



**FORT
EDMONTON
FOUNDATION**

FORT EDMONTON PARK ENHANCEMENT PROJECT

**NAMING OPPORTUNITIES WITHIN THE
INDIGENOUS PEOPLES EXPERIENCE**



PUT YOUR MARK ON THE PARK

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

The **Fort Edmonton Foundation Campaign Cabinet** offers donors many visible naming options or acknowledgments in **Fort Edmonton Park**, including the new **Indigenous Peoples Experience (IPE)**, a first of its kind in North America.

The **Fort Edmonton Management Company**, in full partnership with the **Confederation of Treaty 6 First Nations** and the **Métis Nation of Alberta**, ensures the Indigenous Peoples Experience immerses visitors in an interpretive journey. They explore life through the diversity of First Nations' and Metis' peoples' histories, cultures, experiences, and perspectives from communities in the Treaty 6 territory.

All three levels of government, and the **Fort Edmonton Foundation**, have made a significant investment in the Indigenous Peoples Experience, which opened on July 1, 2021. As an essential element of Canada's history, it has already received notable accolades from visitors, businesses, media, and overall community pride.

Share in the excitement of the new Indigenous Peoples Experience at Fort Edmonton Park by associating your name with the entire facility, an exhibit, or attraction inside or around the area. Please browse through the following pages containing many naming opportunities.

INDIGENOUS PEOPLES EXPERIENCE

NAMING OPPORTUNITIES FOR MAJOR ATTRACTIONS



Facility Naming \$2,000,000

The Indigenous Peoples Experience is an immersive and comprehensive exhibit situated on a 29,000 square meter footprint within Fort Edmonton Park. Officially opened on July 1, 2021, the exhibit explores the rich and beautiful cultures of First Nations and Métis Peoples while encouraging visitors to seek out the truths as lived by Indigenous Peoples before and after Canada became a country.



Mâdawapihk - The Meeting Place \$250,000

Mâdawapihk – The Meeting Place is the gathering space located at the end of the Indigenous Peoples Experience. It features a large rotunda with seating and video screens, and a light illuminates the area shining down to depict the sun. A brief yet profoundly moving video plays featuring music, dance, and stories of First Nations and Métis peoples. It portrays a solemn reminder of residential schools and the impact the church and the federal government have on Indigenous Peoples while creating a vision of hope for reconciliation in the future.



The Métis Cabin \$250,000

The Métis Cabin is found near the end of the IPE and brings 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. It houses the history of Métis peoples in amiskwaciwâskahikan (Edmonton) and surrounding areas. The stories are told through the Métis perspective as visitors are reminded that the Métis are a distinct people with their language, culture, and history.



Performance Arbour \$250,000

The Performance Arbour is situated along the trails of the Indigenous Peoples Experience and is the outdoor gathering space for Indigenous cultural experiences. Partially surrounded by grassy berms for better visual access, the Performance Arbour is historically accurate place for both performers and audiences.



