
Bears' Lair Sponsor Opportunities Overview

BEARS' LAIR YOUTH DREAM CAMPS



BEARS' LAIR TV SERIES



On behalf of the Bears' Lair team, we are very grateful that you are considering supporting our first year of producing and promoting the Bears' Lair TV Series, our Resource Den and capacity-building events such as Indigenous Youth Entrepreneurship Dream Camps.

With excitement growing about the national, primetime broadcast of nine weekly episodes of Bears' Lair TV on APTN from mid-September to early November this year, are excited to explore ways to align people and resources that can help us work towards our mission to:

Feed the Spirit of Indigenous Business Across the Nation.

If you have questions or ideas, please email our team at (info@BearsLairTV.com), contact our Marketing Manager Kristin Kozuback at 604-783-8304, or call me to explore opportunities!

In honour and respect,

Geena Jackson ('Tsetasiya')

Bears' Lair TV Executive Producer and CEO, Sparkly Frog Clan Productions

Phone: 604-306-7736

The Bears' Lair Team is working on the unceded traditional territories of the Coast Salish Peoples of the xʷməθkʷəy̍əm (Musqueam), Skwxwú7mesh (Squamish), Stó:lō and Seíilwətaʔ/Selilwitulh (Tsleil-Waututh) Nations.

Let's work together to 'Feed the Spirit of Indigenous Business Across the Nation'

Every sponsor contribution helps us to provide a wealth of information and inspiration to emerging and established Indigenous entrepreneurs of all ages and stages of imagining, launching and growing their own business or social enterprise..

The next few pages outline various marketing activities and promotional services that the Bears' Lair Team leads on behalf of our **Visionary and Leadership Level Sponsors**.

Through these three interconnected components of Bears' Lair, we can showcase your organization's initiatives and work to co-create webinars, stories and content to feature in:

1) **Indigenous Youth Entrepreneurship Dream Camps**

A 3-day 'Indigenous FUNdamentals' training program and follow-up Graduation/Recognition Ceremony delivered in communities across the nation to Youth ages 12 to 18.

2) **BearsLairTV.com website and its Resource Den**

Multiple social media channels and Sponsor sections in our website, *Bears' Lair Newsletter* and Resource Den.

3) **BearsLairCommunity Events and Outreach Activities**

Sponsor recognition on signage, marketing materials and presentations used at in-person and virtual events throughout 2022, such as networking events, Youth Dream Camp fundraisers and Bears' Lair TV Series promotional events.



We look forward to exploring ways to align our messages to recognize Sponsors and #ReconciliACTION champions. The Bears' Lair team can help to make new connections, strengthen relationships and directly support Indigenous entrepreneurs and communities.

Overview of the Interconnected Elements of Bears' Lair



1. Feeding the Spirit of Indigenous Business in Youth:

INDIGENOUS YOUTH ENTREPRENEURSHIP DREAM CAMPS

In 2015, the Bears' Lair Executive Producer (Geena Jackson) and Marketing Manager Kristin Kozuback of Spiritlink Communications hosted a 3-day Indigenous Youth Dream Camp and follow-up Awards Celebration for the Squamish Nation. We created a youth-focused Business FUNdamentals curriculum and selected trusted business Coach/mentors to lead Youth teams.



[CLICK to watch a brief video from the Squamish Nation 'Youth Dream Camp Experience'](#)

One of the Bears' Lair TV Series Thunderbird Level Sponsors shared a personal story about the positive impact that the Youth Dream Camp had on her daughter and their family,...

"I don't know if you remember, but my daughter participated in your Indigenous Youth Dream Camp that you held at the Squamish Nation over one weekend back in 2015.

*She was so eager to get to class every day, enjoyed learning the business basics and decided that she would continue on to university after high school. **She loved and absorbed the whole experience.***

I'm thrilled that she's now in her 2nd year of her Business Admin degree. That Dream Camp experience definitely inspired her!

I will forever be grateful for the inspiration you provided to her!



