

# TRAIL OF TEARS REMEMBRANCE

Draft Format

2019



This is an opportunity for your company to support Native American youth and gain recognition by supporting a week-long event that commemorates Native American history and celebrates Native American culture.



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Providing a Circle of Hope for Native American Youth



The Sheena V. Foundation is a 501(c)(3) Charity. The name honors the memory of **Sheena V. Osborne**, the niece of the Founder, who passed away from a rare form of cancer.

Native Americans  
suffer with  
disproportionately high  
rates of childhood  
cancers, poverty, infant  
mortality and suicide  
rates that are triple  
the national average.

*\*Cancer ranks higher among Native American Children than any other culture in our country.*

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The Sheena V. Foundation Mission: Providing a circle of hope for Native American children through educational programs aimed to restore a self-sustaining environment through health & wellness, financial literacy, cancer research

Preserving the most important asset to any Native American Tribe/Nation- The Children

Resilience is the capacity to restore or recover a sustainable state; historically a shining trait among Native Americans.

We aim to create solutions that restore a sustainable environment that will support future generations. Our focus is to educate Native Youth on culturally appropriate long-term solutions to combat a quickly depleting environment. Aquaponic and Hydroponic cultivation methods are some of the solutions we support that are geared toward resilience, food sovereignty, circumventing health disorders and building self-sufficient Native Communities

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Compounded with these threatening rates, Native Americans still elude the general public's radar screens.

The Sheena V. Foundation is committed to bringing attention to Native American history and culture.



# **Providing Native American Youth with a Circle of Hope**

The foundation will be supporting:

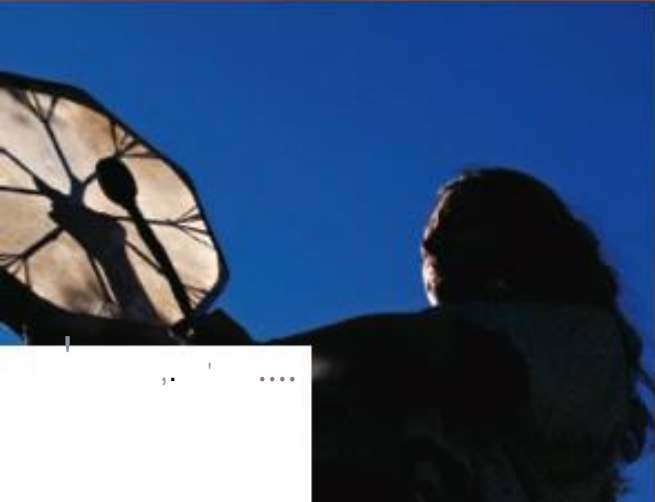
**Educational Programs & Scholarships**

**Counseling**

**Childhood Cancer Research**

# TRAIL OF TEARS REMEMBRANCE

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**NOVEMBER 2019**

A CULTURAL EXPERIENCE - SPANNING **4** STATES IN **7** DAYS

# TRAIL OF TEARS REMEMBRANCE

2019

The foundation is launching the first annual **Trail of Tears Remembrance. An annual** event commemorating different historic Indian relocation routes of the 1830's, representing the tribes specific to their removal routes.



# TRAIL OF TEARS REMBRANCE

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## **This is a one-of-a-kind event**

Have we forgotten to remember and honor the history  
and the enduring culture of our Native Americans?

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The **Trail of Tears** gives us a historical marker around  
which we can focus the country's attention and support  
the needs of Native American kids.

# TRAIL OF TEARS REMEMBRANCE

NOVEMBER 2011

CHARITY WALKS • CHARITY RIDES • SPEAKERS • AUTHORS • ARTISTS • MUSICIANS • CULTURAL EVENTS



# TRAIL OF TEARS REMEMBRANCE

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The event takes place along a path of over 850 miles, across four states, with stops in seven cities during the first week of November. There will be charity walks, motorcades, speakers, poets, photographers, artists, dancers, and musicians brought together in three key **cities-Cherokee, North Carolina, Memphis, Tennessee and Tahlequah, Oklahoma.**

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It starts with an opening ceremony in Cherokee North Carolina. There will be a blessing to commence a charity walk in honor of the Native Americans who suffered and died as they walked west to reservations in Oklahoma. The motorcade will begin from here and the streets will be alive with a celebration of Native American culture.

# TRAIL OF TEARS REMEMBRANCE

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The opening ceremony will include the  
lighting of the

## ENDURING SPIRIT Torch



# TRAIL OF TEARS REMEMBRANCE

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## ENDURING SPIRIT

This torch will be carried along the full length of our trail. The torch will be an interactive and photogenic focalpoint for the event supported by a public relations effort to bring National coverage for the torch bearing as it passes through major media markets in **North Carolina, Tennessee, Arkansas and Oklahoma.**

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In addition, there will be event vehicles, wrapped in graphics, accompanying the torch bearers on their journey. One of the opportunities for brand exposure will be to have your company's name prominently featured on the vehicles.



# TRAIL OF TEARS REMEMBRANCE

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The motorcade vehicles and the torch bearers will cross through seven cities, including **Cherokee, Chattanooga, Pulaski, Memphis, Little Rock, Port Smith and Tahlequah in Oklahoma.**

Memphis is our mid-point, where we will stage a cultural event. Another 5k charity walk will set for five kilometers from our endpoint in Tahlequah, Oklahoma -for the closing festival and ceremony



# TRAIL OF TEARS REMEMBRANCE

2019

This is a unique event, we can achieve for Native Americans, offering a very special marketing experience like none other, for companies looking to align their brands with a great cause, while gaining National exposure.

Sheena V.

FOUNDATION

Providing a Circle of Hope for Native American Youth

# TRAIL OF TEARS REMEMBRANCE

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These are all the opportunities for brand exposure before during and after the **Trail of Tears Remembrance.**

Your brand can be featured on event programs and signage, on the event website, on event videos and across a range of social media and National News Media.



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