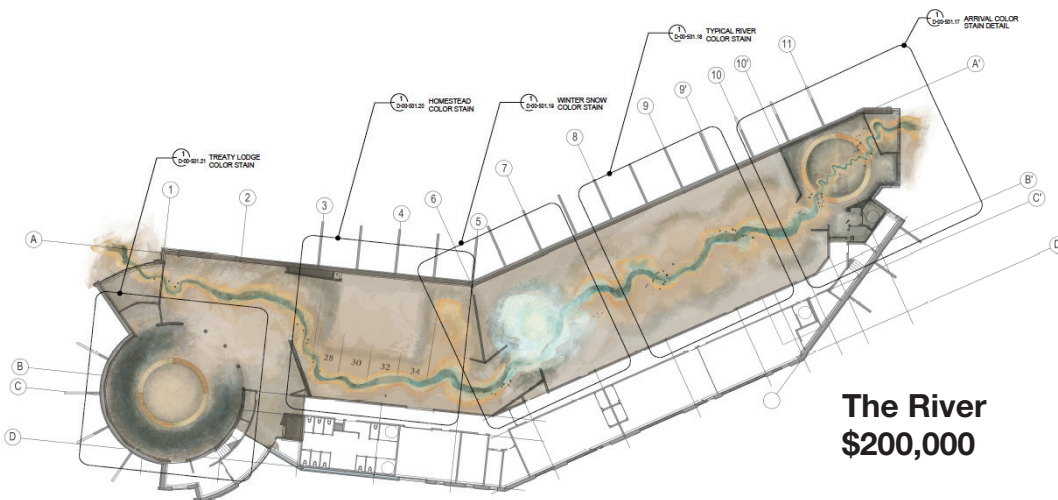
The Food Arbour \$100,000

Committed to City Lumber

Supported by:



The Food Arbour is found along the outdoor pathways of the Indigenous Peoples Experience, allowing a showcase of various 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 River \$200,000

As visitors enter the front doors of the IPE, they are greeted by a 360° degree view of the North Saskatchewan River as it runs through the floor, surrounded by lighted pathways symbolizing the movement of Indigenous Peoples.



The Arrival **\$100,000**

Supported by:

Committed to Shell Canada



The Arrival is the first experience visitors have when they enter the Indigenous Peoples Experience. Greeted with a 360° degree view of the North Saskatchewan River running through the floor, fascinating animation using light and graphics symbolizes the Indigenous Peoples' movement across the land. Wooden structures that resemble Indigenous architecture rise to meet the ceiling.



Spring Pod #1 **East - Spirit - Childhood** **\$100,000**

In the spring pod, visitors immerse in the sights and sounds of the beginning of life. Images portray the pre-contact Edmonton river valley at dawn, and there are sounds of water trickling from a nearby creek, newly-arrived birds, and intermittent rain showers. A baby gurgles awake, and a mother softly sings 'Wanaska' to her baby in Cree. "Summer is coming," and a voice sings back, "Nî-pin! Nî-pin!".



Summer Pod #2 **South - Body - Youth** **\$100,000**

Visitors move into the summer pod and see the playful dance of a prairie chicken silhouette on the tip as they hear a Blackfoot drum group quietly practice their chicken dance song. It booms into the whole 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 the end of the chicken dance song. The chicken fades shortly to the laughter of the drum group.



Autumn Pod #3

West - Heart - Adulthood

\$100,000

Committed to Canada Life

Supported by:



In the autumn pod, visitors discover the sights and sounds of fall near the valley in the evening. It is a lovely, warm evening full of activity, with leaves rustling and geese flying far above. Women are working together, scraping hides and singing a working song. The men are having a lighthearted discussion about watching the migrations begin.



Winter Pod #4

North - Mind - Near Completion of Life

\$100,000

Visitors enter the winter pod, finding nighttime in a winter camp just outside of a family's tipi. They experience the sonic dampening of winter, punctuated by the occasional hoot of an owl and squeak of swaying trees. They hear, as if listening from within a tipi, the rise and fall of different Elders telling stories conversationally in their language – Cree, Nakota, Densuline, and Blackfoot.



First Nations-Transition Area

\$100,000

Committed to Canadian Western Bank

Supported by:



In the First Nations-Transition Area, visitors learn about the first European Trappers moving inland from the St. Lawrence Seaway and the Hudson Bay. Early settlers relied on Indigenous knowledge for survival on the lands. Was there a new partnership? New traditions? A lost Nation? How did the Indigenous people react to the newcomers? Visitors take in the vast collection of stories, music, artwork, and texts created from the voices and perspectives of local Indigenous contributors.



Classrooms (3) \$100,000 each

Three individual classrooms are available for variety of purposes such as meetings, retreats, special learning opportunities, workshops, private gatherings, and presentations.

