



**ABENAKI MUSEUM
PARTNERSHIP 2011 PROPOSAL**



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1. History

The Abenaki Museum has been in existence for almost half a century. It was and is the first Indigenous Museum in Québec located in the tourist region of Centre-du-Québec on a strikingly beautiful site near the St.François Rivert in the heart of the Odanak Indian Reserve.

The Abenaki Museum spearheads activities of the Odanak Historical Society and is proud of its achievements in developing tourism and a renewed sense of history and heritage. This non-profit organization was founded in 1964 and administers the Museum by pursuing the promotion of the Abenaki Nation through cultural development and the preservation of its traditions.

The Museum is presently housed in an edifice that underwent total renovation in 2005. Outstanding for its architectural beauty, the structure recalls the past of this Native People, while also evoking their forward-looking commitment and vision of the future.

Besides a multitude of activities offered on site, the Museum actively contributes to cultural exhibitions elsewhere.

Within the setting of the first edition of the *Prix Reconnaissance à l'initiative* de Tourisme Centre-du-Québec, in February 2011 the Museum received a special distinction from the jury in the category of the *Renouvellement de l'offre touristique*. Owing to its unprecedented cultural contribution, the Musée des Abénakis significantly contributes to making the Centre-du-Québec tourism region better known.

Fully aware of its sponsors' need for utmost public exposure, the Abenaki Museum takes pride in presenting its notebook partnership, an initiative developed in close connection with many activities that enable visitors to recreate the experiences of proud former builders and their achievements. Ms. Michelle Bélanger, Museum Executive Director, is coordinating this new initiative.

2. The Sponsorship Concept

The Abenaki Museum offers its future partners visibility governed by agreements having a one-to-five year duration, in all depending upon the chosen category of corporate sponsors.

3. Press review

Here is a sampling of articles on Abenaki Museum activities published in local, regional and provincial medias.

cyberpresse.ca

Publié le 10 janvier 2011 à 14h16 | Mis à jour le 10 janvier 2011

Centre-du-Québec: virée des musées



[Agrandir](#)

Le musée des Abénakis, situé à Odanak, est le plus vieux musée québécois se consacrant à l'histoire des Amérindiens.

PHOTO: FOURNIE PAR LE MUSÉE DES ABÉNAKIS

Simon Diotte
La Presse

Où trouve-t-on un musée consacré aux Abénakis, un deuxième aux grandes religions du monde et un troisième à la protection de la biodiversité? Dans le Centre-du-Québec, cette région qui se trouve entre Montréal et Québec et qui permet donc d'y faire une petite escapade d'une journée, à partir de la métropole. Récit d'une surprenante tournée muséale, entre Sorel et Bécancour.

La Presse : January 10th, 2011, Circulation: 267,000 copies distributed in Province of Qubec

Le Nouvelliste

90e anniversaire | Actualités | Arts & Spectacles | Dossiers | Économie | Faits divers
Vie régionale

Accueil > Le Nouvelliste > Vie régionale > Rive sud > Important projet d'archéologie

Publié le 27 mai 2010 à 08h02 | Mis à jour le 27 mai 2010 à 08h04
Publié le 27 mai 2010 à 08h04

Important projet d'archéologie à Odanak



[Agrandir](#)

On a procédé officiellement hier au début des travaux de fouilles archéologiques qui se dérouleront pendant le prochain mois à Odanak, à proximité du Musée des Abénakis. La photo nous fait voir trois des principaux intervenants de ce projet: de gauche à droite, Michel Plourde, archéologue, Michelle Bélanger, directrice du Musée des Abénakis et Geneviève Treyvaud, archéologue.

PHOTO: ÈVE GUILLEMETTE

Le Nouvelliste : May 27th, 2010, Circulation: 45,000 copies distributed in the Mauricie and Centre-du-Québec Regions

4. Abénaki Museum activities

Cultural events for the coming year:

☀ *Wôbanaki, People of the Rising Sun*

The permanent exhibition makes it possible to discover the cultural and spiritual universe of the Abenakis in cadence with the four seasons, thirteen moons. A multimedia presentation relates the creation of the world as told in the oral tradition of this millenary people. Artifacts, stories and imagery bear witness to valued traditions safe kept down through generations to this day.

