

1922-2022

GALLUP  
INTERTRIBAL  
CEREMONIAL



2022

**SPONSORSHIP OPPORTUNITIES**





## *The Ceremonial*

"The Ceremonial" features Native American and Indigenous diverse intertribal culture and art in both traditional and contemporary presentations. Throughout its century-old legacy and evolution, The Ceremonial has had many caretakers and its resilience is a result of the dedication and support of the City of Gallup, the Gallup Inter-Tribal Indian Association, Inc., McKinley County, the State of New Mexico Tourism Department, the Intertribal Ceremonial Office and generations of community supporters who volunteer their time and expertise.



# ABOUT THE EVENT

### DATES:

*August 4 - 14, 2022*

### LOCATION:

*Gallup, New Mexico*

### ATTENDANCE:

*50,000+*

### VENUE:

*Red Rock Park &  
City of Gallup*

# 100 YEARS STRONG

The countdown has begun to the Centennial Anniversary of the Gallup Intertribal Ceremonial in 2022. The first event was held September 28, 1922 and is one of the City of Gallup's and State of New Mexico's oldest traditions. This year's Ceremonial will be a grand celebration of Native American and Indigenous Peoples the world over... 100 years in the making!







# WHY SPONSOR?

## *Centennial Celebration!!!*

The 2022 Gallup Intertribal Ceremonial will be a momentous occasion, celebrating a century of gathering Native American and Indigenous people from all over the world! The excitement will build with a months-long campaign highlighting the unique elements of a week-long festival steeped in authentic culture and pageantry... and looking toward the next 100 years!

This event offers a unique opportunity to be a part of a showcase in diversity in arts, culture, and heritage. As momentum grows for the recognition and celebration of the myriad cultures around the globe, this event will highlight how brands show their support.

Cultivating strong partnerships assists in the mission of Gallup Intertribal Ceremonial to elevate this treasured New Mexico event as a global destination experience.



# MARKET REACH

## 2021 REACH

Social Impressions: 535,000

TV Special Impressions: 1,040,900  
(KOB-TV and YouTube)

Radio Ad Impressions: 148,000

Print Ad Impressions: 17,000

## MEDIA COVERAGE

New Mexico Public Media

NM True

NM Magazine

KOB-TV (NBC)

Statewide/Regional Coverage

International Reach via Powwows.com

## VISIBILITY

Email Newsletters

New Mexico Public Media

National Native American Media

NM Magazine

Owned Social Media Channels

Gallup Intertribal Ceremonial Website

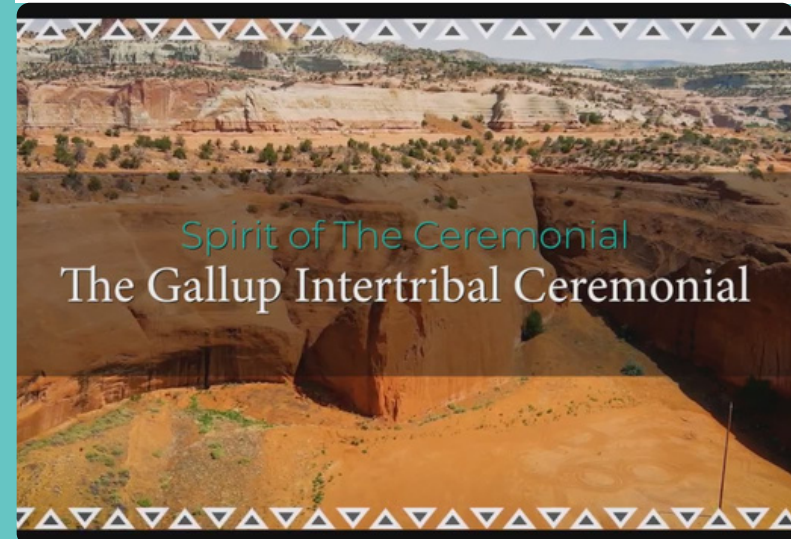
## ATTENDANCE

Welcomed over 25,000 visitors at the last in-person ceremonial in 2019.

Attendees have come from the surrounding states of New Mexico, Texas, Arizona, Colorado and Utah as well as from all over the world.



'Spirit of the Ceremonial': Celebrating 99 years of the Gallup Intertribal Ceremonial







# 2022 SPONSORSHIP OPPORTUNITIES

(AVAILABLE AUGUST 4 - 10, 2022)







## PRESENTING SPONSOR

(\$150,000)

As Presenting Sponsor, you will be recognized as the primary partner bringing the centennial celebration of the Gallup Intertribal Ceremonial to life. In addition to **CATEGORY EXCLUSIVITY**:

### RECOGNITION

- Presenting sponsor designation on all marketing materials
- Logo on all marketing materials
- Logo on video boards at event
- Mention in media releases



Presented by  
**YOUR BRAND**

### ADVERTISING/MEDIA

- ONLY sponsor logo on event website front page
- Logo in 2-page center spread in commemorative event program★
- Outside back cover full-page ad in commemorative event program
- Social media campaign integration in lead-up to event★

### ON-SITE

- On-site exhibit booth
- Banner placements on parade route★

### ADDITIONAL BENEFITS

- Opportunity for product placement at event
- Opportunity for special marketing in support of event
- Admission tickets for personnel or consumer promotions

★ *New this year!*





## LEGACY SPONSOR

(\$75,000)

Support "One World Beat," the two-day (August 5-6) presentations that showcase the uniqueness of Native Americans and Indigenous Peoples from around the globe and is one of the **MOST POPULAR** events of the week! Shows will feature an Indigenous Tribal Procession, Native American celebrity host and a captivating lineup of traditional and contemporary music, songs and dances! Along with **CATEGORY EXCLUSIVITY:**

