

**OUTSIDE
LOOKING IN**

PRESENTS



CANADA'S LARGEST

**INDIGENOUS
YOUTH
PERFORMANCE**

FRIDAY MAY 12 + SATURDAY MAY 13, 2023

2023 Sponsorship Package

Dear Supporter,

Outside Looking In (OLI) is pleased to announce the 16th annual production of **Canada's Largest Indigenous Youth Performance** which celebrates hundreds of Indigenous youth from across Canada.

Imagine the joy on the faces of these Indigenous youth as they leave their home communities, some for the first time, to join their peers from across the country for two weeks of unforgettable experiences, culminating in performing live for thousands of audience members.

With your help, OLI youth will experience the transformative power of the arts.

This year **Canada's Largest Indigenous Youth Performance** will be taking place on Friday May 12, 2023, and Saturday May 13, 2023 at Meridian Hall in Toronto, ON. The showcase offers audiences the opportunity to witness the remarkable achievements of our program participants throughout the year, and to learn about Indigenous culture through dynamic and engaging dance performances from 250 youth participants from 13 Indigenous communities across Canada.

We are looking to your organization to join us in supporting these incredible young people by making a contribution towards **Canada's Largest Indigenous Youth Performance**. Your sponsorship plays a vital role in making this year's production possible. By supporting these youth, you will help them achieve their full potential and become leaders in their communities.

Sponsoring OLI's annual showcase is a chance for you to demonstrate your commitment to Indigenous youth and their empowerment. We have several sponsorship levels available, and we can work together to customize the level best suited for your organization.

Together, we can create a brighter future for Indigenous youth across Canada. By supporting OLI, you will make a difference in the lives of these young people, helping them gain the confidence, skills, and knowledge they need to succeed.

On behalf of OLI and all our youth participants, we would like to express our heartfelt gratitude for your consideration in sponsoring this year's showcase. Your generosity and support will make a lifelong impact in the lives of Indigenous youth, shaping their futures and communities for generations to come.



Tracee Smith, Founder & CEO

(855) 946-5448 • info@olishow.com

**Empowering Indigenous youth today,
to create their own tomorrow.**



About OLI

Mission: Outside Looking In supports and empowers Indigenous youth to thrive through experiential education that inspires youth to engage in self-expression, embrace challenges, and shape their path to success.

Outside Looking In (OLI) is an Indigenous-led charitable organization with a demonstrated track record of supporting and empowering Indigenous youth from high school to their career path of choice. For the last 16 years, OLI has worked extremely hard to become a proven, sustainable model in addressing systemic social and educational challenges faced by Indigenous youth, having served over 30 communities, and impacted the lives of over 10,000 youth.

Through the power of the arts, our programs inspire Indigenous youth to continue and complete their education. Teachings about long-term commitment, accountability, responsibility,

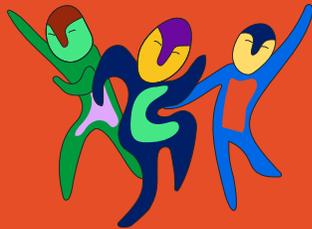
and financial literacy motivate OLI youth to persevere through challenges and develop a positive vision for their future.

As the only organization that continuously returns to the communities we serve, we've built long-term relationships based on trust and reliability. It's that trust that allows us to empower Indigenous youth to create their own tomorrow.

Indigenous youth on-reserve finish high school at a rate of 46% as compared to 92% of non-Indigenous youth. We are proud to say that 96% of OLI Alumni who are of-age to have completed high-school have done so, more than double the national average.

OLI Life Cycle

Our life cycle of programs includes OLI Dance, RBC Future Leaders, and OLI Alumni. These programs have been purpose-built to support Indigenous youth every step of the way from intermediate grades and secondary school to their career path of choice. All programs culminate in OLI's Youth Empowerment Camp and Canada's Largest Indigenous Youth Performance.



