



## **11<sup>th</sup> Annual International Conference of Indigenous Archives, Libraries, and Museums October 8-11, 2018 (Monday-Thursday), Mystic Lake Center, Prior Lake, Minnesota**

### **EVENT AND MERCHANDISE SPONSORSHIP**

As the largest and most representative non-profit membership organization serving the interest of tribal cultural institutions, the Association of Tribal Archives, Libraries, and Museums (ATALM) takes the lead on national policy issues, serves as a liaison between tribal and non-tribal institutions, disseminates information about resources and opportunities, promotes the value of cultural institutions, provides a forum for developing action plans for addressing common issues, conducts studies, prepares reports on issues related to the TALM field, and provides training tailored to the culturally-specific needs of indigenous TALM staff members and volunteers. Through its training programs, resource sharing, and networking, it is estimated that ATALM has more than 600,000 interactions with people each year.

Since 2007, ATALM has sponsored annual conferences that help build the institutional capacity of Native cultural institutions. The conferences are held at tribally-affiliated locations and are typically attended by 700 people from almost every tribal institution in the United States, as well as representatives from Australia, New Zealand, Canada, and other countries. ATALM conferences have gained a reputation for being the best of their kind at providing culturally relevant and applicable training for attendees. Of significance, the events provide an unparalleled platform for furthering communication and collaboration between tribes and the broader community.

The platform of knowledge sharing and support provided by ATALM is unique, both in size and scope. The conferences provide certificate-based training programs, hands-on labs, listening sessions, programs for emerging professionals, and social opportunities that enable attendees to build new connections.

An independent evaluation conducted by Harvard University and the Native Nations Institute of ATALM programs from 2007-2011 found that:

- 97.7% of attendees experienced a significant level of improvement in skill levels;
- 94.3% were able to establish or expand professional networks;
- 99.2% improved their job performance;
- 97.6% had a renewed enthusiasm for their jobs;
- 95.1% ranked the conferences as better at meeting their needs than other training events; and
- 98.3% indicated they would attend future ATALM-sponsored events.

Studies conducted by ATALM have found that 85.8% of conference attendees have no institutional budget to cover the cost of training. Acknowledging this, ATALM keeps its registration fees as low as possible. In addition, ATALM seeks sponsorships to provide scholarships and support for attendance at special cultural events held in the evening. Primary financial support for the conferences is provided by the Institute of Museum and Library Services.

*All contributions are tax-deductible. For additional information, or to discuss ways ATALM can tailor its benefits to better meet your needs, please phone Susan Feller, President/CEO at 405-401-8293 or email [president@atalm.org](mailto:president@atalm.org).*



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### EVENT SPONSORSHIP OPPORTUNITIES

#### \$1,000 Sponsorships

- **Scholarships** – Scholarship sponsorships begin at **\$1,000** and are used to support registration fees (\$350), four nights shared lodging (\$400) and a travel stipend (\$250) for one attendee. Scholarship sponsors will be recognized in the conference program book and receive a complimentary ticket to any special event.
- **Pens or Notepads** – These items are placed in the conference tote bag and are used throughout the conference by attendees. Merchandise sponsors will have logos on each item and receive one complimentary ticket to any special event.

#### \$1,500 Sponsorships

- **Pre-Conference Hands-on or Interactive Workshops** – Eleven full-day workshops are offered. Sponsorship per workshop is **\$1,500** and helps cover the cost of audio-visual, presenter stipends, and materials.
- **Hands-on Conservation Labs** – Twenty seven labs will be offered over the two days of the conference. The labs provide tangible skills in areas such as care of photographs, cleaning feathers, repairing books, making museum mannequins, caring for textiles, and other subjects. Sponsorship per workshop is \$1,500 and covers the cost of supplies and printed materials.
- **Pre-Conference Tours** – Four tours to indigenous cultural sites are offered. Sponsorship starts at **\$1,500** per tour and helps support the cost of the bus, admission fees, lunch, and snacks.
- **Opening Ceremony** – The opening ceremony takes place on Wednesday, October 10 at 9:00 a.m. Sponsorship is \$1,500 and includes honorariums for an elder to perform a blessing (\$350), a cultural group (\$500), an honor guard (\$500) and breakfast for the elder, performers, and honor guard (\$150).
- **Closing Ceremony** - The Closing ceremony takes place on Thursday, October 11 at 5:00 p.m. Sponsorship is \$1,500 and includes an honorarium and expenses for the keynote speaker and a small honorarium for the honor guard to return to retire the colors.
- **Latte mugs, water bottles, or goody bags** – Collectable latte mugs and water bottles are presented to each attendee. Latte mugs are filled with snacks and inserted in glassine bags and tied with ribbons. Goody bags are used throughout the conference for tours, evening events, and special functions.

