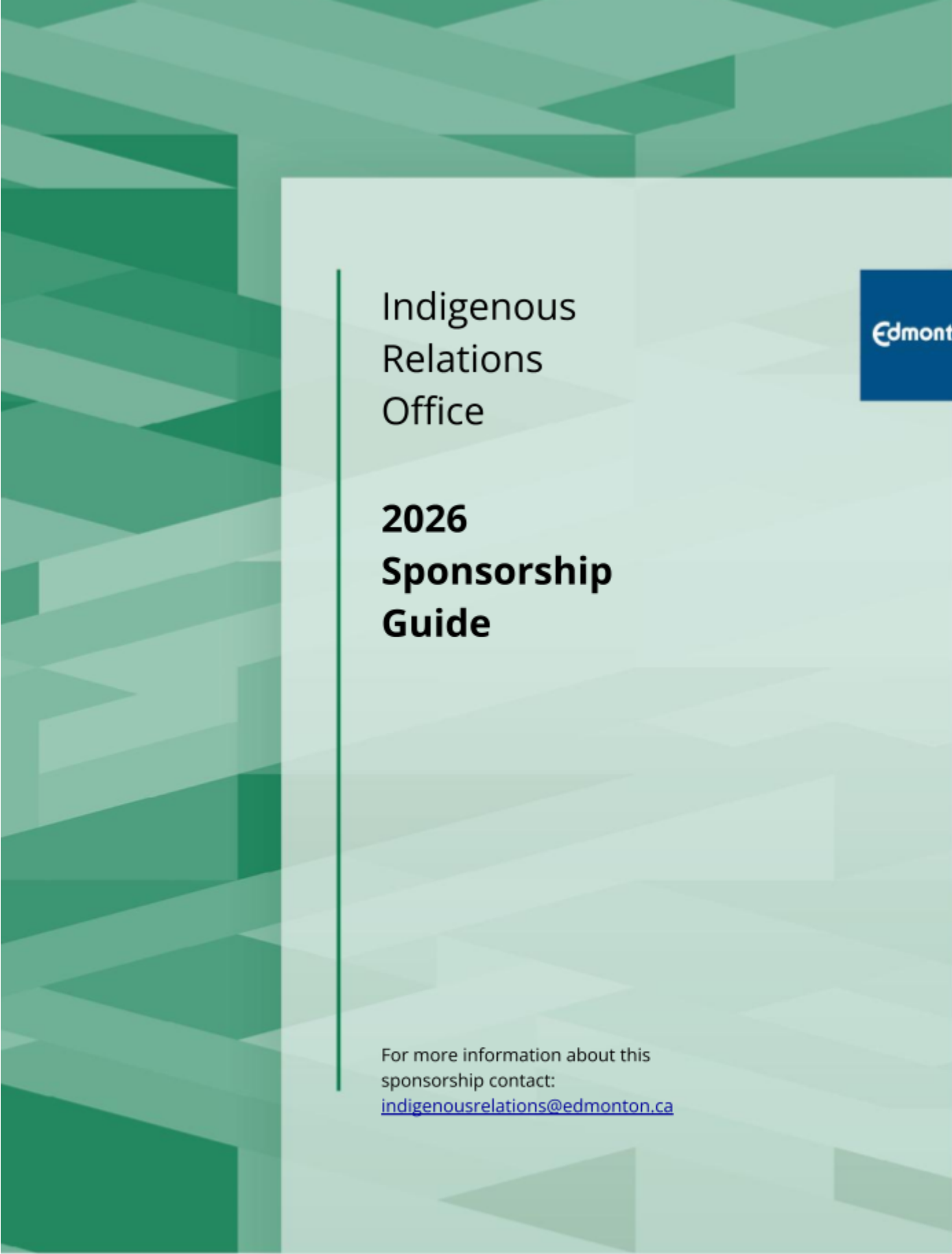




Indigenous Relations Office

2026 Sponsorship Guide

For more information about this
sponsorship contact:
indigenousrelations@edmonton.ca

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Sponsorships Overview

With the Indigenous Framework as our guide, the City of Edmonton is committed to advancing reconciliation and strengthening relationships with Indigenous Peoples. The City of Edmonton acknowledges that Indigenous peoples know what their people need and can deliver culturally appropriate services to their communities. As such, the City has prioritized funding for Indigenous Communities through grants, sponsorships, and subsidies.

The Indigenous Relations Office provides sponsorship funding in alignment with the City's Indigenous Framework, TRC Municipal Response Plan, and Missing and Murdered Indigenous Relatives (MMIR) Municipal Response Plan. Funds are directed towards initiatives that are Indigenous-led, support healing and cultural revitalization, and address impacts of systemic inequalities.

Events must be held within the greater Edmonton area.

Sponsorships Priorities

This funding prioritizes Indigenous-led events or activities that align with one or more of the pillars of action outlined in the City's TRC and MMIR Action Plans:

- **Awareness:** Events and activities that help people learn about the effects of residential schools and colonization on Indigenous communities, especially on women, girls, and people who identify as 2SLGBTQQIA+. This includes truth-telling about systemic racism, gender-based violence and oppression, and the ongoing crisis of Missing and Murdered Indigenous Women, Girls, and Two-Spirit people (MMIWG2S+).
- **Addressing:** Activities and events that deal with the effects of residential schools, violence related to colonialism, and ongoing discrimination. Also to prioritize safety, justice and healing for MMIWG2S+ survivors and their families by supporting community led and culturally grounded solutions.
- **Resurgence:** Events and initiatives that support the reclamation of culture, knowledge, language and autonomy of Indigenous communities. Through the restoration of traditional knowledge and kinship systems, Indigenous groups and Nations can strengthen protections against violence and foster collective healing.
- **Advocacy:** Indigenous-led initiatives and events that work to advocate for change within institutional and governmental bodies that respond to the 94 Calls for Action and or 231 Calls for Justice.

