

CHURCHROCK TREATY DAY FAIR COMMITTEE

Sponsorship

INFORMATION & PACKAGE

Titus Jay Nez
3-26-2016

CHURCHROCK TREATY DAY FAIR



It began as a small festival to commemorate the signing of the Treaty of 1868 between the US government and the Navajo people. "I remember the first annual event, it was simple. It was a very moving event, our Chapter President sang a beauty way song and the audience could be heard singing along," remembers Committee President Titus Nez.

Over the years many events have been added to Treaty Day. Events include: Navajo Social Song & Dance, Morning blessing, Commemoration ceremony, Telstar Morning Parade, Outdoor market, Trade Expo, Gourd dance, Miss Churchrock pageant, Night performance featuring Joe Tohonnie Jr., Frybread and watermelon eating contest, Just Move it and a country western dance. Treaty Day is a young event, there are many more years ahead and many more new events to add.

Some accomplishments and success Treaty Day has seen: Guest speakers – Former Navajo Nation President Ben Shelly, Former Navajo Nation Speaker Johnny Naize, Former Mescalero Apache Vice-President Sandra Platero, Former Miss Navajo Natasha Hardy and Former Navajo Nation Vice-President Rex Lee Jim. Night performance hosted by Grammy artist Joe Tohonnie Jr. and White Mountain Apache Crown Dancers. Countless years of public media exposure in the Gallup Independent, Navajo Times, KGAK AM 1330, KYAT 94.5 and KTNN AM 660/FM 101.5. Annually the committee selects outstanding people/groups in the parade as Grand marshal include: Churchrock Chapter President Johnnie Henry Jr., Local community member Richard Beyal, Former Navajo Nation President Ben Shelly, the late Glenn Y. Livingston Korean War Veteran, the late Catherine A. Miller, family matriarch, Former Indian Village Council President/DJ for KGAK radio Richard Beyal and Churchrock Veteran Organization. Living Treasures include: Silversmith Ben Touchine, Rug weavers Rena Lee and Evelyn Johnson and Medicine Man Ernest Becenti Sr. Honoree(s) include: Titus Jay Nez, Former NM State Representative Sandra Jeff and former AZ State Representative Chris Deschene.

Over the years we have also had the privilege and honor to work with our dedicated sponsors. We continue to show gratitude to our annual sponsors: NECA, Fire Rock Navajo Casino and KGAK AM 1330. We also would like to say thank you to our 2015 Sponsors: Rico Motor Auto Complex, T & D Company, Pepsi Cola Co. and the many sponsors through our area. Ahé'héé

As we celebrate our 7th Annual event, we hope you can once more join us in honoring our Treaty and people's 148 years of government, education and success through cultural teachings and language.

LETTER FROM THE PRESIDENT

Yá'át'ééh,

On behalf of the Churchrock Treaty Day Fair Committee we would like to extend our warm appreciation to your company for taking interest in our growing traditional event here in Churchrock, New Mexico. It is with great pleasure we present to you our 7th Annual Churchrock Treaty Days Fair to be held June 24-25, 2016 in Churchrock, New Mexico.

Our event continues to grow yearly and continues to leave positive traditional healing for our people. We take great pride in showcasing our local culture and tradition and see it appropriate to form a local fair. Throughout the last four years we have grown into a local renowned event for our people. From the Navajo Social Song and Dance to the Miss Churchrock pageant, we have got the attention of the general public.

Please take the time to review our Sponsorship opportunities and make an in-valuable decision. By contributing to our Fair, your company will be showcase and be presented to the general public in attendance. We also continue to work with our sponsors who began a mutual partnership since 2010, and thank their continued support of this event. We hope you too can become a proud elite member of the Churchrock Treaty Day Fair.

Thank for you taking the time to address our letter and hope you can join us. We have attached a Pledge form at the end of this proposal, if your company decides to be a part of a growing tradition; please fill it out and submit if back. Thank you very much once more. Ahe'hee



Respectfully,

A handwritten signature in black ink that reads "Titus Jay Nez". The signature is stylized and cursive.

Titus Jay Nez,
President (6 years)

TREATY DAY FAIRGOERS

WHO THEY ARE....

Age: 32 years (mean), 44% are 31-45 years old
Gender: 51% Male, 49% Female
Kids: 69% of Fairgoers have one or more children

WHERE THEY LIVE....

67% rural areas (Churchrock, Springsteads, Pinedale, Iyanbito, Arizona)
31& Town (Gallup, Grants, Page & Holbrook)
2% City (Albuquerque, Farmington, Flagstaff)

HOW THEY EXPERIENCE FAIR....

5.5 Average hours spent
94% Enjoyment (Song & Dance, Joe Tohonnie Jr. performance, Just Move it)

FAIR ATTENDANCE....

Year	Total attendance:
2010	500
2011	600
2012	400
2013	700
2014	1,000
2015	1,500
2016	2,000*

* Estimate for 2016

HOW DID YOU HEAR ABOUT OUR EVENT?

