

The North Carolina Museum of History presents

An online  
experience

25<sup>th</sup> Annual  
**American  
INDIAN**

HERITAGE CELEBRATION



NORTH CAROLINA  
MUSEUM OF HISTORY

*A Smithsonian Affiliate*

A celebration  
25 years in  
the making . . .

The North Carolina Museum of History has hosted an **American Indian Heritage Celebration** every November for a quarter century. This year, however, will be brand new, because the festival will be online. As a result, visitors all across the state—and beyond—can stay safe and enjoy the richness and diversity of North Carolina's American Indian community from the comfort of their own homes or classrooms.

American Indian heritage in the land we call North Carolina has very deep roots—in fact, Native peoples have lived in the region for over 14,000 years! And, they continue to have a strong presence in the state today. With a population of more than 120,000, we have a larger number of American Indians than any other state east of the Mississippi River. The state currently recognizes eight tribes: the Coharie, Eastern Band of the Cherokee Nation, Haliwa-Saponi, Lumbee, Meherrin, Occaneechi Band of the Saponi Nation, Sappony, and Waccamaw Siouan. Each has a unique history. Each has a fascinating story.

November 20-21 2020



# Community Support

North Carolina has the seventh-largest American Indian population in the nation.

The North Carolina Museum of History works with the state Commission of Indian Affairs and representatives from the eight state-recognized tribes, as well as four state-recognized Urban Indian Organizations, to host the annual event during Native American Heritage Month. This year's online celebration will be held on Friday, November 20, from 9:30 a.m. to 3:30 p.m., and Saturday, November 21, from 11:30 a.m. to 4 p.m.

During those times, a virtual audience can see American Indian dancers, musicians, storytellers, and a variety of presenters who will celebrate their cultures with a wider North Carolina audience. Presentations—some live-streamed, others prerecorded and available on demand—will include dancing, music, drumming, history, storytelling, demonstrations by master craftspeople, language lessons, foodways, and more.



One of the aims of **American Indian Heritage Celebration** is to interpret the history of people whose experiences have been underrepresented and often misrepresented in museums. By working with representatives from American Indian communities, the Museum of History has helped to break down some of those cultural barriers and increase awareness of history from multiple perspectives. The tremendous public response to these festivals indicates broad community interest. In the past, the annual celebration has attracted more than 14,000 people to the museum from all across the state.



## Investing in North Carolina's Past, Present, and Future



Culture resides in the places, objects, and people that preserve and communicate our collective identity, knowledge, and experience. Our cultural heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Supporting the museum's **American Indian Heritage Celebration** is making a worthwhile investment in the state's cultural heritage and ensuring its continuation for many years to come. *Your contribution is your vote towards valuing and honoring the diverse communities within our state and recognizing their continued importance.*

## Sponsorship Benefits and Funding Levels



Sponsorships are available at many levels. As a sponsor of the **American Indian Heritage Celebration** this year, you will receive recognition on festival marketing materials, including the festival's web page, any paid TV and radio spots, print and electronic publications, and social media, and your logo will be prominently placed on promotional materials. In addition, your agency will be recognized in the festival's 25th anniversary video and as part of each live-streamed event's welcome. Together with the celebration sessions that are prerecorded and available on demand for future viewing—your sponsor credit could be seen by thousands of people for years into the future!

"I learned about many amazing people in North Carolina . . . people they fail to teach you about in school—people that are hardly mentioned in the books."

—AIHC Attendee



## 2020 American Indian Heritage Celebration Funding Levels

### Hawk (\$5,000 and up)

- Sponsor is eligible for corporate recognition, including sponsor name on donor wall in the museum, invitation to special events, 20-percent discount in Museum Shop, and other benefits
- A curator and/or community expert will provide 1 virtual presentation for the sponsor's company
- Company receives 1 one-year Sky Meadows Circle membership to the Smithsonian National Museum of the American Indian
- Sponsor logo and tagline will be displayed full-screen as part of event live-streams, which will become on-demand videos for future viewing
- Sponsors highlighted in weekly museum e-newsletters from October through November 2020
- 4 special social media thank-yous
- Sponsors highlighted in promotional e-blasts that are sent to thousands of recipients
- Certificate of appreciation
- Sponsors listed in event news releases
- Logo and text on museum's event web page with links to sponsor's website



### Wolf (\$2,500-\$4,999)

- Sponsor logo and tagline will be displayed full-screen as part of event live-streams, which will become on-demand videos for future viewing
- Sponsors highlighted in weekly museum e-newsletters from October through November 2020
- 4 special social media thank-yous
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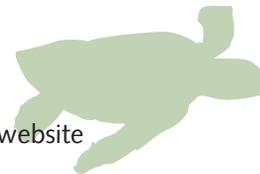
### Bear (\$1,000-\$2,499)

- Sponsors highlighted in weekly museum e-newsletters from October through November 2020
- 4 special social media thank-yous
- Sponsors highlighted in promotional e-blasts that are sent to thousands of recipients
- Certificate of appreciation
- Sponsors listed in event news releases
- Logo and text on museum's event web page with links to sponsor's website



### Turtle (\$500-\$999)

- Sponsors listed in event news releases
- 2 special social media thank-yous
- Logo and text on museum's event web page with links to sponsor's website



Funding Levels

Please consider how we can best partner for this worthy event!

For more information on the festival, visit [NC-AIHC.com](http://NC-AIHC.com).

For more information on sponsorships, contact Cathy Dobbins: 919-814-6987 or email [cathy.dobbins@ncdcr.gov](mailto:cathy.dobbins@ncdcr.gov).