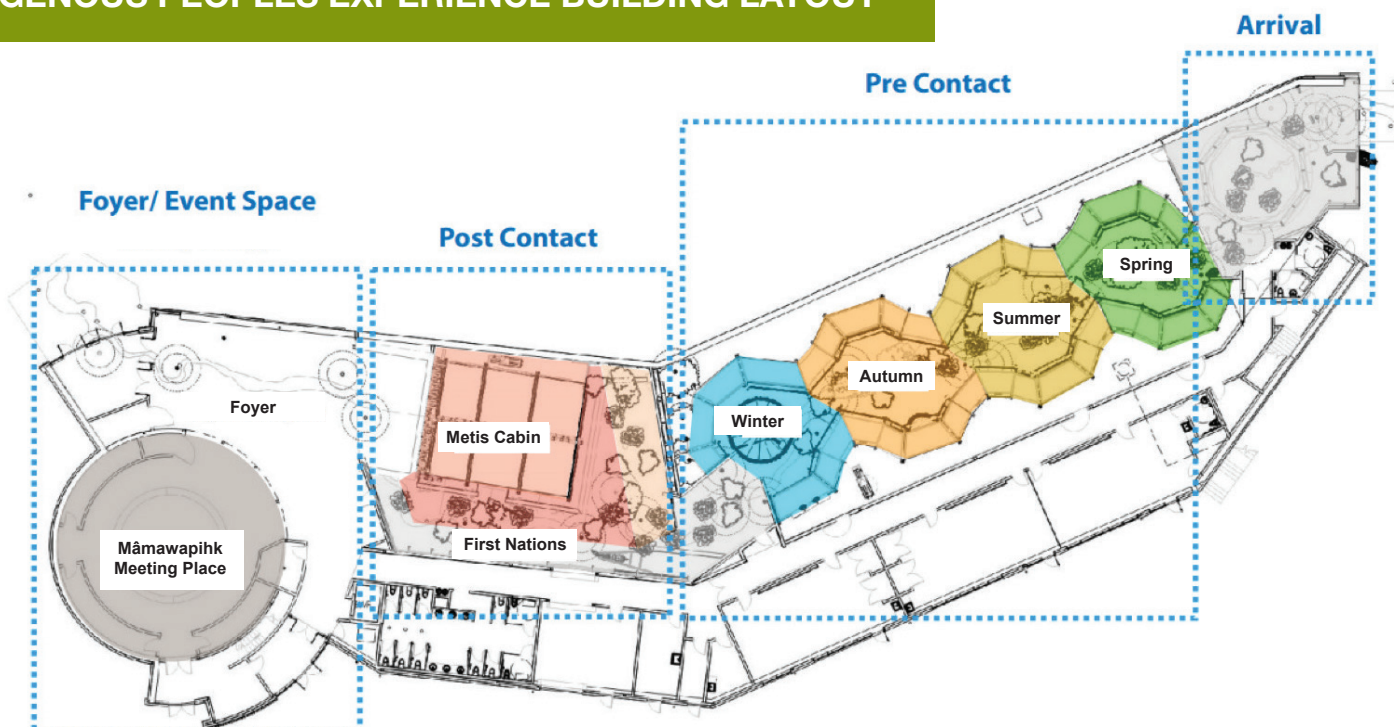
All three rooms committed to:



South Facing Terrace \$100,000

Each classroom has access to a south-facing outdoor terrace. Rock berms surrounding the patio will feature various seasonal flora. Guests for meetings, workshops, and private events will have access to this outdoor space, enjoying fresh air while taking in the sights and sounds of the steam train passing by.

INDIGENOUS PEOPLES EXPERIENCE BUILDING LAYOUT

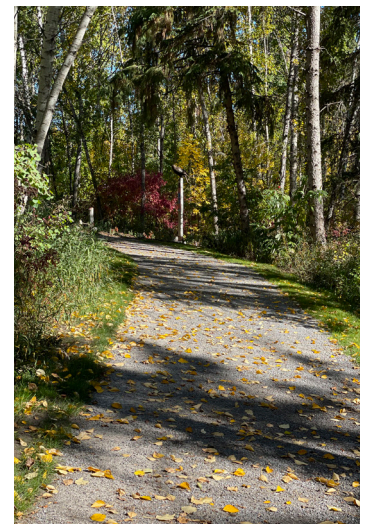


NAMING OPPORTUNITIES FOR OUTDOOR EXHIBITS AND NATURE AREA



The Trails **\$50,000 each**

A beautiful outdoor area surrounds the Indigenous Peoples Experience 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 - are featured as part of our Indigenous history. Life-sustaining animals (listed on page 9) 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.



