



24TH
ANNUAL
KEEPING
THE
FIRES
BURNING

Your Opportunity to Sponsor an Important, Annual Celebration of Indigenous Peoples

24TH
ANNUAL
KEEPING
THE
FIRES
BURNING

*G*ICHI-ANISHINAABEG
OGIKENDAASOWIN:
GIKINO'AMAAGE ABINOOJIIYAG
DAGO ZAAG'IDIWIN

**INTERGENERATIONAL LOVE:
LEARNING FROM OUR ELDERS**

THURSDAY
JUNE
19TH
2025

RBC CONVENTION CENTRE WPG
375 YORK AVE. | YORK BALLROOM
GRAND ENTRY: 5:30PM

KA NI KANICHIHK is excited to invite you to join us on **THURSDAY, JUNE 19, 2025**, to mark 24 years of celebrating Indigenous resilience, relationships and reconciliation.

By supporting Keeping the Fires Burning, you will celebrate and honour the distinct and unique cultures, languages, ceremonies and traditions of Indigenous Peoples.

Coming together in this way also underscores the commitments we, as individuals, businesses and communities, are making to renew and strengthen our relationships with one another and live in Reconciliation.

Over the past 24 years, Keeping the Fires Burning has honoured 171 First Nations, Métis and Inuit Knowledge Keepers — all of whom have made a significant contribution to the wellbeing of Indigenous Peoples by safeguarding, nurturing, and transmitting Indigenous cultural languages, knowledges, and traditions.

Historically, Knowledge Keepers are selected for recognition by Indigenous organizations across Manitoba, including the Assembly of Manitoba Chiefs; Manitoba Métis Federation; Southern Chiefs' Organization; Manitoba Keewatinowi Okimakanak; Aboriginal Council of Winnipeg; Tunngasugit – Winnipeg Urban Inuit; Ma Mawi Wi Chi Itata Centre; Manitoba Moon Voices; and Ka Ni Kanichihk.

Funds raised through Keeping the Fires Burning provide transformative, culturally safe services and programs to thousands in our community. Fundraising also supports research and the integration of best practices in Indigenous-led community leadership.

These are all critical elements in the restoration and reclamation of our positive and powerful cultural identity.



Sponsorship

OPPORTUNITIES,
RECOGNITION &
BENEFITS

A. "PRESENTING" SPONSOR: \$25,000

EXCLUSIVE: ONLY 1 SPONSORSHIP AVAILABLE AT THIS LEVEL

SPONSORSHIP BENEFITS

HOSTING

- Invitation for you and your guests to attend the exclusive VIP reception.
- Two tables of 10, with preferred seating.

PRE-EVENT PROMOTION

- Your company logo prominently placed in all ads and communications, reaching 800+ people.
- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Primary size placement of logo on sponsorship sign at entry doors and in VIP reception.
- Logo on front cover of the program.
- Program advertisement: full page & inside front cover.
- Opportunity to include a welcome message in the evening program
- Emcee recognition of sponsorship during the event.
- Opportunity to speak to the audience.
- Sponsor video loop recognition during the event.
- Company logo recognition on all table signs.

POST-EVENT

- Dedicated social media thank you.
- Thank-you and acknowledgement in Ka Ni Kanichihk e-newsletter.
- Recognition listing in *Winnipeg Free Press* thank you ad.
- First right of refusal for Keeping the Fires Burning 2026 Presenting Sponsorship.

Sponsorship

SĀKIHWĒWIN
FOUNDATION

KANI
"THOSE WHO LEAD"
KANICHIHK

2025 SPONSORSHIP REQUESTS

FOR MORE
INFORMATION:

SHERI DOMENICO
EVENT ORGANIZER
204.881.0337
sheri.domenico@outlook.com



KFB 2024 Inductees (left to right): Pauline Mitsuk; Jennifer Wood; Beverley Courchene; Donald Roulette; Marileen Bartlett; Therese Dettanikkeaze; The Late Marilyn Fontaine (daughter Jasmine pictured); and Henry Traverse.

B. “CHAMPION” SPONSOR: \$15,000

ONLY 2 SPONSORSHIPS AVAILABLE AT THIS LEVEL

SPONSORSHIP BENEFITS

HOSTING

- Invitation for you and your guests to attend the exclusive VIP reception.
- Two tables of 10, with preferred seating.

PRE-EVENT PROMOTION

- Your company logo prominently placed in all ads and communications, reaching 800+ people.
- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Prominent size logo placement on sponsorship sign at entry doors and in VIP reception.
- Program advertisement: back cover.
- Emcee recognition of sponsorship during the event.
- Sponsor video loop recognition during the event.
- Company Logo on your table signs.

