

2026 Sponsorship Opportunities

Manitoba Métis Federation
National Assembly



THE MANITOBA MÉTIS FEDERATION NATIONAL ASSEMBLY

The Manitoba Métis Federation (MMF), the National Government of the Red River Métis, the origin and roots of the Red River Métis, holds a National Assembly each year. The NA is a fundamental part of our governance structure. Since the time of the buffalo hunt, our Citizens have gathered in this way to provide direction to our Red River Métis leaders. Our accomplishments are reviewed, and successes celebrated during the three-day event. The NA provides local grassroots leadership the opportunity to help guide and deliver clear direction on our Nation's priorities.

An estimated 4,000 Citizens attend our NA each year. However, this NA, we're excited to announce a virtual component promising more Citizens, including those living beyond borders, have the opportunity to join us regardless of their current location.

The MMF is honoured to be the largest employer of Red River Métis Citizens who proudly impact our communities daily. Our dedicated team works hard to ensure your sponsorship suits your business needs and goals. Our proven marketing strategy ensures our sponsors are positioned prominently in front of our Citizens, media and the public.

We welcome you to be a part of our NA, and thank you for being a part of our history. Our sponsorship and tradeshow opportunities ensure your business or organization benefits from exclusive market exposure and prominent position with Red River Métis Citizens.

For more information:

**150 Henry Avenue
Winnipeg, Manitoba,
Canada R3B 0J7**

Website: mmfna.ca

E-mail: nationalassembly@mmf.mb.ca

Call: 204-586-8474

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities include four levels: Platinum (Riel), Gold (Bison), Silver (Red River Cart), and Bronze (Sash). There is also a range of “à la carte” options to accommodate custom advertising options. The MMF designed sponsorship packages to ensure sponsors can find the best match for their business goals.

This exciting marketing opportunity will enable your business or organization to:

- Benefit from exclusive market exposure.
- Gain a competitive edge in the marketplace through our media outlets, such as Grassroots News (80,000+readers bi-weekly readers) and the Métis Hour x2 (40,000+ listeners every week).
- Obtain valuable exposure and prominence with current and potential clients
- Be positioned as a community and/or industry leader.
- Increase corporate visibility and build your corporate image with the Red River Métis.
- Have prominent exposure through networking opportunities with a targeted audience from across Manitoba.

All sponsors will be acknowledged in the tradeshow and sponsorship booklet program and at the assembly proceedings.

We are grateful for your support in the largest Red River Métis gathering in Canada.

To register and confirm your sponsorship please visit our website at mmfna.ca.

WHAT WE NEED

COMPILING YOUR ASSETS

To have a seamless transition from sponsors to the Communications team, we'll need the following items from all sponsors:

PRINT

- Proper nouns and suffixes to ensure correct spelling of each business/organization
- 2-3 sentences of what the business/organization is/does and where it's located
- Size of marketing material, including bleed
- *If your business has multiple locations, please specify which location is sponsoring
- All submitted images and logos must:
 - Leave 14 per cent/250 px of the top and bottom of the image free from text and logos to prevent them from being covered
- Photo files must include business/organization name
 - File Name Structure: BusinessName_NA2026_Sponsor_01
 - Ex: Business Name_NA2026 _Sponsor_01
 - The # at the end (i.e. 01) should change depending on if you have multiple files by the order of importance to your brand
- Photos and logos must be 250 px or a higher quality vector to ensure they don't get pixelated

SOCIALS

If you would like to include copy/hashtags:

- All copy is subject to change by the MMF Communications Team
- Limit to a maximum of 5 hashtags
- Keep copy to a maximum of 280-characters limit
- Proper nouns and suffixes to ensure correct spelling of each business/organization
- 2-3 sentences of what the business/organization is/does and where it's located
- Leave 14 per cent/250 px of the top and bottom of the image free from text and logos to prevent them from being covered
- Photo files must include business/organization name
 - File Name Structure: BusinessName_NA2026_Sponsor_01
 - Ex: Business Name_NA2026 _Sponsor_01
 - The # at the end (i.e. 01) should change depending on if you have multiple files by the order of importance to your brand
- Photos and logos must be 250 px or a higher quality vector to ensure they don't get pixelated

***Sponsors must provide a high-resolution JPG or vector graphic of their company logo to be displayed in a rotation at the main venue throughout the event and an ad insert in the Assembly's ad kits and programs.**

PLATINUM (RIEL)

SPONSOR \$30,000+

ADDITIONAL BENEFITS OF PLATINUM SPONSORSHIP

- A private meet and greet event with President Chartrand (date and location to be scheduled following NA).
- Full page advertisement on the inside cover of the NA Sponsor & Tradeshow Program.
- Your logo and company information advertised before live-stream entertainment at the virtual conference.
- Prime location of two complimentary booths in the trade show (8' x 8' space).

