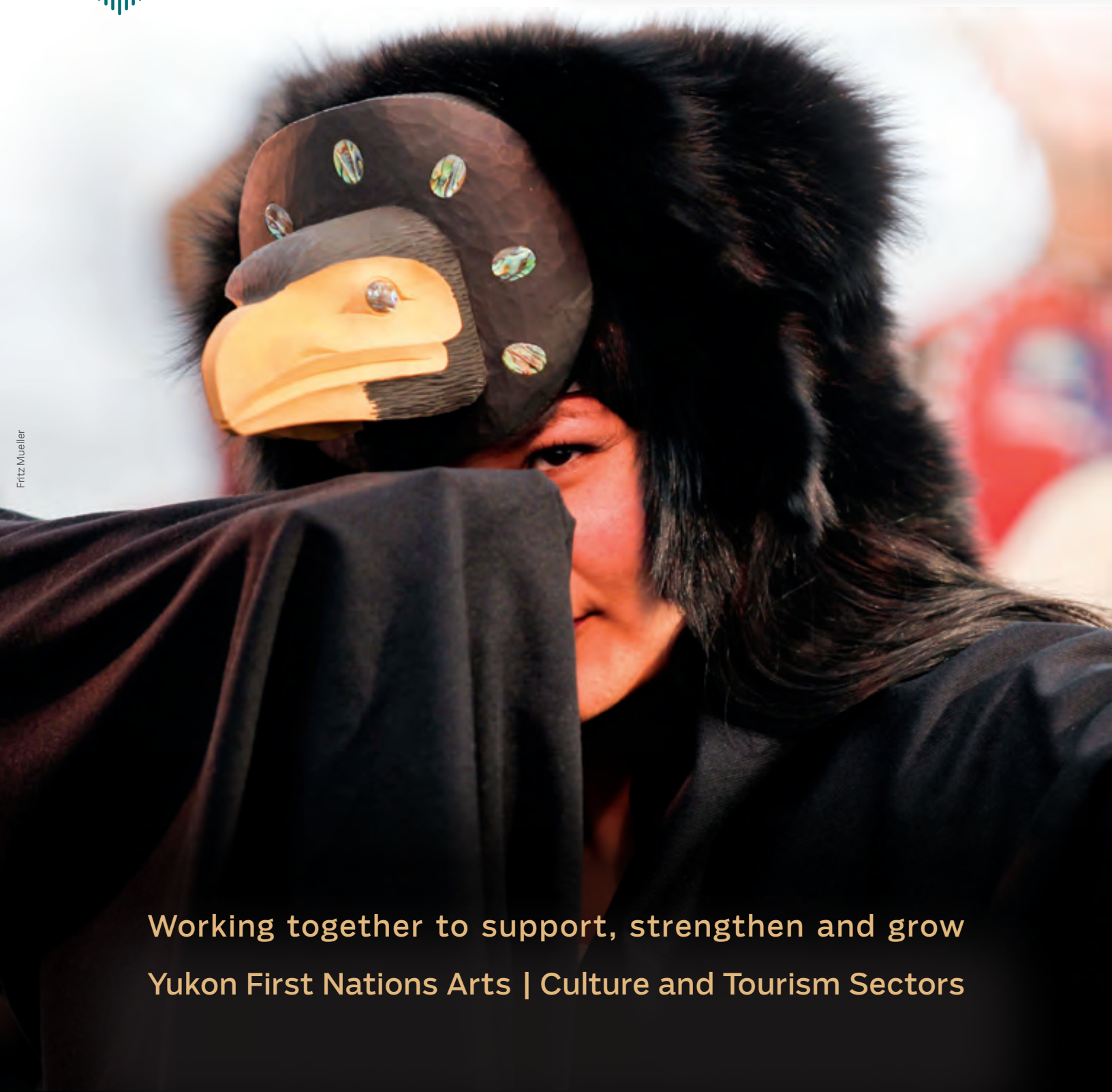




Yukon First Nations
**CULTURE &
TOURISM**
Association

MEMBERSHIP PROGRAM



Working together to support, strengthen and grow
Yukon First Nations Arts | Culture and Tourism Sectors