Her story motivated Geena and Kristin to rethink the idea of hosting more Youth Dream Camps to inspire Indigenous Youth to stay in school, continue on to higher education, explore business careers and to consider self-employment on their path to self-reliance.

Once the Bears' Lair TV series moved into post-production this spring, we started developing **Youth Dream Camps to provide up to 25 Indigenous Youth ages 12 to 18** in communities with inclusive, culturally-responsive and inspiring spaces to explore the world of entrepreneurship and small business. We manage all of the details so Indigenous Youth:

- ✓ Enjoy three fun-filled days of Interactive training, hands-on learning activities, healthy meals and chances to win prizes by tackling five 'Team Business Challenges.'
- ✓ See Indigenous business role models and business successes through an Indigenous lens.
- ✓ Develop FUNDamental basic business knowledge and a range of 21st Century Literacy Skills woven into our culturally-relevant curriculum.
- ✓ Make valuable connections with other inspiring local Indigenous Youth, gain insights from local guest speakers and work with expert Youth Team Coach/Mentors.
- ✓ Expand their network of community contacts, service providers and diversity/inclusion champions from our Sponsor organizations who are committed to supporting their education, employment and self-employment journeys towards self-reliance.

Dream Camps are an excellent opportunity for organizations to directly support Youth who are eager to better understand the world of business, develop valuable social skills and learn ways to prepare to launch a new venture on their journey towards self-reliance.

ABALONE and COPPER Level Sponsors can align Youth-focused posts with our social promotion of Dream Camps and contribute content that can be woven into our training.

THUNDERBIRD Level Sponsors of Dream Camps receive top recognition on event signage, social media, hoodies given to the Youth and a custom 'Dream Camp Experience Video.'

2. BEARSLAIRTV.COM WEBSITE AND RESOURCE DEN

The Bears' Lair website and its ever-evolving Resource Den are the heart and home of the Bears' Lair Community. We include Sponsor logos, profiles and content on our website, newsletter and can showcase your own events and co-created webinars in our Resource Den calendar we will launch this fall.



All Sponsors will benefit from the anticipated increase in posts and site traffic throughout this fall winter as the Bears' Lair TV series is promoted by APTN and gains traction through additional social media and press coverage.

ABALONE and COPPER Level Sponsors are recognized in Sponsor sections of our website, feature posts and stories in Bears' Lair News. Submit events or contribute content to our Resource Den, and can introduce your organization and initiatives with a webinar or 'town hall session' that we can host, promote and record...then you can choose if it's kept private or shared.

THUNDERBIRD Level Sponsors receive top listings on Sponsor sections of our website and newsletter, additional feature stories and webinars throughout the year and a significant boost as their logo and name are included in registration forms, posts, slides and videos of 'your' Youth Dream Camp in a community of your choice.

3. BEARS' LAIR COMMUNITY EVENTS AND OUTREACH ACTIVITIES

We showcase our Sponsors on event signage, marketing materials and presentations used at in-person and virtual events throughout the year.. Get a wealth of exposure through as we participate at conferences and networking events and host Youth Dream Camp fundraisers and promotional events related to the Bears' Lair TV Series.

ABALONE and COPPER Level Sponsors receive various forms of logo and name recognition on event signage, slideshow presentations and print materials used at events, shared in our Resource Den calendar, included in our newsletter and emailed to our extensive contact list.

THUNDERBIRD Level Sponsors often receive more prominent logo placement and name recognition, plus a wealth of print exposure on signage and marketing materials used at their Dream Camp or an 'exclusive' networking event / focus group we can coordinate (if preferred).

Find full details about the range of marketing benefits and promotional opportunities that we offer to Thunderbird, Copper and Abalone Level Sponsors in our **[SPONSOR BROCHURE](#)**..

Contact the Bears' Lair leadership team by email at info@BearsLairTV.com, call our Marketing Manager Kristin at 604-783-8304 or call our CEO Geena at 604-306-7736 to explore ways you can help us to "Feed the Spirit of Indigenous Business Across the Nation" this year!