POST-EVENT

- Dedicated social media thank you.
 - Thank-you in Ka Ni Kanichihk e-newsletter.
 - Recognition listing in *Winnipeg Free Press* thank you ad.
 - First right of refusal for Keeping the Fires Burning 2026 Champion level sponsorship.
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C. “SUPPORTER” SPONSOR: \$10,000

ONLY 4 SPONSORSHIPS AVAILABLE AT THIS LEVEL

SPONSORSHIP BENEFITS

HOSTING

- Invitation for you and your guests to attend the exclusive VIP reception.
- One table of 10 with preferred seating.

PRE-EVENT PROMOTION

- Your company logo prominently placed in all ads and communications, reaching 800+ people.
- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Logo placement on sponsorship sign at entry doors.
- Program advertisement: half page.
- Emcee recognition of sponsorship during the event.
- Sponsor video loop recognition during the event.
- Company Logo on your table signs.

POST-EVENT

- Social media thank you.
- Thank-you in Ka Ni Kanichihk e-newsletter.
- Recognition listing in *Winnipeg Free Press* thank you ad.
- First right of refusal for Keeping the Fires Burning 2026 Supporter level sponsorship.



2025

SPONSORSHIP REQUESTS

FOR MORE INFORMATION:

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EVENT ORGANIZER
204.881.0337
sheri.domenico@outlook.com

D. “PATRON TABLE” SPONSOR: \$5,000

SPONSORSHIP BENEFITS

HOSTING

- Invitation for you and your guests to attend the exclusive VIP reception.
- One table of 10, with preferred seating.

PRE-EVENT PROMOTION

- Your company logo prominently placed in all ads and communications, reaching 800+ people.
- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Logo placement on sponsorship sign at entry doors.
- Program advertisement: half page.
- Emcee recognition of sponsorship during the event.
- Sponsor video loop recognition during the event.
- Company Logo on your table signs.

POST-EVENT

- Social media thank you.
- Thank-you in Ka Ni Kanichihk e-newsletter.
- Recognition listing in *Winnipeg Free Press* thank you ad.
- First right of refusal for Keeping the Fires Burning 2026 Patron level sponsorship.

E. “CORPORATE TABLE” SPONSOR: \$3,500

SPONSORSHIP BENEFITS

HOSTING

- One table of 10, with preferred seating.
- Company name on table sign.

PRE-EVENT PROMOTION

- Company logo recognition on the Ka Ni Kanichihk website, with link to your organization.

ONSITE ACKNOWLEDGEMENT AND PROMOTION

- Company name listed in program.

POST-EVENT

- Recognition listing in *Winnipeg Free Press* thank you ad.

Sponsorship
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“THOSE WHO LEAD”
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FOUNDATION

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KFB 2024 Oscar Lathlin Memorial Award recipient Candace Neumann — together with Manitoba Minister of Families, the Hon. Nahanni Fontaine, and Ka Ni Kanichihk Executive Director Dodie Jordaen



Additional AVENUES OF SUPPORT

THANK YOU TO OUR 2024 SPONSORS FOR THEIR GENEROUS SUPPORT:

CHAMPION SPONSORS

- Manitoba Arts Council
- Manitoba Indigenous Reconciliation Secretariat

PATRON TABLE SPONSORS

- CINUP/Johnston Group
- Little Saskatchewan Abinooonjiag Niigan — Jordan's Principle
- Manitoba Institute of Trades and Technology
- MKO MMIWG Liaison Unit

CORPORATE TABLE SPONSORS

- Aki Energy Inc.
- Assembly of Manitoba Chiefs
- Assiniboine Credit Union
- Indigenous Inclusion Directorate
- Klinik
- Linking Hope
- Median Credit Union
- National Centre for Truth and Reconciliation
- NorWest Co-op Community Health Centre
- RBC
- Southern Chiefs' Organization
- The Forks Renewal Corporation
- The North West Company
- The Wawanesa Mutual Insurance Company
- Winnipeg Foundation

NOMINATING SPONSORS

- Aboriginal Council of Winnipeg
- Assembly of Manitoba Chiefs
- Ka Ni Kanichihk
- Ma Mawi Wi Chi Itata Centre
- Manitoba Keewatinowi Okimakanak Inc.
- Manitoba Metis Federation
- Manitoba Moon Voices Inc.
- Tunngasugit Inc.

ADVERTISE:

Keeping the Fires Burning is now offering advertising opportunities in our event program. The program will be distributed to all sponsors and guests, uploaded to Ka Ni Kanichihk's website and social media platforms, and be available electronically for guests to view — both leading up to the event and afterwards. Advertising with us is a great way to showcase your brand while supporting women, girls and youth in Manitoba.