OLI Dance

Try



RBC Future Leaders

Defy



OLI Alumni

Fly

OLI Brand Pillars



Embedded in Community

OLI repeatedly visits and connects with the communities it serves to build an open and ongoing relationship



Driven by Impact

96% of those of age to have completed high school, had done so compared to the Indigenous on-reserve average of 46%



Skills Focused

We nurture Indigenous youth to develop long-term commitment, accountability, responsibility, and perseverance



Fuels Holistic Wellness

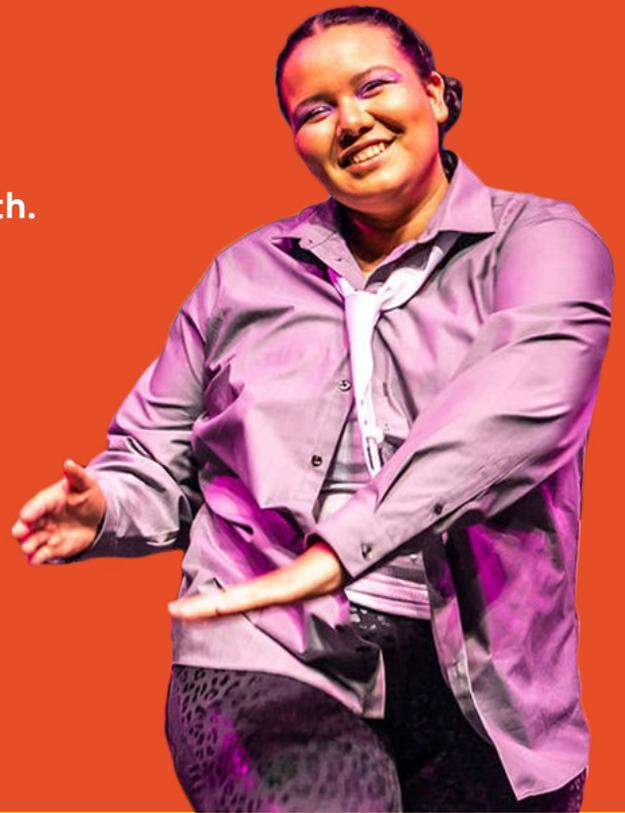
80% reported improved mental health, greater openness, and more sociable

OLI Programs

Purpose built programs for Indigenous youth.

OLI Dance

Our flagship program, OLI Dance, empowers Indigenous youth in grades 7-12 to achieve their full potential through the arts. Participants must attend school regularly, have exemplary behaviour, and be committed to working hard. Guided by professional artists and community volunteers, participants learn a dance piece and have opportunities to attend **OLI's Youth Empowerment Camp**, and perform within their communities and at **Canada's Largest Indigenous Youth Performance**.



RBC Future Leaders

RBC Future Leaders is an enrichment program for Indigenous youth in grades 10-12 who are participating in their Community Dance program. The program offers career education, leadership development, and mentorship, while earning a high school credit through their participation. RBC Future Leaders matches participants with a mentor to encourage exploration of opportunities and growth of personal management and employability skills. The program prepares youth for their "next steps" beyond graduation and helps them build a supportive network.

OLI Alumni

The OLI Alumni program provides mentorship and structured learning experiences for Indigenous youth who have completed an OLI program. Despite 96% of OLI participants going on to graduate high school, almost 54% of these graduates are currently not working or pursuing further education. OLI Alumni express a desire to work for OLI in their communities and attend post-secondary education, but some require additional knowledge, guidance, and support to take the next step.



Our Impact: OLI by the Numbers

 **30+**
Communities

 **550+**
OLI Alumni

 **4000+**
Instruction hours/year

Academic Impacts

90%

Report increased importance of education

86%

Report better grades and improved school attendance

80%

Improved mental health

 **96%**

of OLI Alumni eligible to have completed high school, had done so

in contrast to the national high school graduation rate of on-reserve Indigenous youth which is currently: **46%**

Social Connection Impacts

87%

Better behaviour (school/community)

