



ALBERTA COMMUNITY INVESTMENT PROGRAM 2015



Canada's largest celebration of National Aboriginal Day. National Aboriginal Day is the official day for all Canadians to learn about and celebrate Aboriginal culture and the diversity of traditions and heritage.

It's a day for all Canadians to come together in understanding and respect. It's a day to support one another and acknowledge the relationship we have together.

The First Nations, Inuit and Métis within our country have made unparalleled contributions to the development of Canada. APTN is the national television broadcaster that represents all Aboriginal people and Aboriginal Day Live (ADL) is when everyone gathers to celebrate.

Seven years ago, APTN took the initiative to spearhead a nationwide agenda in support of National Aboriginal Day - Stronger, larger and category dominant, ADL 2014 showed double digit increases in major marketing categories including attendance, earned media and broadcast audiences making this event one of the fastest growing event properties in Canada.

Today, Aboriginal Day Live & Celebration is not only the single largest celebration of National Aboriginal Day in Canada, but also the largest and most successful in its category in the country. APTN is the only outlet that has resources, experience and the platform to speak with to Aboriginal people. It is the most trusted source of information and in over 11 years of operations knows how to connect with the Aboriginal community throughout Canada. Lead up promotional events, a full day of celebration in two cities and a live broadcast 3.5 hour concert that showcases the very best Aboriginal artists from across the World - and its free to everyone.

APTN, which represents all sectors of Aboriginal Peoples, offers the common ground for corporate and government participants to share in this celebration.

Each year, APTN rotates its satellite stage associated with the live site event, free concert and the national broadcast to a new territory. In 2014, APTN hosted a twin stage in Winnipeg, MB alongside Halifax, NS.

Aboriginal Day Live Concert - National Broadcast The Aboriginal Day Live concert being planned for Winnipeg and Edmonton in 2015 will feature some of the biggest names in Aboriginal music and television, but will also be reflective of the regions.

ADL Concerts have featured and multi-award winning guests from all genres, all regions and all Aboriginal groups.

Saturday, June 20, 2015 is the upcoming date for this property and all eyes will be on Winnipeg, MB and Edmonton, AB as we celebrate the unique cultural diversity of the regions.

APTN Quick Facts

- September 1, 2014 marked the 15-year anniversary of the launch of the first national Aboriginal television network in the world with programming by, for and about Aboriginal Peoples to share with Canadians and viewers around the world.
- APTN speaks to, represents and is accepted by all Aboriginal Peoples.
- APTN is a registered not-for-profit charitable organization.
- APTN does not receive government funding for operations but generates revenue through subscriber fees, advertising sales and strategic partnerships.
- APTN is available in approximately 10-million Canadian households across all provinces and northern territories.



ABORIGINAL DAY LIVE CONCERT

Multiplatform Reach

To broaden the reach, the live concert applies a multi-platform delivery of the Aboriginal Day Live concerts that run simultaneously from each host city.

APTN BROADCAST

The audience reach for ADL through all feeds has doubled for 2014.

An estimated total of 425,000 viewers tuned into the 3.5 hr broadcast on the APTN East, West and HD feeds, an overall 52% increase.

ABORIGINALDAYLIVE.COM AND APTN WEBSTAGE PASS

Strengthening the television and radio media is the planned on-line program associated with ADL. This actually begins earlier in the year as a lead up to the event and provides the interface for Aboriginal Day Live's - Digital Platform. 2014 Total Page Views - 55,177.

LEAD-UP PROMOTION

Included on the site is information about the performance line-up, artist profiles, celebration programming schedules for both cities, contesting and it all ties to social media strategies on integrated platforms.

INTERACTIVE PLATFORM: WEBSTAGE PASS

This is where the audience can find a companion to viewing the live broadcast. The Webstage Pass is an interactive platform that engages viewers' right into the experience of ADL through conversation with the national audience and photo-sharing device called Sharypic. These photos were ingested into Webstage Pass via #ADL2014.