- Full Page Ad: \$500
- Half Page Ad: \$300

AUCTION DONATION:

Donations of products, services or gift certificates add to one of the most exciting parts of the event. This is a great way to showcase your brand.

DONATE:

Your generous gift to Ka Ni Kanichihk will have a significant impact on thousands of Indigenous women, girls and youth in Manitoba. All business and personal donations will be issued a business acknowledgement letter or tax receipt as per CRA Guidelines. Donors will be listed in the event program.

TO PURCHASE YOUR SPONSORSHIP PACKAGE, PLEASE CONTACT:

SHERI DOMENICO: Event Organizer
Email: sheri.domenico@outlook.com
Phone: 204.881.0337

KA NI ^{“THOSE WHO LEAD”} KANICHIHK,

“those who lead” in Ininewak/Cree, is a non-profit, community based, Indigenous-led organization that provides prevention-focused, culturally safe and trauma-informed programs and services to over 1,500 infants, children, youth, women and families annually.

Ka Ni Kanichihk programs and services are widely recognized as innovative, impactful and accessible by its funders, participants and community members.

Net proceeds raised from Keeping the Fires Burning will support the development and delivery of high quality, culturally safe services and trauma-informed programs and research. These are transformative and rooted in the restoration and reclamation of our positive and powerful cultural identity.

Ka Ni Kanichihk Inc. is a registered charity: #85494 1135 RR0001

sākihiwēwin FOUNDATION

We are excited to announce that Ka Ni Kanichihk will be co-hosting the 24th Annual Keeping the Fires Burning with the **SĀKIHIVĒWIN FOUNDATION**: an incorporated organization. sākihiwēwin is a Cree word that simply means, “putting our love for our families and communities into action by ensuring that everyone is loved, protected, nurtured and supported in their growth,” which was formed to support Ka Ni Kanichihk to achieve its mandate.

KA NI KANICHIHK COUNCIL

Sydney Levasseur-Puhach, Co-Chair	Nike Bello, Council Member
Herb Zobell, Co-Chair	Danielle Carriere, Council Member
Carter Wilson, Treasurer	Deidre Dewar, Council Member
Vacant, Secretary	Layla Freig, Council Member
Eman Agpalza, Council Member	Marissa Moar, Council Member
Amber Balan, Council Member	

2025 KEEPING THE FIRES BURNING COMMITTEE

Deb Radi, Co-Chair	Krishna Lalbiharie	Leslie Spillett
Audrey Richard, Co-Chair	Kathy Mallett	Rhonda Taylor
Sheri Domenico	Cathy Menard	Erin Vandale
Kennedee Hills	Jessica Paley	Kyle Weidman
Kat Kupca	Ieesha Sankar	Melanie Zebrynski

KA NI KANICHIHK PROGRAM FUNDERS

To the many community organizations, advocates, and donors who make it possible for people to access the much-needed, life-changing programs and supports they're looking for: **Thank you!**

GOVERNMENT OF CANADA

- Centre for Aboriginal Human Resource Development: Indigenous Skills & Employment Training
- Crown-Indigenous Relations and Northern Affairs Canada
- Department of Justice
- Indigenous Services Canada
- Infrastructure Canada
- PrairiesCan
- Public Health Agency of Canada
- Public Safety Canada & Emergency Preparedness
- Public Services
- Service Canada
- Urban Programming for Indigenous People
- Women and Gender Equality Canada

GOVERNMENT OF MANITOBA

- Art Culture & Sport Fund
- Children and Youth Opportunities
- Early Learning and Child Care
- Education and Training
- Family Services and Consumer Affairs
- Family Services and Labour – Child Protection Branch
- Healthy Child Manitoba
- Health and Seniors Care Health and Seniors Care
- Manitoba Indigenous Reconciliation Secretariat
- Jobs & Economy
- Justice – Crime Prevention Branch, Lighthouses, Victim Services
- Mental Health, Wellness and Recovery - Tracia's Trust: Manitoba's Strategy to Prevent Sexual Exploitation and Human Trafficking
- Status of Women

CITY OF WINNIPEG

- Aboriginal Youth Strategy, Community Services
- Indigenous Relations Division

FOUNDATIONS AND SUPPORTERS

- Canadian National Railway
- Canadian Women's Foundation
- End Homelessness Winnipeg
- Graham C. Lount Family Foundation
- Manitoba Arts Council
- Red Cross Canada
- Sexuality Education Resource Centre
- TD Bank Group
- The Winnipeg Foundation
- UNIFOR
- United Way of Winnipeg
- University of Saskatchewan



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Ka Ni Kanichihk Inc.

“those who lead”