



First Nations Education Administrators Association (FNEAA)

Sponsorship Package

*Advancing First Nations Education Leadership and
Innovation*



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September 20, 2024

1. Overview of FNEAA

The First Nations Education Administrators Association (FNEAA) is dedicated to advancing the leadership, skills, and capacity of First Nations education administrators across Canada. Established in 2019, FNEAA supports education administrators in managing, delivering, and developing educational services within First Nations communities.

FNEAA has operated for over three years with a growing network of over 1,400 people, including 1,000 plus collaborators and 234 members. In 2024-25, we aim to surpass 2,000, expanding our reach to more First Nations education administrators, principals, vice principals, senior staff, and community leaders.

Vision: Balancing the interconnectedness in Education, rooted in First Nations languages, cultures, traditions, and self-determination under our First Nations control of First Nations Education.

Mission: FNEAA is a gathering place for First Nations Education Administrators to share information, collect and share ideas, and enhance capacity in Education, Certification, Professional Development, Partnerships, Systems Development and services, Mentoring, and Conferences.

Values: FNEAA is committed to upholding the values rooted in the teachings of our members' Nations.

Since its inception, FNEAA has grown its membership to over 234 education administrators, hosted highly successful conferences, and fostered strong partnerships with various stakeholders, including Indigenous Services Canada (ISC).

Impact of Sponsorship:

- Enhance the quality and accessibility of professional development programs.
- Support the development of new certification programs for education administrators.
- Promote culturally relevant education programs that empower First Nations schools and communities.

2. Fundraising Goal

FNEAA seeks to raise \$100,000 by March 31, 2025, to support key initiatives such as the Certified First Nations Education Administrator (CFNEA) program, professional development resources, and the 2025 virtual conference. These funds will directly impact First Nations education systems, fostering growth and innovation.

FNEAA seeks to raise \$100,000 through its sponsorship program to support the following key initiatives for 2024-2025:

- Development of the **Certified First Nations Education Administrator (CFNEA)** program.
- Expansion of the **Professional Development Video Library and Education Hub**.

- Support for the **2025 Virtual FNEAA Conference: The Future of Indigenous Leadership in Education**.
- Ongoing development of **leadership seminars** and **mentorship programs**.

Goal: Raise \$100,000 by March 31, 2025.

Stretch Goal: Additional \$25,000 for expanding access to rural and remote First Nations communities.

3. Sponsorship Levels and Tiers

FNEAA offers a range of sponsorship levels tailored to meet your organization's goals. From the Wolf level at \$5,000 to the Eagle level at \$15,000, each tier provides unique benefits, including branding, visibility, and engagement opportunities within the Indigenous education community.

Eagle Level Sponsorship – \$15,000

- **Recognition:** Prime logo placement on all digital marketing, website, and event materials.
- **Exposure:** Mention in all press releases and newsletters to a network of over 1,000 education leaders.
- **Engagement:** Opportunity to speak at the 2025 FNEAA Virtual Conference.
- **Branding:** Digital banners on the FNEAA website and Education Hub, featuring sponsor branding for one year.

Bear Level Sponsorship – \$10,000

- **Recognition:** Logo placement on the FNEAA website and digital event materials.
- **Exposure:** Mention in the FNEAA newsletter and press releases.
- **Branding:** Featured in the FNEAA Education Hub for six months.
- **Engagement:** Invitation to participate in FNEAA webinars and professional development sessions.

Wolf Level Sponsorship – \$5,000

- **Recognition:** Logo on event programs and website.
- **Exposure:** Social media mentions and recognition in newsletters.
- **Engagement:** Invitation to FNEAA workshops and seminars.

4. Customizable Sponsorship Options

We understand that each sponsor has unique goals. FNEAA offers flexibility in crafting a sponsorship package that best aligns with your organization's objectives. Sponsors are welcome to

discuss customized branding opportunities, such as sponsoring specific events, programs, or professional development initiatives.