56% Local radio station (KGAK AM 1330)
32% Local newspaper (Gallup Independent story)
11% Internet (Facebook & Website)
1% Word of mouth

WHAT SHOULD WE ADD NEXT YEAR?

Powwow, Gourd Dance, Baby contest, rodeo, mudbogg, more dance groups, battle of the band, more food vendors, carnival and revival.

2016 Treaty Day Sponsorship

WHITE SHELL - \$2,500.00 [2 available]

Recognition as Platinum Sponsor of the 2016 Churchrock Treaty Day Fair.

Logo included in the June Newspaper ad: 20,000+ copied distributed in the weekend edition of the Gallup Independent and other local newspaper throughout Navajo Nation.

Company Logo placed on all flyers

Company logo on all contestant numbers

Logo and full Ad at beginning of Treaty Day Fair magazine (Print & digital)

Logo displayed on Treaty Day Fair website and Official Facebook page

Company name mention at all Treaty Fair events

4 reserved parking at events

8 special seating at all events

8 tickets to annual Banquet & Award ceremony (August 2016)

Up to 3 space (10'x10') space at Trade expo or Outdoor Market

TURQUOISE - \$1,750 [3 available]

Recognition as Turquoise Sponsor of the 2016 Churchrock Treaty Day Fair.

Logo included in the June Newspaper ad: 20,000+ copied distributed in the weekend edition of the Gallup Independent and other local newspaper throughout Navajo Nation.

Company Logo placed on all flyers

Logo and full Ad on Treaty Day Fair magazine (Print & digital)

Logo displayed on Treaty Day Fair website and Official Facebook page

Company name mention at all Treaty Fair events

3 reserved parking at events

6 special seating at all events

6 tickets to annual Banquet & Award ceremony (August 2016)

Up to 2 space (10'x10') space at Trade expo or Outdoor Market

ABALONE - \$1,500 [2 available]

Logo included in the June Newspaper ad: 20,000+ copied distributed in the weekend edition of the Gallup Independent and other local newspaper throughout Navajo Nation.

Logo and ½ page Ad on Treaty Day Fair magazine (Print & digital)

Logo displayed on Treaty Day Fair website and Official Facebook page

Company name mention at all Treaty Fair events

2 reserved parking at events

4 special seating at all events

4 tickets to annual Banquet & Award ceremony (August 2016)

1 (10'x10') space at Trade expo or Outdoor Market

GOLD - \$750 [2 available]

Logo included in the June Newspaper ad: 20,000+ copied distributed in the weekend edition of the Gallup Independent and other local newspaper throughout Navajo Nation.

Company name on Treaty Day Fair magazine (Print & digital)

Company name on Treaty Day Fair website and Official Facebook page

2 tickets to annual Banquet & Award ceremony (August 2016)

2016 SPONSORSHIP OPPORTUNITIES | CHURCHROCK TREATY DAY FAIR

SILVER - \$500 [2 available]

Company name on Treaty Day Fair magazine (Print & digital)
Company name on Treaty Day Fair website and Official Facebook page
2 tickets to annual Banquet & Award ceremony (August 2016)

COPPER - \$250 [4 available]

Company name mention at Miss Churchrock pageant & Navajo Social Song & Dance
(2) Tickets to Banquet and awards ceremony (August 2016)
Mention on Treaty Day Fair Facebook page for sponsorship with Miss Churchrock Pageant & Song and Dance

BLACKJET - \$100 [5 available]

Company name mention at parade award ceremony
(2) Tickets to Banquet and awards ceremony.
Mention on Treaty Day Fair Facebook page for sponsorship with parade

PARADE BANNER - \$150 [3 available] – (Grand Marshall, Living Treasure, Main event banner)

Select one of the three

Logo or name printed on banner as Sponsor
(2) Tickets to banquet and awards ceremony.

OTHER SPONSORSHIP – [available]

The Committee accepts other sponsorship if your company is unable to support our full sponsorship, we will respect and acknowledge your upmost company support for our annual event.

2016 SPONSORSHIP OPPORTUNITIES | CHURCHROCK TREATY DAY FAIR

SPONSORSHIP SIGN-UP FORM

Payment due by June 15, 2016

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ URL _____

Contact Person _____ E-mail _____

*****Check or Money Order payable to: Churchrock Treaty Day Fair Committee c/o Colleen Norton PO Box 549 Churchrock, NM 87311. We honor pledge and payment until received before due date.**

Please select Package(s):

_____ White Shell Sponsorship _____ Turquoise Sponsorship

_____ Abalone Sponsorship _____ Gold Sponsorship

_____ Silver Sponsorship _____ Copper Sponsorship

_____ Grand Marshall Banner _____ Living Treasure Banner

_____ Main Banner _____ Blackjet Sponsorship

_____ Other: _____

How do you want us to present your company information? (History, impact to community etc.) _____

For Committee use only:

Date received _____ Int. _____

Payment type: _____ Check No. _____

Additional Information