76%

More friends + higher quality friendships

80%

Greater openness + more sociable

In Their Own Words

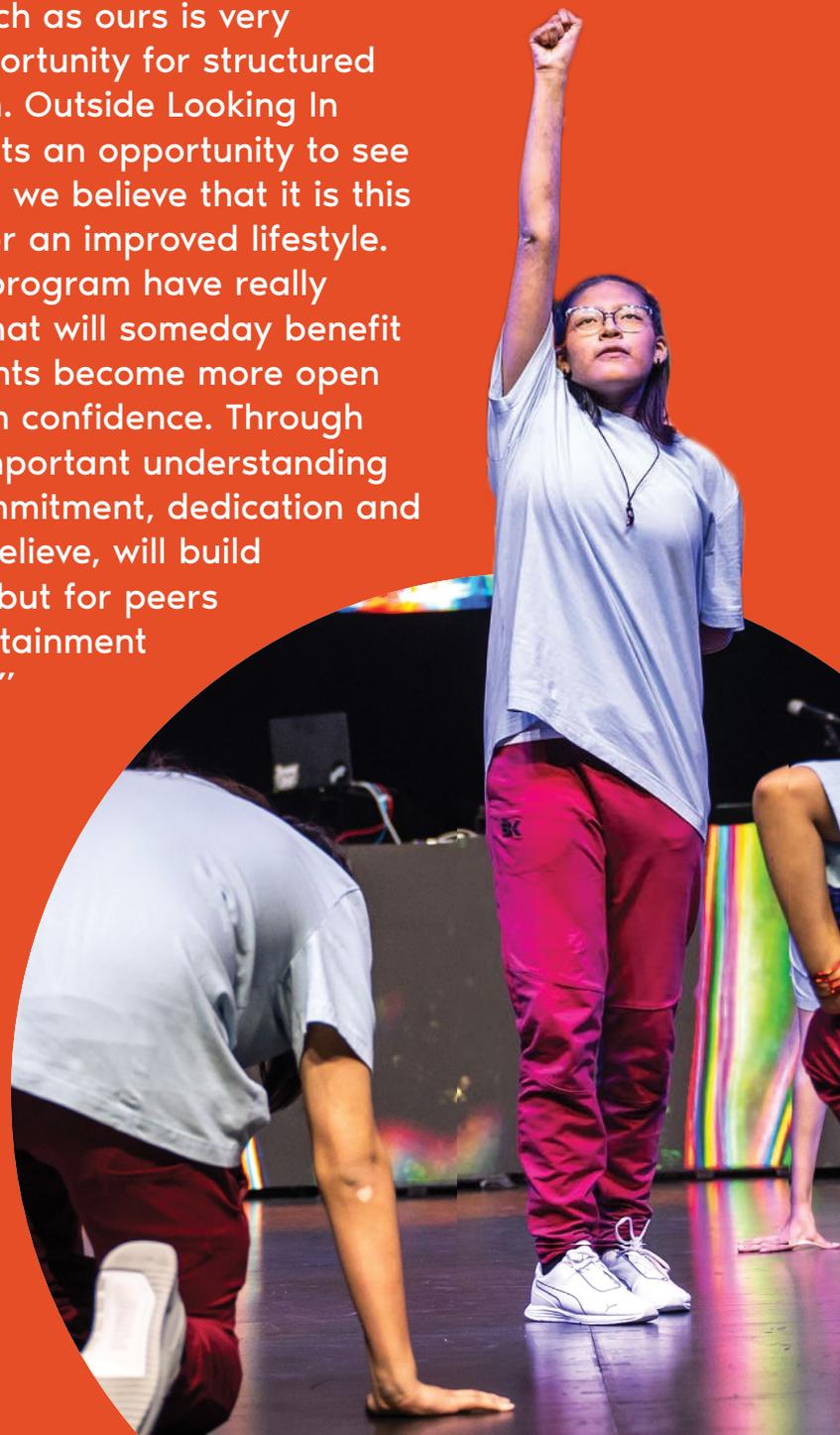
“I’ve learned a lot from this program. I’ve learned to talk socially, to be nice to people, help people, I dance better, I also learned that life has consequences and to accept the consequences that life has to offer. OLI made me a better person physically, mentally and emotionally.”

Keanu Monias, Garden Hill First Nation

“Life in a remote fly in community such as ours is very challenging as there is very little opportunity for structured activity for our high youth population. Outside Looking In program has given our young students an opportunity to see life from a positive point of view. And we believe that it is this hope that will eventually pave way for an improved lifestyle. The students who participate in the program have really developed various leadership skills that will someday benefit our community. We are seeing students become more open to express themselves freely and with confidence. Through the program, they have gained an important understanding that obtaining set goals requires commitment, dedication and hard work. And it is this teaching, I believe, will build momentum, not only for themselves, but for peers and family members in our overall attainment of personal and community wellness.”