In addition to the permanent exhibition, educational activities in conjunction with the Geographic Program, history and education to citizenship under the Ministère de l'Éducation's academic program are open to primary and secondary school students.



☀ *Machinaw8gan: Death in the Circle of Light*

First Nation People conceived death as a natural passage from one existence into another via a perpetual cycle of creation, destruction and transformation. This temporary exhibit, presented as a part of the Médiat-Muse territorial exhibit, Death exhibits worth living to see! pays tribute to life through death. The exhibit delves into Wabanaki mythology, history and customs in the face of death and dying as seen in the visual arts and crafts of contemporary Abenaki artists and in the artifacts of the Abenakis Museum's abundant collection.

This touring exhibition shall be presented at the Mashteuiatsh Amerindian Museum from May through October 2011.





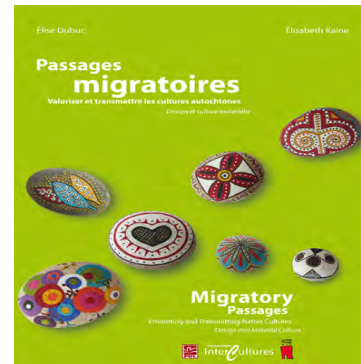
✿ **Carte Blanche**

A review of Carmen Hathaway's career: an Abenaki artist in contemporary visual arts. As a scholarship recipient from the Manitoba Art Council, Carmen Hathaway invites us to discover 40 original work of art: paintings, stained glass, bead-weaving. A temporary exhibition open until October 2011



✿ **Migratory Passages**

Migratory Passages offers a synthesis of creative works made by native artisans of three communities: Odanak Abenakis, Innus from Mashteuiatsh and Innus from Uashat mak Mani-utenam. Presented at the Mashteuiatsh Amerindian Museum, in Yellowknife at the Prince of Wales Heritage Center Museum, and at the Haida Gwaii Museum in British Columbia, this temporary exhibition will wind up its tour at Odanak, where it will be presented up until March 31, 2012.



• Fort Odanak

A 1704 map confirms the presence of an imposing fortress built by and for the Abenakis on Odanak territories, however its exact location has not yet been satisfactorily established. The discovery of this fortress would constitute an historical precedent since it is the only establishment of its kind in North America that provided shelter for a majority of native residents during the 18th century.

In June 2010, two archeologists affiliated with Laval University in Quebec City undertook an archeological survey in order to find the fortress and its buildings. Their research made it possible to highlight two multi-occupational archeological sites. The most important discovery is an arrowhead dating back 4,000 years.

As of August 2011, a three-year archeological project will be undertaken in order to locate the fortress and further pursue research on sites discovered in 2010. An Odanak Fortress and artefacts development project is being planned. The excavation grounds shall be accessible and general public activities shall be presented during the Archéo-Québec Archeological Month. This nationwide activity during the month of August will make it possible to reach out to over 50,000 visitors at various interpretation sites and will be the subject of a highly important media campaign. Theme-oriented educational and cultural activities shall be set in place in order to diversify and enhance our clientele.



5. Media Plan

A six month-plus communications plan was launched in May 2011 and will end in late October 2011.

The media strategy includes the dispatching of presentation folders and over 100 press releases to local media including the bi-weekly *Annonceur* and weekly newspapers such as *Les 2 Rives*, *le Courrier Sud*, *La Voix*, and *Le Nouvelliste* of Trois-Rivières. On a wider scale, press packages are sent to Montréal media such as *Le Devoir*, *La Presse* and *Le Journal de Montréal*, as well as to our collaborators and supporters. In all, this communications plan targets a readership of over 500,000 persons.

Plans are also in the works for purchasing antenna time from : Radio CKBN and Radio CJSO covering over 30,000 listeners.

6. Visitor Turnover

The Abenaki Museum is readily accessible from Montreal, Trois-Rivières and Québec City over the major highways 20 and 40.