FEATURES

- Ad in Grassroots News and on Métis Hour x2 (NCI-FM).
- Your logo in NA advertising in print media.
- A total of three social media posts on both Facebook and Instagram and one video posted to Instagram Reels or TikTok, as well as logo presence on NA website.
- Inclusion of company promotional material in the NA kit.
- Formal presentation of a sponsorship recognition gift.
- Print advertisement and verbal acknowledgement at the NA evening event.
- Sponsored acknowledgement in the coffee/snacks area.
- Sponsorship of the Elders' lounge, including individual poster with large company logo displayed within the lounge.

***Submission Deadline for all logos, digital materials, payments, etc. is September 20, 2026**

GOLD (BISON)

SPONSOR \$25,000+

ADDITIONAL BENEFITS OF GOLD SPONSORSHIP

- Full page advertisement in the NA Sponsor & Tradeshow Program.
- Logo/company information advertised x2 during breakout at the conference.
- A total of three social media posts on both Facebook and Instagram and one video posted to Instagram Reels or TikTok, as well as logo presence on NA website.
- Prime location of one complimentary booth in the trade show (8' x 8' space).

FEATURES

- Ad in Grassroots News and on The Métis Hour x2 (NCI-FM).
- Your logo in all NA advertising in print media.
- A total of three social media on both Facebook and Instagram and one video posted to Instagram Reels or TikTok, as well as logo presence on NA website.
- Inclusion of company promotional material in the NA kit.
- Formal presentation of a sponsorship recognition gift.
- Print advertisement and verbal acknowledgement at the NA evening event.
- Sponsored acknowledgement in the coffee/snacks area.
- Sponsorship of the Elders' lounge, including individual poster with large company logo displayed within the lounge.

***Submission Deadline for all logos, digital materials, payments, etc. is September 20, 2026**

SILVER (RED RIVER CART)

SPONSOR \$20,000+

ADDITIONAL BENEFITS OF SILVER SPONSORSHIP

- Half page advertisement in the NA Sponsor & Tradeshow Program
- Your logo in all NA advertising in print media.
- Logo/company information advertised during breakout at the conference.
- A total of two social media posts on both Facebook and Instagram as well as logo presence on NA website.
- 1 complimentary booth in the trade show (8' x 8' space).

FEATURES

- Ad in Grassroots News and on The Métis Hour x2 (NCI-FM).
- Formal presentation of a sponsorship recognition gift.
- Print advertisement and verbal acknowledgement at the NA evening event.
- Sponsored acknowledgement in the coffee/snacks area.
- Sponsorship of the Elders' lounge, including individual poster with large company logo displayed within the lounge.

*** Submission Deadline for all logos, digital materials, payments, etc. is September 20, 2026**

BRONZE (SASH)

SPONSOR \$15,000+

ADDITIONAL BENEFITS OF BRONZE SPONSORSHIP

- One social media post on both Facebook and Instagram as well as logo presence on NA website.
- 1/4-page advertisement in the NA Sponsor & Tradeshow Program.

FEATURES

- Ad in Grassroots News and on The Métis Hour x2 (NCI-FM).
- Your logo in all NA advertising in print media.
- Logo/company information advertised during breakout at the conference.
- Formal presentation of a sponsorship recognition gift.