ABOUT YFNCT

The Yukon First Nations Culture and Tourism Association (YFNCT) is a non-profit organization committed to supporting, growing and promoting vibrant and sustainable arts | culture and tourism sectors. We work with artists, tourism entrepreneurs, cultural centres, heritage departments and industry organizations across Yukon helping YFN individuals and communities prepare for and maximize opportunities in arts | culture and tourism industries.

WHAT WE DO



Artist Development

Our programs and services include workshops and training in skills, creative and professional development; branding and marketing support; an artist referral service, special events, tradeshow; markets, one-on-one coaching and business support. We also connect YFN art and artists with local, national and international markets and audiences through presentations, exhibitions, artistic collaborative projects and our flagship event — the Adäka Cultural Festival.



Tourism Development

We work closely with entrepreneurs, communities and industry partners to support the development, promotion and delivery of authentic tourism experiences. This includes training, and one-on-one coaching in market and export readiness, access to information resources and funding, linkages to the tourism trade and more.



Networking, Partnerships & Advocacy

We connect and build partnerships between sector stakeholders to increase collaboration, leverage resources and create new opportunities. We work to build a unified voice that can influence and advocate, on behalf of the arts | culture and tourism industries in Yukon First Nations communities.



Marketing, Promotion & Sales

Our marketing efforts focus on increasing the understanding, awareness and demand for YFN arts | culture and tourism experiences within and beyond Yukon. We present and participate in a variety of special events, industry tradeshow, conferences and forums. We work with our partners across Yukon to promote YFN arts and tourism experiences through a variety of print publications (including a new YFN welcome guide), co-op advertising, web, social media promotion and more.



Foster & Celebrate

We believe arts and culture unify and strengthen Yukon First Nations communities creating pride, renowned artists, and inspiring experiences that attract visitors from around the world.



BE PART OF A GROWING SECTOR

Membership in YFNCT means being connected with your sector and with Yukon’s thriving Indigenous cultures. Together we will advocate for Yukon First Nations initiatives in the arts, culture and tourism industries. By participating in YFNCT, you will contribute to growing the Yukon as a tourism destination attracting local, national and international markets.

MEMBERSHIP BENEFITS

- ▶ Increase your visibility in arts | culture and tourism markets
- ▶ Connect with and expand your industry network at the territorial, national and international levels
- ▶ Develop your market knowledge, skills and know-how
- ▶ Gain access to industry news, resources and research
- ▶ Obtain additional benefits through YFNCT’s membership



MEMBERSHIP STRUCTURE



There are **FOUR CATEGORIES** of membership available in **BASIC AND ENHANCED LEVELS** depending on your activities and your needs.

CATEGORIES

ARTISTS	Visual and performing artists, crafts people, dance groups, storytellers, fashion designers, film makers, knowledge keepers, etc.
TOURISM OPERATORS & BUSINESSES	Experience provider, outfitters, guides, entrepreneurs, transportation, accommodation, food & beverage, retail, travel trade, etc.
ORGANIZATIONS & ASSOCIATIONS	Arts, culture and tourism organizations and associations
GOVERNMENTS	First Nations, Municipal, Territorial

LEVELS

BASIC MEMBERSHIP <i>Non-voting membership</i>	ENHANCED MEMBERSHIP <i>Includes voting privileges</i>
The basic level is designed for members who do not require the marketing and business support provided at the enhanced level, and for those interested in supporting YFNCT’s goals. This level includes the benefits listed in the benefits chart on the next page, to help you learn more about your sector and stay connected with your peers.	In addition to the basic level benefits, the enhanced membership includes business support, marketing and promotional opportunities, and more. See the benefits chart on the next page. Members must be a self-identifying First Nations person, or an organization / business that is 51% aboriginal owned.

