

SPONSORSHIP PACKAGE

MUSIC
FOR
THE
PEOPLE



IN MEMORY OF
ROD "LITTLE SKY" BANDURA

MUSIC FOR THE PEOPLE

The 4th Annual **Music for the People—A Cultural Experience** is a unique concert event bringing the **voices, music, and artistry of Indigenous and non-Indigenous people together** for an unforgettable evening. With passion, talent, and love... Rod “Little Sky” Bandura’s legacy lives on with his stories and music shared, plus the stories of those who were lost in residential schools in Canada.



Photo Credit:
Mary Putnam Photography

On Sunday, **September 7, 2025**, the Tk'emlúps te Secwépemc Powwow Arbour will again play host to a beautiful event with a market featuring Indigenous artwork, crafts, cultural presentations, and traditional food for purchase, followed by an early evening concert. The concert will feature individual and collaborative performances blend Indigenous and non-Indigenous artists in a celebration of music, culture, and reconciliation, with more details to be announced soon.

Because of the generosity of supporters, admission for the concert will be **FREE**, providing the opportunity for **everyone to attend**. The **Indian Residential School Survivors Society** (IRSSS) will be on location to accept donations, offer smudging and answer any questions event attendees may have.

See back page for sponsorship information.





IN MEMORY OF
ROD "LITTLE SKY" BANDURA



ABOUT ROD "LITTLE SKY" BANDURA

Rod was the inspiration behind **Music for the People**. His personal songs share the stories of Indigenous people and their experiences in Canadian residential schools, and the continued trauma they face today.

Although **Rod passed away on January 24, 2024**, his legacy to have Indigenous and non-Indigenous musicians and performers come together as one to **find healing and hope** lives on through Music for the People.

The Canadian SME National Business Awards have announced that MSky Productions has been nominated for a **2024 Community Impact Award**. Music for the People is a **Communitas Award** winner.



SPONSORSHIP LEVELS

We are thrilled to welcome you as a sponsor of this event which represents a collective step in the journey of reconciliation and the power of coming together to heal.

MUSIC FOR THE PEOPLE Sponsorship Levels	PRESENTING SPONSOR	GOLD SPONSOR	SAGE SPONSOR	ORANGE SPONSOR	FRIEND
	2 Available	5 Available	5 Available	5 Available	10 Available
The opportunity to partner with us to amplify Indigenous and non-Indigenous voices coming together.	✓	✓	✓	✓	✓
Logo on all printed materials including posters and postcards.	✓	✓	✓		
Name on all printed materials including posters and postcards.				✓	
Logo on Music for the People website.	✓	✓	✓		
Name on Music for the People website.				✓	✓
Logo on Music for the People social media.	✓	✓	✓		
A special story/feature on our social media on your organization's support of Music for the People.	✓				
Name recognition in all press releases and media advisories.	✓				
Logo recognition on all invites to local First Nations bands.	✓	✓	✓		
Name recognition on all invites to local First Nations bands.				✓	
Designated VIP seating the night of the event.	✓	✓			
Logo credit on the big screen the night of the event.	✓	✓			
Opportunity to host a booth at the event.	✓	✓			
Name recognition by our emcee the night of the event.	✓	✓	✓	✓	✓
Name credit in all radio advertising and interviews.	✓				
Logo credit in all TV and online advertising.	✓				
First right of refusal for the 2025 Music for the People Event	✓	✓	✓	✓	✓
Exclusivity in your product category	✓	✓	✓		
Level of investment	\$10,000	\$4,000	\$2,500	\$1,000	\$500