Benefits at the \$1,500 level include:

- Logo recognition next to the event in the program book.
- Signage at the event
- Public recognition at the event
- Logo on merchandise sponsored
- Two complimentary tickets to a special event

## \$2,500 Sponsorships

- **Professional Development/Career Fair** – This event takes place on Tuesday, October 9 from 5:30 to 7:00 p.m. at the Mystic Lake Center and is intended to help emerging professionals connect with internships, fellowships, and other opportunities. Representatives from the National Museum of the American Indian, the Getty Museum, the Heard Museum, the Wheelwright Museum, the Peabody/Essex Museum, Field Museum, Denver Art Museum, Newberry Library, University of Oklahoma, Midwest Art Conservation, Minnesota Historical Society, Canadian Museum of History, School for Advanced Research, American Philosophical Society, the Institute of American Indian Arts, and others will be on hand to discuss opportunities. Approximately 200 people are expected to attend. The \$2,500 sponsorship will help cover the cost of materials and refreshments.
- **Guardians of Lifeways and Culture International Awards Luncheon** – This luncheon takes place on Wednesday, October 10 at 12:00 noon at the Mystic Lake Center. During the event, seven organizations and/or individuals are honored with awards. Approximately 600 people are expected to attend. The \$2,500 sponsorship will cover the cost of the awards and other related expenses.
- **Honoring Luncheon** – This luncheon takes place on Thursday, October 11 at 12:00 noon at the Mystic Lake Center. During the event, a notable person is honored. Past honorees include Chief Wilma Mankiller, Senator Ben Night Horse Campbell, Dr. Scott Momaday, Dr. Henrietta Mann, LaDonna Harris, and others. This year's honoree has not been announced. Approximately 600 people are expected to attend.

Benefits at the \$2,500 level include:

- Logo recognition next to the event in the program book.
- Signage at the event
- Public recognition at the event
- The opportunity to provide a spokesperson to address event participants
- Four complimentary tickets to a special event or luncheon
- Half-page ad in the program book

## \$5,000 Sponsorships

- **Evening Events** – Two evening events are planned. The first will take place on Wednesday, October 10<sup>th</sup> at the Minnesota Historical Society and will honor Clyde Bellecourt on the 50<sup>th</sup> anniversary of the American Indian Movement. Food will be provided by the Sioux Chef. The second event will take place on Thursday, October 11 at the Mystic Lake Center and will feature a performance by the 1491s, a Native comedy group. Both events are open to the public. Approximately 350 are expected at each event. The \$5,000 sponsorship per event helps cover the cost of buses and honorariums.

Benefits at the \$5,000 level include:

- Logo recognition next to the event in the program book.
- Signage at the event
- Public recognition at the event and the conference opening ceremony
- Four VIP complimentary tickets to the event
- Invitation for up to six people to attend opening ceremony, honoring luncheons, and closing ceremony to be recognized as a conference sponsor, as well as an opportunity to be seated at the Board Chair's table.
- The opportunity to provide a spokesperson to address event participants
- Prominent display of sponsor logo on event invitations and all conference materials such as tote bags, programs, websites, advertising and other promotional material
- One information booth/table in event exposition area with the opportunity to disseminate sponsor collateral materials or
- Full page, full-color ad in the conference program book



## BOARD OF DIRECTORS

### GOVERNING BOARD

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- Mary Ellen Meredith, Treasurer, President Emerita, Cherokee Heritage Center
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- Tim Tingle, Author, Choctaw Nation of Oklahoma
- Della Warrior, Director, New Mexico Museum of Indian Arts and Culture

## MISSION

The Association of Tribal Archives, Libraries, and Museums (ATALM) is an international organization that serves the needs of those who work to protect and advance cultural sovereignty.

## ATALM WORKS TO:

- Raise public awareness of the contributions and needs of indigenous cultural institutions through its international network of partners, both indigenous and non-indigenous;
- Provide culturally responsive services and programs through regional and national training events, web resources, and individual consultations;
- Partner with national organizations that provide training and services related to archives, libraries, and museums to incorporate indigenous perspectives into programs and services; and
- Serve as an advocate for indigenous cultural institutions with tribal leaders, funders, and government officials.

## VISION

ATALM will ensure that every tribal nation will have its own archive, library, and museum to house locally its historical photographs, literature, songs, stories, and language recordings; its treaty documents, legal histories, historical data, ethnographies, and traditional information pertaining to each tribe. This critical body of knowledge—along with oral traditions and traditional art and artifacts—will be preserved and made readily accessible in a central locale and in a culturally appropriate manner. Materials will be housed in appropriate facilities and managed by professionally trained staff, thereby ensuring the political and cultural survival of tribal peoples in the 21st Century and beyond.

## GUIDING PRINCIPLES

- To operate from a position of integrity and accountability.
- To be the very best stewards of funds available to us.
- To be effective and passionate advocates for the cultural sovereignty of all indigenous nations.
- To be inclusive, respectful, and welcoming of everyone.
- To support the efforts of organizations that work to meet the needs of tribal archives, libraries, and museums.
- To have diversity in our officers and board.
- To strive for excellence in everything we do.