***Submission Deadline for all logos, digital materials, payments, etc. is September 20, 2026**

A LA CARTE

SPONSORSHIP OPTIONS

DIGITAL OPTIONS:

SOCIAL MEDIA (\$1,000)

Sponsors have the opportunity to customize their social media sponsor promotion by choosing the number of posts from the following platforms:

1. Facebook
2. Instagram
3. LinkedIn

ANA WEBSITE

Logo placement with clickable link to company website (\$750)

EVENTS

- Emcee Shoutout (\$500)
- Monster Bingo \$10,000 (1 spot available)
- Saturday night entertainment \$2,500 (up to 4 spots available)
- Mini NA \$2,500 up to 4 (up to 4 spots available)
- Advertising in NA Sponsor & Tradeshow Program
 - \$500 (Business Card)
 - \$750 (Half Page)
 - \$1,250 (Full Page)

Sponsored acknowledgement at refreshment station

- Main Floor (\$1,500)
- Second Floor (\$1,000)
- Tradeshow (\$1,000)
- NA shuttle service - \$1,500 per passenger van with company logo displayed (limited space available)

Note: Many of the above items are part of sponsorship packages and can be added to increase business exposure through online advertisements

***Submission Deadline for all logos, digital materials, payments, etc. is September 20, 2026**

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To register and confirm your sponsorship please visit our website at www.mmfna.ca

***Sponsors must provide a high-resolution JPG or vector graphic of their company logo to be displayed in a rotation at the main venue throughout the event and an ad insert in the MMF's ad kits and programs.**

TRADESHOW EXHIBITOR OPPORTUNITIES

Display Cost (please check which applies)

- \$1,500 External Government, Corporate, or Commercial Organization
- \$1,000 Non-profit Organization (must supply proof of non-profit status)
- \$750 Red River Métis Government Department or Affiliate of MMF
- \$500 Red River Métis businesses registered in the Red River Métis Business Directory. **Visit the following link to verify and/or register:** metisdirectory.lrcc.mb.ca/

TRADESHOW REGISTRATION & ARTWORK DEADLINE: September 20, 2026

SPONSORSHIP AND TRADE SHOW PAYMENT DEADLINE: September 20, 2026

PLEASE NOTE: *Space is limited and exhibitors will be placed on a first-come first-serve basis according to receipt of paid exhibit applications. There will be NO REFUNDS issued for canceled space. The tradeshow exhibit is situated on the 3rd floor Assiniboia Downs located at 3975 Portage Avenue, Winnipeg, MB.*

We are grateful for your support in the largest Red River Métis gathering in Canada.

To register please visit our website at www.mmfna.ca

Register in the 2026 NA tradeshow for a chance to win one of Six (6) \$1,000 cash prizes. Compliments of the President David Chartrand and the Manitoba Métis Federation Cabinet.

- Eligible to Red River Métis exhibitors registered in the tradeshow
- Must be present at the assembly to win on Sunday
- Prize draw to take place after booth draws on Sunday

EXHIBITOR INFORMATION

BOOTH SET-UP: THURSDAY, OCTOBER 15, 2026 between 1:00 p.m. to 8:00 p.m.

Display Hours: All exhibitors must be set up and operating their booths during the following hours:

- Friday, October 16, 2026: 8:30 a.m.- 4:30 p.m.
- Saturday, October 17, 2026: 8:30 a.m.- 4:30 p.m. and
- Sunday, October 18, 2026: 8:30 a.m.- 4:30 p.m.

Moving Times: The set-up times for the MMF NA Tradeshow will be Thursday, October 15, 2026 between 1:00 p.m. to 8:00 p.m. ONLY.

Move-out times will be Sunday, October 18, 2026 after close. If your display requires special considerations (i.e. elevator, etc.), you are responsible for making these arrangements with the Sponsorship & Tradeshow Team by calling (204) 586-8474 or email ana@mmf.mb.ca. Elevators are not permitted to transport items during the hours of the MMF NA for safety reasons for our Citizens.

Insurance: All exhibitors must meet all fire, health and any other related provincial regulations. The MMF tradeshow has the right to request changes in order for the exhibitor to comply. Liability, public liability, theft, fire and other insurance coverage is at the cost and risk of the exhibitor. By signing the registration form, you release the Manitoba Métis Federation from this responsibility. (Please see registration form)

Standards and Cancellations: The Manitoba Métis Federation reserves the right to establish minimum display standards and to accept or reject trade show applications without stated cause. There is a NO CANCELLATION – NO REFUND POLICY in effect for canceled space. There will be no subletting of booth space. The MMF reserves the right to cancel a contract with an exhibitor provided there is a 24 hour notice.