### RECOGNITION

- Logo on video boards at event
- Mention in media releases

### ADVERTISING/MEDIA

- Logo on website sponsor page
- Logo in 2-page center spread in commemorative event program ★
- Inside back cover full-page ad in commemorative event program
- Social media campaign integration in lead-up to event ★

### ON-SITE

- On-site exhibit booth
- Banner placements on parade route ★

### ADDITIONAL BENEFITS

- Opportunity for product placement at event
- Opportunity for special marketing in support of event
- Admission tickets for personnel or consumer promotions

*New this year!* ★





## EAGLE SPONSOR (4)

(\$50,000)

Give your brand massive exposure via a re-broadcast of the 2021 hour-long TV program highlighting the rich heritage of the Gallup Intertribal Ceremonial, featured during the event week with a live viewing party. Along with CATEGORY EXCLUSIVITY:

### RECOGNITION

- Logo on video boards at event
- Mention in media releases

### ADVERTISING/MEDIA

- Logo on website sponsor page
- Full-page ad in commemorative event program
- Social media campaign integration in lead-up to event ★

### ON-SITE

- On-site exhibit booth
- Banner placements on parade route ★

### ADDITIONAL BENEFITS

- Opportunity for product placement at event
- Opportunity for special marketing in support of event
- Admission tickets for personnel or consumer promotions

★ *New this year!*





## CULTURE SPONSOR

(\$50,000)

The Historical Exhibit will honor the legacy of everything at the heart of the Gallup Intertribal Ceremonial - people, music, art, dance and tradition. Included with **CATEGORY EXCLUSIVITY**:

### RECOGNITION

- Logo on video boards at event
- Mention in media releases

### ADVERTISING/MEDIA

- Logo on website sponsor page
- Logo in 2-page center spread in commemorative event program ★
- Full-page ad in commemorative event program
- Social media campaign integration in lead-up to event ★

### ON-SITE

- On-site exhibit booth
- Banner placements on parade route ★

### ADDITIONAL BENEFITS

- Opportunity for product placement at event
- Opportunity for special marketing in support of event
- Admission tickets for personnel or consumer promotions



★ *New this year!*



SPIRIT SPONSOR (4)
(\$30,000)

Align your brand with one of these signature ceremonial events that spotlight the cultures represented at the Gallup Intertribal Ceremonial.

- Four Directions Amphitheater** - Stage featuring solo and duo performances, all unique and interactive (flute, storytelling and more).
- Film Festival** - Bringing filmmakers, actors and audiences together, the Ceremonial Film Festival will focus on Native American and Indigenous storytelling through full-feature and short films. Additionally, a Q&A session will occur after select films with meet-and-greet opportunities. This event aims to inspire and encourage support of existing and up-and-coming Native American and Indigenous storytelling in TV and Film.





## THUNDERBIRD SPONSOR (3)

(\$10,000)

Embrace the spirit of the Gallup Intertribal Ceremonial by supporting one of these fan-favorite events.

- **Miss Gallup Intertribal Ceremonial Queen & Princess Pageant** - This three-day pageant crowns an ambassador for both the event and Native American and Indigenous Peoples. The Queen will spend the year traveling, making public and/or virtual appearances and presentations to promote the Ceremonial in addition to her chosen platform.
- **Parade** - In the 1920s, Native American people who heard of the Ceremonial came to Gallup to trade, visit, share songs and dances and their culture with the city and tourists from all directions. Their arrival evolved into some of the most treasured moments of the Ceremonial, including a weekday evening parade.



2021-2022 Ceremonial Queen Amber Ballenger



TRADITIONS SPONSOR

(\$5,000)



























Get involved with the Gallup Intertribal Ceremonial through one of these support opportunities.

- **Virtual Art Market** - An online extension of the Artisans Market.
- **Charging Stations** - Strategically-located points for event attendees to charge their devices.
- **Safety Stations** - First aid locations.
- **Courtesy Carts** - Courtesy shuttle carts to transport event attendees from parking areas to entrances.
- **Family Space** - Private space for breast-feeding and child care.



























RECOGNITION

	Presenting \$150,000	Legacy \$75,000	Eagle (4) \$50,000	Culture \$50,000	Spirit (4) \$30,000	Thunderbird (3) \$10,000	Traditions (5) \$5,000
Presenting Sponsor designation on all marketing materials							
Logo on all marketing materials							
Logo on Sponsor Page in Program							
Logo on Website Front Page							
Logo on Website Partner Page							
Logo on Video Board							
Logo on 2-Page Center Spread in Program							


ADVERTISING & MEDIA EXPOSURE

Outside Back Cover Full-Page Ad in Program							
Inside Back Cover Full-Page Ad in Program							
Full-Page Ad in Program							
Half-Page Ad in Program							
Quarter-Page Ad in Program							
Business Card Ad in Program							
Social Media Posts	8	4	2	2	1	1	-
Mention in Press Releases							

ON-SITE EXPOSURE

Exhibit Booth Space							
3x6 Banners (RRP, Driveway to RRP, Parade Routes)	6	6	3	3	3	3	-
Special Mention from Stage Before Performances/Sponsored Event							

ADDITIONAL BENEFITS

Opportunity for Product Placement							
Opportunity for Special Marketing							
Category Exclusivity*							
Admission Tickets	150	100	80	80	40	20	10
Parking Passes	50	36	24	24	16	8	4





*Lets Talk*

# READY TO JOIN US?



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*Join us in our mission!*

# THANK YOU

[gallupintertribalceremonial.com](http://gallupintertribalceremonial.com)