Métis Trapper's Cabin **\$50,000** *Committed to The Lennie Family Pioneers*

The Métis Trapper's Cabin is one of the oldest permanent structures within Fort Edmonton Park. It is located near the Indigenous Peoples Experience outdoor area and will be opened to feature displays of its contents and purpose during the fur trade era.



**Woodland Cree Encampment
(4 Outdoor Tipis)
\$100,000**

There are four tipis found on the outdoor trails of the Indigenous Peoples Experience, and each represents different First Nations themes. They tell a story of the life within their community and inside each tipi.



**Plains Tipi Camp
(3 Outdoor Tipis)
\$75,000**

The Plains Tipi Camp is found near the Indigenous Peoples Experience. 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, the position of the tipi, their ceremonial role, and the organization of the camp, to name a few.



NAMING OPPORTUNITIES - ANIMAL STATUES

A peaceful, natural setting surrounds the Indigenous Peoples Experience featuring outdoor trails enveloped with trees, a pond, and wildlife. Throughout the trails there are bronzed statues of the animals that ran freely during Indigenous eras.



Ox & Red River Cart \$50,000

*Committed to
Clark Builders*



**CLARK
BUILDERS**



Dog Travois \$50,000

*Committed to
Anna and Richard Fahrion*



Bison \$45,000

*Committed to
Fort McKay Group
of Companies*



Black Bear \$40,000



Wolf \$20,000

*Committed to
Anna and Richard Fahrion*



Canada Goose \$30,000

*Committed to
Anna and Richard Fahrion*



Golden Eagle \$30,000

*Committed to
Mikisew Group
of Companies*

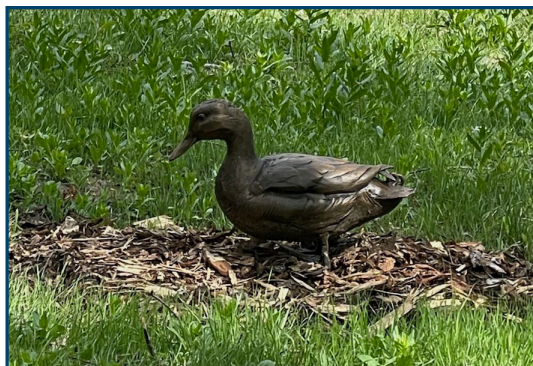


Beaver \$25,000

*Committed to
EXP*



Coyote \$20,000



Mallard Duck \$15,000

*Committed to
Anna and Richard Fahrion*

OTHER NAMING OPPORTUNITIES

Attractions and Features within Fort Edmonton Park



Front Entry Plaza and Guest Services



1920s-style Johnny J. Jones Midway

In addition to the naming opportunities in the Indigenous Peoples Experience, the Fort Edmonton Foundation is pleased to offer naming opportunities at Fort Edmonton Park including the Front Entry Plaza and Guest Services Area, and the Johnny J. Jones Midway. If you are interested, we can provide you with a list of opportunities that are currently available.

Conditions for Naming Opportunities and Donor Recognition

- All naming opportunities are subject to approval from the Fort Edmonton Foundation and Fort Edmonton Park Management Company. Facility naming is subject to approval from the City of Edmonton Council.
- 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, and inquiries for customization are welcome. We can work together to create a plan to suit your needs.
- Naming opportunities last for ten (10) years from the time of official unveiling and 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 and pledges made early in the campaign will be given priority.

The Fort Edmonton Foundation is pleased to provide you with more information about any projects and locations available for naming. We can also provide you with a tour of the available naming locations.

Please contact:

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