Eligibility

Applicant:

Applicants must be in good standing with the City of Edmonton. This means that the organization does not have any outstanding reports and is not in arrears of payments to their City of Edmonton accounts.

Eligible applicants will include:

- Organizations registered for at least one-year and in good standing with the incorporating body (Alberta Society, Non-profit Private Company, Non-profit Public Company, Extra Provincial Non-profit Company, For-profit Company), such as:
 - Indigenous-led organizations; or
 - Educational Institution; or
 - Local grassroots group that has a fiscal agent that meets the above eligible category. (If the applicant is awarded funding through this sponsorship program, the fiscal agent must agree to act on the applicant's behalf to sign a funding agreement with the City and to receive, administer and report on the funding).
- First Nations, Métis or Inuit Community.
- Organizations must be located in the greater Edmonton area.

To be Indigenous-led, means the organization must have:

- Majority (minimum of 50%) of the board, management, and staff/volunteers identifying as Indigenous (First Nations, Métis, Inuit)
- Indigenous cultures central to history and development of the organization, its governance and daily operations
- Provide programs and services that reflect the cultures and traditions of the First Nations, Inuit, and/or Métis communities that call Edmonton home

NOTE: Additional consideration will be given to proposals led by or that include the participation of Indigenous-led organizations

Funding Criteria

- Demonstrate alignment with one or more of the funding priorities
- Demonstrate the ability to provide recognition in a manner that enhances the reputation of the City, including but not limited to the use of the City of Edmonton logo.
- Demonstrate the ability to acquire and maintain comprehensive event insurance coverage for the dates and venue of the event with the City of Edmonton listed as an “Additional Insured”
- The event must be held within the greater Edmonton area (*an exception to location may be made for cultural and ceremony purposes at the discretion of the Indigenous Relations Office*).

Eligible Expenses

Examples of eligible expenses may include, but are not limited to:

- Cultural protocol
- Honorariums
- Wages for event staff, artists, performers, etc
- Venue costs
- Event insurance
- Volunteer support
- Catering and food expenses
- Marketing and promotion expenses related to the event
- Other production/event costs

Ineligible Expenses

Ineligible expenses include, but are not limited to:

- Prize money
- Award costs
- Alcohol purchases
- Capital expenses

Assessment Criteria

Applications are assessed based on the following criteria:

- Organizational eligibility
- Alignment to the sponsorship priorities
- History of the organization and event in Edmonton
- Benefit to the Indigenous community
- Responsiveness to community need
- Detail provided in the funding request, including but not limited to the event budget
- Proposed recognition for the City
- Event access (free events versus charging to attend or participate)

NOTE: Additional consideration will be given to proposals led by or that include the participation of Indigenous organizations

Timelines

Funding is limited and the City reserves the right to accept applications on a first-come, first-served basis. Incomplete and/or ineligible applications will not hold their place in the queue.

Intake # 1 - For events occurring from January to June

Application intake is from December 8, 2025 until February 18, 2026.

Intake # 2 - For events occurring from July to December

Application intake is from April 1, 2026 until June 1, 2026.

Applications will be reviewed and organizations will be notified of the decision **within 4 - 8 weeks**.

Final Reporting

Within 90 days of the completion of the event or initiative, successful applicants and any identified partners will be responsible for reporting on the progress of their work, including:

- Event activities
- Alignment to sponsorship priorities
- Proof of recognition
- Participant Information

For more information about the program, please contact indigenousrelations@edmonton.ca.

Disclaimers:

Whether to provide a sponsorship will be a purely discretionary decision on the part of the City. The City may refuse to issue a sponsorship for any reason. In addition, sponsorship is always subject to funding approval, and sponsorship may no longer be issued if funding is no longer available or if there is a question of whether there is sufficient funding remaining in the program. There is no appeal from any decision on whether to provide a sponsorship.

The City reserves the right to make decisions and award funding to projects in its sole discretion. Decisions are final, and the amount of funding commitment by the City may vary in the City's sole discretion.

Please note, at minimum and without limitation, the City reserves the right to withhold payment of sponsorship funding where:

- The Applicant has made any material misrepresentation or provides any materially false or materially misleading information to the City;
- The Applicant or any associate or affiliate entity of the Applicant is in arrears on any payment or reporting obligation to the City under the terms of any other agreement made with the City;
- The Applicant has outstanding amounts owing to the City due to property taxes that are past due or in arrears;
- The Applicant is in litigation with the City over any matter;
- The Applicant is or becomes bankrupt, insolvent, commits an act of bankruptcy, makes a general assignment for the benefit of creditors, has a receiver or trustee appointed, or ceases to function as an active legal entity under the laws of Alberta; or,
- The Applicant is or becomes the subject of a Canada Revenue Agency judgment or tax lien