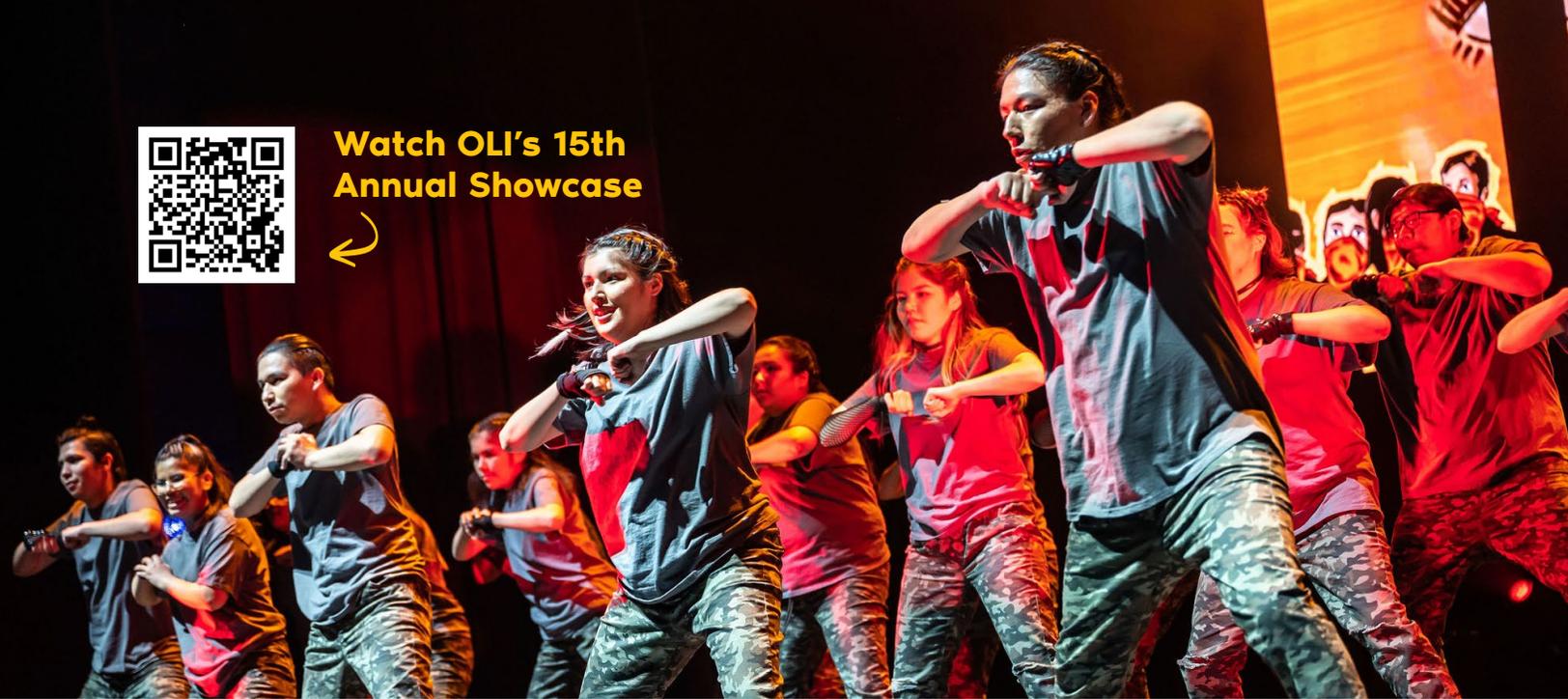
Freddie Wood, Director of Education,
St. Theresa Point First Nation

See OLI's impact on Indigenous youth and communities





Watch OLI's 15th
Annual Showcase



About Canada's Largest Indigenous Youth Performance

On May 12th and 13th, over 6,000 attendees will gather at Meridian Hall to watch **Canada's Largest Indigenous Youth Performance** in Toronto. This event celebrates Indigenous youth from across Canada who have participated in Outside Looking In's transformative programs. Today, we invite you to empower Indigenous youth to overcome barriers and achieve their full potential by sponsoring **Canada's Largest Indigenous Youth Performance**.

Indigenous youth face a myriad of barriers and challenges that can make it difficult for them to succeed in school and in life. Through OLI's programs which culminate in **Canada's Largest Indigenous Youth Performance**, Indigenous youth are given a platform to showcase their talents and celebrate their cultural heritage. This opportunity is a powerful tool for building resilience and self-esteem, and plays a vital role in helping youth develop the skills and confidence they need to succeed. By supporting Indigenous youth in developing their leadership skills and cultivating their cultural identities, OLI is helping to build stronger and more resilient Indigenous communities across Canada.

OLI engages professional Indigenous and non-Indigenous musical talent and celebrities to perform, host, and appear at the showcase, offering positive

role models for youth to aspire towards, and celebrate the incredible array of Indigenous and non-Indigenous talent that exists in the Canadian arts landscape.

