life-sustaining animals (listed on page 9) will depict this valuable component of Indigenous culture and survival. Visitors will learn the value of living off the land in this region from the beginning of its occupation.



### 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.





## The Encampments



### Woodland Cree Encampment (4 Outdoor Tipis)

\$100,000

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.



### Plains Tipi Camp (2 Outdoor Tipis)

\$75,000

For the Indigenous people who called the plains home, encampments were central to their everyday cultural, social, spiritual, and political lives. Cultural and spiritual meanings associated with the tipi and encampments include design, position of the tipi, their ceremonial role, and the organization of the camp, to name a few.







### 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:

Ox and Cart	\$50,000	Golden Eagle	\$30,000
Bison	\$45,000	Beaver	\$25,000
Black Bear	\$40,000	Coyote	\$20,000
Wolf	\$35,000	Mallard Duck	\$15,000
Canadian Goose	\$30,000		

**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!

**Janet Tryhuba**  
Executive Director  
P. (780) 496-6978  
[janet.tryhuba@edmonton.ca](mailto:janet.tryhuba@edmonton.ca)

**Marc Quinn**  
Manager, Corporate Sponsorship  
P. (780) 423-5029 / (780) 803-8183  
[marc.quinn@edmonton.ca](mailto:marc.quinn@edmonton.ca)

PO Box 67112 Meadowlark RPO  
Edmonton, Alberta T5R 5Y3  
[www.fortedmontonfoundation.org](http://www.fortedmontonfoundation.org)  
Charitable Registration No. 10739 4058 RP0001

@supportthefort.yeg 

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