HOW TO BECOME A MEMBER

Complete the application form and questionnaire included in this package or online at WWW.YFNCT.CA.
Membership Term: Annual from April 1 – March 31, fee will be pro-rated.
We accept debit, visa, MC or cheques for payment.

MEMBERSHIP BENEFITS

	ARTISTS		BUSINESSES					ORGANIZATIONS & ASSOCIATIONS		GOVERNMENTS
	BASIC \$25	ENHANCED \$50	ENTREPRE-NEUR \$25	BASIC \$100	ENHANCED \$150	BASIC \$150	ENHANCED \$200	BASIC \$150	ENHANCED \$200	BASIC \$250
Networking, Partnerships & Advocacy										
Access to YFNCT's Networks*	*	*	*	*	*	*	*	*	*	*
Advocacy and Representation	*	*	*	*	*	*	*	*	*	
Partnership Opportunities		*			*		*		*	
Board & Governance										
Attendance at AGM	*	*	*	*	*	*	*	*	*	*
Voting Rights		*			*		*		*	
Communications										
Regular E-updates / Bi-Monthly Newsletter	*	*	*	*	*	*	*	*	*	*
Marketing & Sales										
Performance & Art Commission Referrals	*	*						*	*	
Business Referrals to Media & Trade by YFNCT		*		*	*	*	*	*	*	
Contribute to Newsletter (restrictions apply)		*			*		*		*	
Promotional Opportunities*		*			*		*		*	
Access to Markets, Events & Tradeshows*		*			*		*		*	
Use of Arts Brand	*	*	*	*	*	*	*	*	*	*
Development and Training										
Access to Workshops	*	*	*	*	*	*	*	*	*	*
Discounts on Workshop Fees		*			*		*		*	
Professional Development Support*		*			*		*		*	
Resources										
Members-Only Zone on Webpage	*	*	*	*	*	*	*	*	*	*
Access to Industry News & Resources	*	*	*	*	*	*	*	*	*	*
Access to YFNCT Stakeholder Database		*			*		*		*	*
Access to YFNCT Research		*			*		*		*	*

* SUMMARY OF BENEFITS

Access to YFNCT Networks

Inclusion in YFNCT networks to connect with other stakeholders in the arts, culture and tourism sectors.

Partnership Opportunities

Partner in YFNCT special events, trade shows, and annual gatherings.

Promotional Opportunities

Member spotlights on YFNCT social media and inclusion in e-updates, events and tradeshows.

Access to Markets, Events & Tradeshows

ie. Representation at Rendezvous Canada, Heard Indian Market, CANDO, Arctic Indigenous Investment Conference, etc.

Professional Development Support

Assistance with market and export readiness, business planning, brand and product development, funding applications and licensing.





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Whitehorse, Yukon Y1A 5G4

Tel: 867.667.7698

Email: info@yfnct.ca

WWW.YFNCT.CA

INDUSTRY PARTNERS

Aboriginal Tourism Association of Canada
Tourism Industry Association of Yukon
World Indigenous Tourism Alliance

Yukon Convention Bureau
Yukon First Nations Chamber of Commerce
Yukon Tourism Education Council

PROGRAM PARTNERS

Bringing Youth Towards Equality (B.Y.T.E.)
Council of Yukon First Nations
Gwaandak Theatre Society
Northern Cultural Expressions Society (NCES)
Our Voices Youth Group

Skookum Jim Friendship Centre (SJFC)
Yukon Aboriginal Sports Circle (YASC)
Yukon Arts Centre (YAC)
Yukon Film Society (YFS)
Yukon First Nations Cultural & Interpretive Centres

FUNDERS

Canadian Northern Economic Development Agency
Government of Canada
Government of Yukon - Economic Development
Government of Yukon - Education
Government of Yukon - Tourism & Culture

Canada 

Yukon
Government