Through **Canada's Largest Indigenous Youth Performance**, Canadians are given the chance to learn more about Indigenous peoples, beyond what they see and read in the media. Audiences are invited to learn about the youth and the participating Indigenous communities, and are invited to join in the celebration of their accomplishments. This experience and performance are about give and take. Canadians have an opportunity to look inside Indigenous communities, while the Indigenous youth participants see beyond theirs, serving as a strong anti-racism education piece.

We know that your organization is looking to continue to make a difference in the lives of Indigenous youth, to continue to demonstrate your commitment to reconciliation and allyship with Indigenous peoples in Canada, and to support positive change. We invite you to join us make meaningful and impactful positive change by investing in the future of Indigenous youth.

Together, we can help shape the future of Indigenous youth across the country, and create a brighter tomorrow for all.

Why Your Support Matters



Sponsorship Overview

With the utmost gratitude, we thank you for considering supporting **Outside Looking In** and empowering Indigenous youth. Your generosity has the power to make a significant impact in the lives of these young individuals, helping them to achieve their dreams and create a better future for themselves and their communities.

Thank you for considering supporting **Outside Looking In** and empowering Indigenous youth.

By sponsoring **Canada's Largest Indigenous Youth Performance**, you have the chance to demonstrate your unwavering commitment to the betterment of Indigenous youth in Canada.

We invite you to take a moment to review the various sponsorship levels outlined on the following page and consider how you can contribute to **Canada's Largest Indigenous Youth Performance**.

Should you have any questions or wish to discuss sponsorship possibilities further, please do not hesitate to contact us. Sponsorship packages can be tailored to meet your specific needs, so let's work together to help Indigenous youth create their own tomorrow.

We appreciate your time and interest in supporting the transformative work of **Outside Looking In**.

Show Sponsorship Benefits

	Presenting Title Sponsor \$500,000	Sacred Circle Sponsor \$100,000	Soaring Storytellers Sponsor \$50,000	Dancing Fire Sponsor \$25,000	Starry Skies Sponsor \$10,000
Exclusive naming rights, first right of refusal for 2023 production	●				
Opportunity to brand a preferred seating section	●				
Cheque presentation with joint media press release	●				
Verbal recognition during Canada's Largest Indigenous Youth Performance by CEO	●				
On-Stage Promotional Opportunity During Performance	2 Minutes	1 Minute			
Meet and greet opportunity for performance attendants with Artist	●	●			
Meet and greet opportunity at performance with OLI Alumni	●	●			
Custom Employee Volunteer Opportunities	●	●	●		
Company ads on digital signage	●	●	●	●	●
Opportunity to provide items for guest gift bags	●	●	●	●	●
Complimentary tickets to Canada's Largest Indigenous Youth Performance	50 Tickets	20 Tickets	10 Tickets	6 Tickets	4 Tickets
Complimentary tickets to pre-show private celebration	50 Tickets	20 Tickets	10 Tickets	6 Tickets	4 Tickets
Social media posts and announcements	3 Unique Posts	2 Unique Posts	1 Unique Posts	●	●
Opportunity to provide auction items at pre-show celebration for further exposure	●	●	●	●	●
Logo placement: website, digital signage, print advertising	●	●	●	●	●
Recognition in OLI's newsletter	●	●	●	●	●

OLI's Reach

OLI Social Media

Over 1.5 million annual impressions
1.3 Million annual reach
85k annual social engagements

OLI Website

Over 20K unique annual visitors

OLI Email

Over 4.5K contacts per send

T.O Live Network:

Newsletter: 69K
Social Post: 150K
Meridian Hall Outdoor Digital
Marquee Screens on Front Street
Meridian Hall Indoor Screens

Captivate

3.775,638 impressions

Event Audience

3K Matinee / 3K Evening

Press Release

Thank you!

We appreciate you taking the time to read our proposal, and look forward to discussing further how we can involve you as a sponsor.

We look forward to including you as a sponsor of **Canada's Largest Indigenous Youth Performance.**

Additional ways to support Outside Looking In

- Become a monthly OLI donor
- Attend our VIP Preshow Reception Ticket (\$100)
- Cash and gift-in-kind donations
- Donate a silent auction item

FOR MORE INFORMATION, PLEASE CONTACT

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Stay in touch!