Projected annual turnover in percentile is calculated at over 7,000 people, namely 95 % from Québec, 2,6 % from other Canadian provinces, 1.6 % from the U.S.A. and 0,01 % from European countries.

These visitors include a diversity of young and elderly people enthusiastic about discovering a unique historic site providing privileged insights into how native peoples went about their lives in a rural setting and how their economic subsistence was dependent on agriculture.

Pragma Tourism, a consulting firm has pegged tourism economic benefits for the Centre-du-Québec region at over 113,768 million dollars annually. Considering the extensive media coverage that the Museum has at its disposal, it is within reach of a potential audience in excess of 400,000 people.

7. Partnership Categories and Benefits

Five partnership categories are at your disposal to meet your needs: The Memphrémagog Main Partner, The Massawipi Key Partner, The Missisquoi Intermediary Partner, The Mégantic Associate Partner, and The Coaticook Friendship Partner.

Discover the advantages of each of the proposed partnerships on the following pages.

FORT D'ODANAK PARTNER	AVANTAGES
<p>Maximum: 1 Sponsorship: 75 000\$</p>	<ul style="list-style-type: none"> ✿ The exclusivity of seeing your Logo on our communicational and promotional tools during the three-year archeological project: Archeological Month, our Website, press conferences ✿ Exclusive sponsorship of the Archeological exhibit ✿ Private event for the launch of the three-year archeological project: participation to the digs, private cocktail, private meeting with the archeologists ✿ A main exhibition room bearing your name for 5 years (over 35,500 visitors) ✿ The exclusivity of seeing your Logo on our Letterhead on all our correspondence for 5 years ✿ Your Logo on the road-sign of a main highway leading to the Museum ✿ Your Logo on the parking lot sign ✿ Your Logo in main tourist guides for 5 years (over 2,025,000 readers) ✿ Exclusive radio plugs on CKBN and CJSO broadcasting our temporary exhibitions for 5 years and during the three-year archeological project ✿ Your Logo on the Museum poster (local positioning for over 500 copies) ✿ A Banner in the museum entrance for 5 years ✿ A reminder in our lobby for 5 years ✿ A reminder in all press conferences for 5 years ✿ An evening cocktail in your honour during the opening of a temporary exhibition and a personalized slogan, 3 yearly repetitions ✿ Your Logo in our brochure (reaching 10,000 readers) ✿ A full page editorial in the bi-monthly l'Annonceur or weekly Les 2 Rives (your logo and text with pictures of the partner) ✿ A Banner on our Website homepage for 5 years (over 125,000 visitors) ✿ An electronic signature on all our e-mails for 5 years (over 125,000 mailings) ✿ A reminder on the Museum's Facebook page ✿ 25 passes for the Abenaki Museum with meals for 5 years (approximate value \$5,000) ✿ The Exclusivity of the outdoor terrace (company's name) for 5 years ✿ In our benefit events, your logo appearing on all our material and a VIP table for seating 12 people

MEMPHRÉMAGOG PARTNER	REAPING BENEFITS FROM:
<p>Maximum: 2 Sponsorship: \$50,000</p>	<ul style="list-style-type: none"> ✿ A main exhibition room bearing your name for 5 years (over 35,500 visitors) ✿ The exclusivity of seeing your Logo on our Letterhead on all our correspondence for 5 years ✿ Your Logo on the road-sign of a main highway leading to the Museum ✿ Your Logo on the parking lot sign ✿ Your Logo in main tourist guides for 5 years (over 2,025,000 readers) ✿ Exclusive radio plugs on CKBN and CJSO broadcasting our temporary exhibitions for 5 years ✿ Your Logo on the Museum poster (local positioning for over 500 copies) ✿ A Banner in the museum entrance for 5 years ✿ A reminder in our lobby for 5 years ✿ A reminder in all press conferences for 5 years ✿ An evening cocktail in your honour during the opening of a temporary exhibition and a personalized slogan, 3 yearly repetitions ✿ Your Logo in our brochure (reaching 10,000 readers) ✿ A full page editorial in the bi-monthly l'Annonceur or weekly Les 2 Rives (your logo and text with pictures of the partner) ✿ A Banner on our Website homepage for 5 years (over 125,000 visitors) ✿ An electronic signature on all our e-mails for 5 years (over 125,000 mailings) ✿ A reminder on the Museum's Facebook page ✿ 25 passes for the Abenaki Museum with meals for 5 years (approximate value \$5,000) ✿ The Exclusivity of the outdoor terrace (company's name) for 5 years ✿ In our benefit events, your logo appearing on all our material and a VIP table for seating 12 people