5. Branding, Marketing, and Exposure Opportunities

Sponsorship with FNEAA offers unparalleled branding and marketing opportunities, including logo placement, social media partnerships, and recognition across our digital platforms and in-person events. Increase your visibility while supporting Indigenous education initiatives.

As a sponsor, your brand will gain significant visibility and recognition within the First Nations education community.

- **Logo Placement:** Prominent display on FNEAA's website, social media, and event banners.
 - **Social Media Partnerships:** Regular mentions and promotional posts across our growing social media platforms.
 - **In-Person Signage:** For sponsors supporting physical events, your logo will be prominently displayed on conference and seminar materials.
 - **Digital Presence:** Your brand will be featured on the FNEAA Education Hub and Video Library, accessible by hundreds of education administrators nationwide.
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6. Benefits and ROI for Event Sponsorship

Partnering with FNEAA provides a significant return on investment (ROI) through lead generation, networking, and public relations. Align your brand with a respected Indigenous education organization and benefit from meaningful corporate social responsibility opportunities.

By sponsoring FNEAA, your organization will:

- **Lead Generation:** Connect with 234 education administrators, 1,000+ First Nations education professionals, and a growing network base.
 - **Great PR and Brand Exposure:** Align with a respected national association that champions education and leadership within Indigenous communities.
 - **Corporate Social Responsibility:** Showcase your commitment to supporting Indigenous education, a key priority in national discussions on equity and inclusion.
 - **Networking:** Engage directly with education leaders at FNEAA events, webinars, and conferences.
 - **Audience Exposure:** Benefit from visibility across our membership network and event attendees representing diverse educational stakeholders.
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7. Audience Size and Demographics

Our audience comprises 234 education administrators members and 1,000+ Indigenous education professionals across Canada. Sponsoring FNEAA connects your organization with decision-makers, educators, and community leaders dedicated to advancing First Nations education.

FNEAA's audience consists of:

- **Members:** has grown to 234 education administrators from First Nations communities across Canada.
- **Social Media:** Growing presence with 800+ email subscribers and active social media engagement.
- **Attendees:** 200+ participants at annual conferences, with additional attendees at seminars and professional development events.
- **YouTube:** our channel has garnered 3,767 views across its content, demonstrating engagement from the FNEAA community and beyond.

Demographics:

- The majority are decision-makers in First Nations schools and education systems, with significant representation from principals, administrators, and education directors.
- All regions, including Ontario, Manitoba, British Columbia, and Atlantic Canada, are represented.

8. FNEAA YouTube Channel and Video Library

The FNEAA YouTube channel features critical educational and informative videos about First Nations education, leadership, and STEM (Science, Technology, Engineering, and Mathematics). Content includes conference highlights, panel discussions, workshops, and interviews with experts and knowledge keepers. The channel focuses on Indigenous perspectives and educational contributions, fostering learning and promoting professional development.

The channel has 44 videos and has garnered 3,767 views across its content, demonstrating engagement from the FNEAA community and beyond. Notable videos like "The Gift of Two-Eyed Seeing: Elder Albert Marshall" have over 1,000 views.

The FNEAA video library has 81 videos on various topics, including Townhall Reports and COVID-19 best practices, showcasing how First Nations Education Administrators adapted to the pandemic. Key speakers like Knowledge Keepers Mike Mitchell, Sykes Powderface, and Elder Albert Marshall address mental health, digital learning, and the Two-Eyed Seeing worldview. The library also includes presentations on structural readiness, language revitalization, and youth storytelling, offering valuable insights into Indigenous education and leadership.

Join FNEAA in Advancing First Nations Education

Your sponsorship will directly impact the future of First Nations education by supporting professional development, certification programs, and innovative conferences that bring together education leaders from across Canada. Together, we can strengthen First Nations' control of education and empower the next generation of Indigenous leaders.

Contact: For more information or to customize a sponsorship package, please email or phone us.

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First Nations Education Administrators Association

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