LIVE STREAMING VIDEO

- 4,013 total video streams
- 1,137 unique viewers
- Visits came from Canada, United States, France, Algeria, Finland

SOCIAL MEDIA

- #ADL2014 Hashtag - 3,711,577 unique accounts reached
- Facebook - 273,142 unique users reached
- Twitter - 362 Retweets



GROWING AUDIENCES

- The 3.5-hour broadcast has continued to draw audiences over 200,000 and broke records in 2012 with 262,000 viewers on APTN North, West, East and HD.
- Live Radio (live audio concert feed on all stations) 800,000

ABORIGINAL DAY LIVE & CELEBRATION

Day celebrations

The community celebration hub associated with Aboriginal Day Live is the community celebration event that takes place prior to the live free concert. With the annual celebration deemed a huge success, this strategic platform has enabled the network to make an impact in the broader community.

The event plan is a result of participation from many organizations - anchored from the dynamics of the networks corporate partners and enhanced by community stakeholders in the individual community.



REGIONAL OPPORTUNITIES

Aboriginal Day Live and Celebrations has numerous opportunities available within the Corporate Sponsor family. There are three tiers of sponsorship level and custom additions that can be applied to these levels. APTN works with individual partners to frame a strategy that support the business and community investment goals of the organization.

REGIONAL PRESENTING PARTNER

The Regional Presenting Partner level is the 3rd highest level of corporate profile in all paid and earned media with an exclusive tie to the live ADL national broadcast and commercial inventory.

The Regional Presenting Partner will provide speaking opportunities, VIP as well as premiere positioning within the live site celebration village.

REGIONAL PARTNER

The Regional Partner will have various select media exposure across the ADL &

Celebration platforms. The Regional Partner will be profile within the live site celebration village.

REGIONAL SUPPORTER

The Regional Supporter provides a conservative but effective position within the corporate sponsor family.

The Regional Supporter will have recognition within a reduced amount of select media and a live site celebration village presence in one region.

REGIONAL PRESENTING PARTNER

\$50,000+

POSITIONING & NAME RECOGNITION

The presenter is a top tier position in the Regional ADL corporate family. This section will describe the presenter level of benefits on a regional level.

Inclusion in official ADL composite logo (ADL mark with regional and national presenting partners only)

Corporate name included in all regional marketing communications as:

- Aboriginal Day Live & Celebration presented by (Insert Corporate ID)
- Product Category Exclusivity
- Participation in this property will protect your business/product category for the region

BENEFIT SUMMARY

The following provides an understanding of the scope of benefits that are associated with the partnership. The depth and frequency of the benefits is determined by partnership level.

APTN

- ADL Promotion Campaign: Logo ID by level in the four-week ADL and Celebration leadup campaign of (:30) spots on APTN Feeds - North, East, West, HD.
- Commercial Spot: One (:30) produced spot in run of schedule over lead-up campaign. (Spot supplied by sponsor)

ADL LIVE BROADCAST ON APTN – AIRS ON TV, RADIO AND ONLINE

- Congratulatory message: One (:30s) taped interview of corporate representative embedded into the live broadcast. Messaging to highlight corporate support of Aboriginal Day Live & Celebration and greetings to the National Aboriginal Community. (APTN Produces spot)
- Corporate Identification: Audible and visible corporate brand identification in billboard rotations by level embedded into the ADL exclusive commercial free broadcast.

PAID MEDIA

- The partner will have corporate logo identification by level that will be visible in a primary position in the ADL campaign for the Alberta Region:
 - Mainstream Television Spots
 - Select out of Home media
 - Print advertising

DIGITAL MEDIA

- Aboriginaldaylive.com: Corporate logo identification placement by level on website.
- Logo identification will be on page related to Alberta only.

RECOGNITION LIVE SITE – ALBERTA

- Stage Visibility: Logo recognition at the main stage by way of Jumbo screens. Up to 100 rotations throughout the day (prior to the live concert).
- Site Signage Visibility: Logo recognition on signage displayed in the Celebration area – by level and via map identification.
- Community Celebration Village: Opportunity to have a commercially branded presence at the Celebration and conduct marketing and promotional activities (10'x10' space).

CORPORATE AND VIP PROGRAMS – ALBERTA

- Corporate Volunteerism: Opportunity for employees to volunteer on the ADL event team.
- 10 invitations to the Pre-Concert VIP event with speaking opportunity

EVENT MANAGEMENT

- APTN will support the community outreach platform of the partner.
- APTN will supply a post event report to the partner.





ABORIGINAL DAY
live
& celebration