Location: Exhibit spaces will be available on the 3rd floor Assiniboia Downs located at 3975 Portage Avenue, Winnipeg, MB. Measurements are 8' X 8' and include a skirted table and two chairs. Allocation of space is at the discretion of the MMF and decision of placement is final.

Security: Security staff will be on duty starting Thursday, October 15, 2026 at 1:00 p.m. and will be patrolling the tradeshow areas until closing Sunday, October 18, 2026. Exhibitors are responsible for securing all valuables at their booth.

Electricity: Access to electricity is NOT standard with your booth space. Should you require power, you must supply your own electrical cords (minimum 20' length) as standard outlets (15 amps of power) are located throughout the venue. Please identify this in your application and placement of your booth will be considered.

Marketing: Marketing and promotion of your products and/or services is permitted within your booth space only. The posting and distribution of posters, flyers and handouts are not permitted in any other part of the building or grounds without prior approval of the MMF.

MANITOBA MÉTIS FEDERATION

The Manitoba Métis Federation (MMF) is the democratic government for the Red River Métis, the origin and roots of the Red River Métis. The Red River Métis are Canada's Negotiating Partners in Confederation and the Founders of the Province of Manitoba. We deliver programs and services to our community; not only Child & Family Services, Justice, Housing, Youth, Education, but also Human Resources, Economic Development, and Natural Resources.

The MMF was founded in 1967 by a group of forward-thinking Red River Métis who realized that it was necessary to stand up and fight for the rights of the Red River Métis. Since then, the MMF has grown to over 1000 staff throughout the province. The Federation has successfully promoted, protected, and advanced the interests of our Citizens by negotiating with the provincial and federal governments to access supports and resources.

Our past offers guidance and is intimately linked to our present and our future. Through the leadership of Louis Riel and others, the Legislative Assembly of the Assiniboine became Manitoba's first provincial government. The signing of the Manitoba Act in 1870 brought Canada into the Northwest and this province into Confederation, making us partners in the great country of Canada. Today, the Red River Métis continue to play an integral part in Manitoba's cultural life and economic prosperity.



MMF PROGRAMS SERVICES & AFFILIATES

DEPARTMENTS & PORTFOLIOS

- ∞ Beyond Borders
- ∞ Citizenship/Central Registry Office
- ∞ Culture and Heritage
- ∞ Communications
- ∞ Constitution, Rights & Governance
- ∞ Children, Families & Community Institutes
- ∞ Early Learning & Child Care
- ∞ Education
- ∞ Economic Development
- ∞ Energy Infrastructure and Resource Management
 - Agriculture
 - Energy and Infrastructure
 - Environment and Climate Change
 - Traditional Economies
 - Mining
 - Natural Resources
- ∞ Engagement & Consultation
- ∞ Finance
- ∞ Health & Wellness
- ∞ Housing & Property Management
- ∞ Human Resources
- ∞ Information Technology
- ∞ Identity & Inter-Indigenous Relations
- ∞ Métis Employment & Training
- ∞ Métis Justice Institute
- ∞ Michif Language
- ∞ Sixties Scoop
- ∞ Red River Métis Community Resource Department
- ∞ Red River Métis Veterans
- ∞ Rights Research
- ∞ Youth

AFFILIATES

- ∞ Infinity Women Secretariat
- ∞ Louis Riel Institute
- ∞ Louis Riel College
- ∞ Métis Child and Family Services

BUSINESS DEVELOPMENT AFFILIATES

- ∞ Louis Riel Capital Corporation
- ∞ Métis Economic Development Organization
- ∞ Métis Economic Development Trust
- ∞ Métis Generation Fund
- ∞ Métis Child, Family and Community Services Authority
- ∞ Métis N4 Construction Inc.
- ∞ Michif Child & Family Services
- ∞ Pemmican Publications
- ∞ Red River Métis Fur Company
- ∞ Red River Métis Business Development Corporation

FOR PROFIT AFFILIATES

- ∞ MEDO Inc.
- ∞ MEDOCare
- ∞ Red River Métis Power Corporation
- ∞ Rapid City Memorials
- ∞ ESGS Inc.
- ∞ Red River Métis Fur Company
- ∞ Red River Métis Tree Nursery
- ∞ Lake Manitoba Resort
- ∞ MEDO Developments LTD.
- ∞ Lake Winnipeg Resort & Eco-Tours
- ∞ Métis Generation Fund



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