<i>MASSAWIPI</i> PARTNER	REAPING BENEFITS FROM:
<p>Maximum: 3 Sponsorship: \$30,000</p>	<ul style="list-style-type: none"> ✿ A temporary ground-floor exhibition room bearing your name for 3 years (over 28,000 visitors) ✿ The exclusivity of seeing your Logo on our Letterhead on all our correspondence for 4 years ✿ Your Logo on the parking lot sign ✿ Your Logo in main tourist guides for 5 years (over 2,025,000 readers) ✿ Exclusive radio plugs on CKBN and CJSO broadcasting our temporary exhibitions for 3 years ✿ Your Logo on the Museum poster (local positioning for over 500 copies) ✿ A Banner in the museum entrance for 4 years ✿ A reminder in our lobby for 4 years ✿ A reminder in all press conferences for 4 years ✿ An evening cocktail in your honour during the opening of a temporary exhibition, 2 yearly repetitions ✿ Your Logo in our brochure (reaching 10,000 readers) ✿ A half page editorial in the bi-monthly l'Annonceur or weekly Les 2 Rives (your logo and text) ✿ A Banner on our Website homepage for 5 years (over 235,000 visitors) ✿ An electronic signature on all our e-mails for 3 years (over 21,900 mailings) ✿ A reminder on the Museum's Facebook page ✿ 20 passes for the Abenaki Museum with meals for 4 years (approximate value \$4,000) ✿ Exclusivity of the outdoor terrace (Company's name) for three years ✿ In our benefit events, your logo appearing on all our material and a VIP table for seating 12 people

<i>MISSISQUOI</i> PARTNER	REAPING BENEFITS FROM:
<p>Maximum: 5 Sponsorship: \$20,000</p>	<ul style="list-style-type: none"> ✦ Seeing a second-floor multi-purpose room bearing your name for 3 years (over 21,000 visitors) ✦ The exclusivity of seeing your Logo on our Letterhead on all our correspondence for 3 years ✦ Seeing your Logo on the parking lot sign ✦ Seeing your Logo in main tourist guides for 5 years (over 2,025,000 readers) ✦ Hearing exclusive radio plugs on CKBN and CJSO broadcasting our temporary exhibitions for 2 years ✦ Seeing your Logo on the Museum poster (local positioning for over 500 copies) ✦ Seeing a Banner in the museum entrance for 3 years ✦ A reminder in our lobby for 3 years ✦ A reminder in all press conferences for 3 years ✦ Your Logo in our brochure (reaching 10,000 readers) ✦ A quarter page editorial in the bi-monthly l'Annonceur or weekly Les 2 Rives (your logo and text) ✦ A Banner on our Website homepage for 3 years (over 142,000 visitors) ✦ An electronic signature on all our e-mails for 2 years (over 15,000 mailings) ✦ A reminder on the Museum's Facebook page ✦ 20 passes for the Abenaki Museum with meals for 3 years (approximate value \$3,000) ✦ Your Logo on the outdoor terrace and use of same for your enterprise once a year for 2 years ✦ In our benefit events, your logo appearing on all our material and a VIP table for seating 12 people

