

TRAIL OF TEARS REMEMBRANCE

NOVEMBER 1-8, 2019

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



Support the Sheena V. Foundation and its mission to improve the lives of Native American youth.

SPONSORSHIP OVERVIEW

EDUCATION PROGRAMS - COLLEGE SCHOLARSHIPS - COUNSELING - CANCER RESEARCH



Sheena V.
FOUNDATION

Providing a Circle of Hope for Native American Youth

COMMEMORATE THE HISTORY. CELEBRATE THE CULTURE. SUPPORT NATIVE AMERICAN YOUTH.

THE SHEENA V. FOUNDATION

The Sheena V. Foundation is a Dallas-based 501(c)(3) non-profit created to attract funding in support of our nation's Native American youth. The foundation celebrates Native American history and culture. Its goal is to increase awareness of Native American youth and their communities through a yearly event that commemorates the historical Trail of Tears Indian relocation program that took place in the 1830's. The foundation is committed to raising money through corporate event sponsorships and personal contributions and dispersing the money to youth-oriented programs serving Native American communities throughout the country. Primary areas of focus are on educational programs, college scholarships, counseling and early childhood cancer research.

THE TRAIL OF TEARS REMEMBRANCE

The first annual Trail of Tears Commemoration is the largest effort ever undertaken to show support for Native American children. It is an opportunity for your company to show its commitment to full and complete diversity. As a group, Native Americans struggle with infant mortality, poverty and suicide rates triple the national average. And childhood cancer rates higher than most any other ethnic group.

WE ARE COMMITTED TO RAISING AWARENESS OF THEIR NEEDS, TO ACKNOWLEDGING THEIR LONG HISTORY AND TO CELEBRATING THEIR ENDURING CULTURE.

The 2019 TRAIL OF TEARS remembrance features cultural events, charity walks, rides and outdoor festivals in **North Carolina, Tennessee and Oklahoma** with event stops and activities in a total of seven cities during a week-long remembrance. Local, regional and national press will be engaged to report on the event as it moves across four states. Your generous support will result in wide-spread media coverage as well as all the exposure opportunities listed on the following page. Your participation will help us to empower Native American youth; **to enrich their lives, strengthen their hope and fulfill their dreams.**

ENDURING SPIRIT

A BURNING TORCH, SYMBOLIC OF THE ENDURING NATIVE AMERICAN SPIRIT, WILL MAKE THE COMPLETE JOURNEY ALONG THE TRAIL OF TEARS THROUGH FOUR STATES. ON FOOT, IN CARS, ON MOTORCYCLES. THE TORCH WILL BURN FOR A FULL WEEK HELPING TO BRING FOCUS AND ATTENTION TO THE TRAIL OF TEARS COMMEMORATION IN MAJOR MEDIA MARKETS.



PRESENTING SPONSORS

PRINT

EVENT PROGRAM

PREMIER LOGO PLACEMENT
FULL-PAGE COLOR AD

POSTCARDS & POSTERS

PREMIER LOGO PLACEMENT
SPECIAL THANKS TO YOUR ORGANIZATION

SIGNAGE & DISPLAY

ON-LOCATION BANNERS AT EACH LOCATION

PREMIER LOGO PLACEMENT

PRIVATE 10' x 20' TENT AT EACH LOCATION

PREMIER LOGO PLACEMENT
APPROVED MATERIAL

ONLINE

WEBSITE

PREMIER LOGO PLACEMENT
SPONSOR PROFILE HIGHLIGHT
LINK TO SPONSOR WEBSITE

DIGITAL BANNERS

PREMIER LOGO PLACEMENT

VIDEO

EVENT TRAILER VIDEO

PREMIER LOGO PLACEMENT

EVENT MONTAGE VIDEO

PREMIER LOGO PLACEMENT
INTERVIEW OF PRESENTING SPONSOR
FOR THEIR CONTRIBUTION IN EVENT

SOCIAL MEDIA & PR

FACEBOOK, TWITTER & INSTAGRAM
POSTS, UPDATES, LINKS, TWEETS & PHOTOS

BLOG & ONLINE PR

SPONSOR ACKNOWLEDGMENT
OUTREACH IN ALL EVENT MARKETS

\$350,000+ (2)

SUPPORTING SPONSORS

PRINT

EVENT PROGRAM

LOGO PLACEMENT
HALF-PAGE COLOR AD

POSTCARDS & POSTERS

LOGO PLACEMENT

SIGNAGE & DISPLAY

ON-LOCATION BANNERS AT EACH LOCATION

LOGO PLACEMENT

10' x 20' SPONSORS TENT

8' TABLE w/ LOGO PLACEMENT
APPROVED MATERIAL

ONLINE

WEBSITE

LOGO PLACEMENT
LINK TO SPONSOR WEBSITE

VIDEO

EVENT TRAILER VIDEO

LOGO PLACEMENT

EVENT MONTAGE VIDEO

LOGO PLACEMENT

SOCIAL MEDIA & PR

FACEBOOK, TWITTER & INSTAGRAM
POSTS, UPDATES, LINKS, TWEETS & PHOTOS

BLOG & ONLINE PR

SPONSOR ACKNOWLEDGMENT
OUTREACH IN ALL EVENT MARKETS

\$150,000+ (4)

COMMUNITY SPONSORS

PRINT

EVENT PROGRAM

LOGO PLACEMENT
QUARTER-PAGE COLOR AD

POSTCARDS & POSTERS

LOGO PLACEMENT

SIGNAGE & DISPLAY

ON-LOCATION BANNERS AT EACH LOCATION

LOGO PLACEMENT

ONLINE

WEBSITE

LOGO PLACEMENT
LINK TO SPONSOR WEBSITE

VIDEO

EVENT TRAILER VIDEO

LOGO PLACEMENT

EVENT MONTAGE VIDEO

LOGO PLACEMENT

SOCIAL MEDIA & PR

FACEBOOK, TWITTER & INSTAGRAM
POSTS, UPDATES, LINKS, TWEETS & PHOTOS

BLOG & ONLINE PR

SPONSOR ACKNOWLEDGMENT
OUTREACH IN ALL EVENT MARKETS

\$75,000+ (4)

SPONSOR INQUIRIES
OR QUESTIONS

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ADDITIONAL SPONSORSHIP
OPPORTUNITIES AVAILABLE



Sheena V.
FOUNDATION

www.sheenav.com