<i>MÉGANTIC</i> PARTNER	REAPING BENEFITS FROM:
Unlimited Sponsorship: \$10,000	<ul style="list-style-type: none"> ✿ Seeing your Logo in two temporary exhibition rooms for 5 years (over 35,000 visitors) ✿ Seeing your Logo on our Letterhead on all our correspondence for 3 years under a heading entitled Annual Proud Partners ✿ Your Logo in main tourist guides for 2 years (over 810,000 readers) ✿ Your Logo on the Museum poster (local positioning for over 500 copies) ✿ A Banner in the museum entrance for 2 years ✿ A reminder in our lobby for 2 years ✿ A reminder in all press conferences for 2 years ✿ Your Logo in our brochure (reaching 10,000 readers) ✿ A quarter page editorial in the bi-monthly l'Annonceur or the weekly Les 2 Rives ✿ A Banner on our Website homepage for 2 years (over 95,000 visitors) ✿ 15 passes for the Abenaki Museum ✿ Your Logo on our outdoor terrace for 3 years ✿ In our benefit events, your logo appearing on all our material and four tickets for attending various presentations.

COATCOOK PARTNER	REAPING BENEFITS FROM:
Unlimited Sponsorship: \$5,000	<ul style="list-style-type: none"> ✿ Seeing your Logo in two temporary exhibition rooms for 2 years (over 14,000 visitors) ✿ Seeing your Logo on our Letterhead on all our correspondence for 2 years under a heading entitled Annual Proud Partners ✿ Your Logo in the main tourist guides for 1 year (over 200,000 readers) ✿ Your Logo on the Museum poster (local positioning for over 500 copies) ✿ A reminder in the museum entrance lobby for 3 years ✿ A reminder in all press conferences for 2 years ✿ Your Logo in our brochure (reaching 10,000 readers) ✿ A Logo reminder on our ads in the bi-monthly l'Annonceur or weekly Les 2 Rives ✿ A banner on our Website homepage for 2 years (over 50,000 visitors) ✿ 10 passes for the Abenaki Museum ✿ Your Logo on our outdoor terrace for 2 years ✿ In our benefit events, your logo appearing on all our material and four tickets for attending various presentations.



8. Sponsor's Public Exposure

Public exposure benefiting sponsoring partners couldn't hope for better top-choice locations, making it possible for sponsors to attract clients from Québec, Canada, the United States and Europe.

The following overview provides insights into the Museum's advertising tools and networks:

- ✿ Over 265,000 tourist guides from the Centre-du-Québec Regional Tourism Association, the Office du tourisme de Sorel-Tracy and the Quebec Aboriginal Tourism Corporation are distributed in Centre-du-Québec's busiest places such as: tourism bureaus, convention centres, hotels & motels, restaurants, Caisses Populaires, schools, etc..;
- ✿ Over 42,500 posters, brochures and tourist maps distributed annually;
- ✿ An average audience of 30,000 tuned into radio stations: CKBN and CJSO;
- ✿ The incomparable cultural tourist attractions of Pierreville and Odanak plus the quality partnership with Le Musée des Religions du Monde (World Religions Museum) in Nicolet.

Official Press Conferences will be held and Sponsoring Partners will be invited to speak.

Various Museum Partner Logos will be exhibited during the Fundraising Campaign and museum activities.

Other press conferences will be held to inaugurate new exhibitions

Ten reasons for forming a partnership with Us

- ✿ You will become active in preserving and enhancing the Museum's collections, plus the creating of an archive open to researchers and other museums.

- ✿ You will play a part in displaying original cultural and educational activities.



- ✿ You will acquire a vested interest in the development of new educational activities in collaboration with the Ministry of Education's program for young Quebecers in primary and secondary schools.

- ✿ Your corporate image will stand alongside a rich cultural institution dedicated to Abenaki heritage.



- ✿ You will partake in the expansion of a leading cultural institution that impacts the entire region of Centre-du-Québec.



- ✿ You will become a stakeholder in the economic growth as well as in the local and regional cultural development of the Centre-du-Québec.



- ✿ You will give a boost to archaeological field workers in documenting how the Abenakis once occupied Quebec territory.

- ✿ You will make it possible for new-comers to discover the true image of a nation that has existed for over a millennium.

- ✿ You will become a part of the presentation of national and international exhibitions.

- ✿ You will become a patron furthering the works of Native artists in contemporary art.