



## THE BENEFITS OF INDIVIDUAL/ANNUAL NITA SPONSORSHIP

### TARGET THE ABORIGINAL MARKET

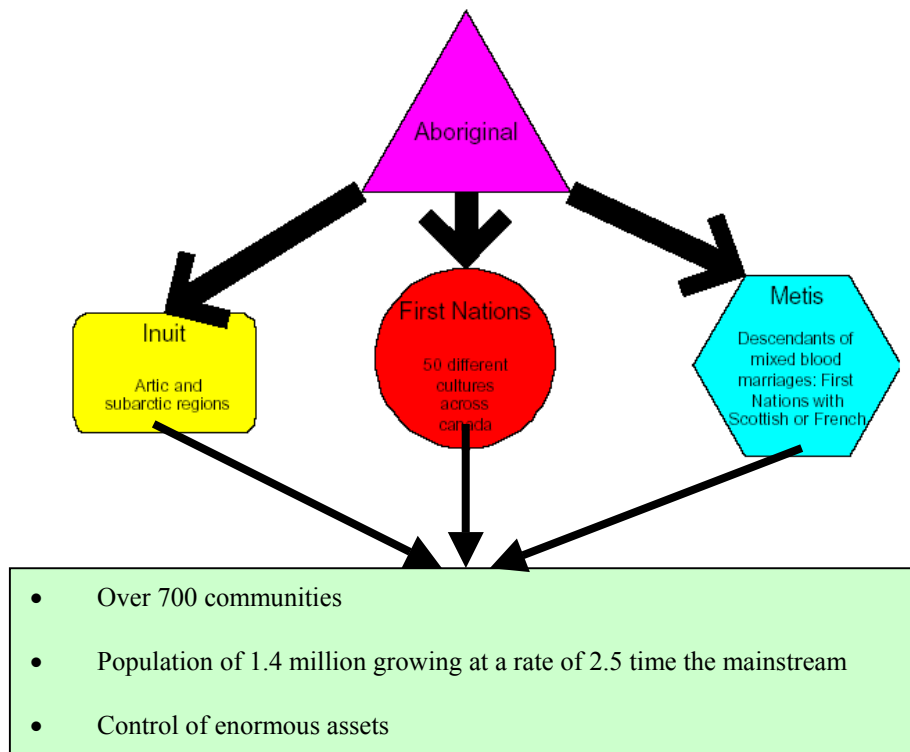
Sponsors of NITA will have continuous access to key Aboriginal decision makers - political and business leaders, managers and administrators, from across Canada and the United States. Sponsors will be able to get their messages about their goods and services to a targeted audience on a highly cost-effective basis. There will be representatives attending from over 700 Aboriginal communities in Canada. Sponsors will have the opportunity to meet and network with those individuals who have the power and ability to make the decisions. In particular, sponsors will have access to representatives from Aboriginal government organizations, administration, businesses, educational institutions and non-profit and community organizations.

### HOW HUGE IS THE OPPORTUNITY WAITING FOR YOU?

*“For the bank, the business benefits are clear... The rapid increases in the Aboriginal population represent new customers. Land claims represent increased economic and financial clout of Aboriginal peoples and communities.*

Charles Coffey  
Executive Vice-President  
Business Banking, Royal Bank of Canada

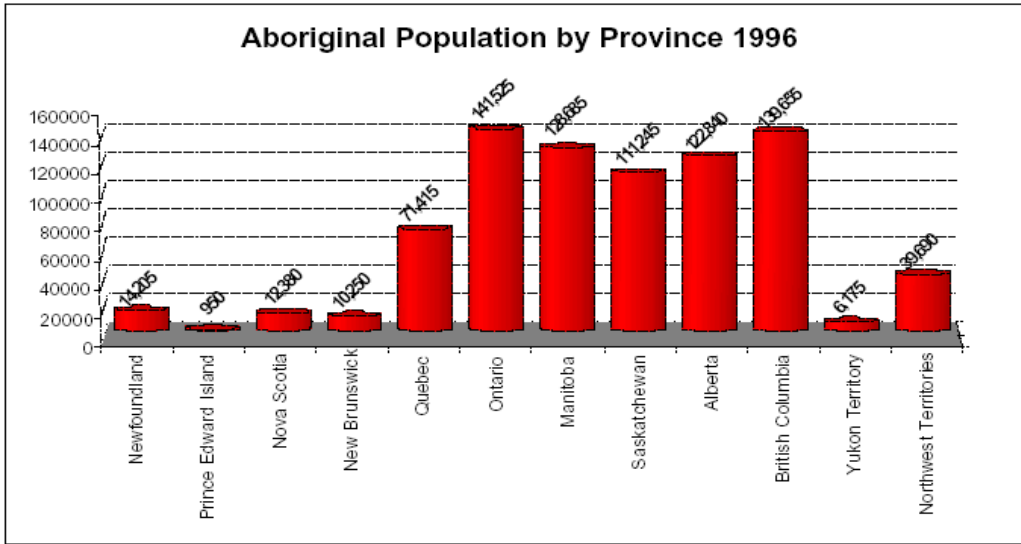
## The Opportunity



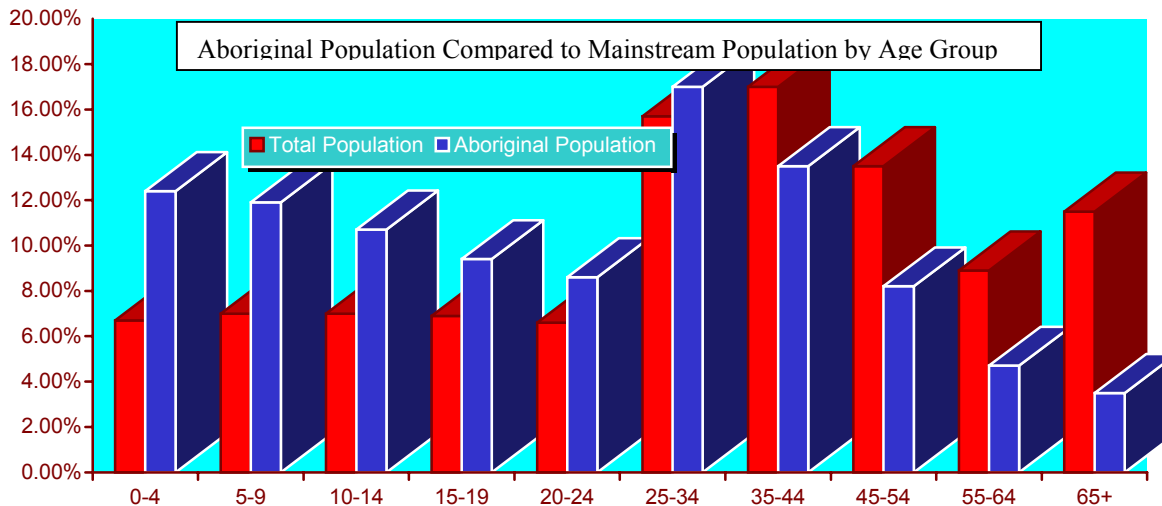


## UNBELIEVABLE MARKET DEMOGRAPHICS

Current information indicates that the Aboriginal population in Canada exceeds 1.4 million and is the fastest growing at a rate of 2.5 times the mainstream population.



With over 54% of the population under 25 years of age (compared to 34% for the mainstream), the Aboriginal baby boomers are eager for new challenges and opportunities.

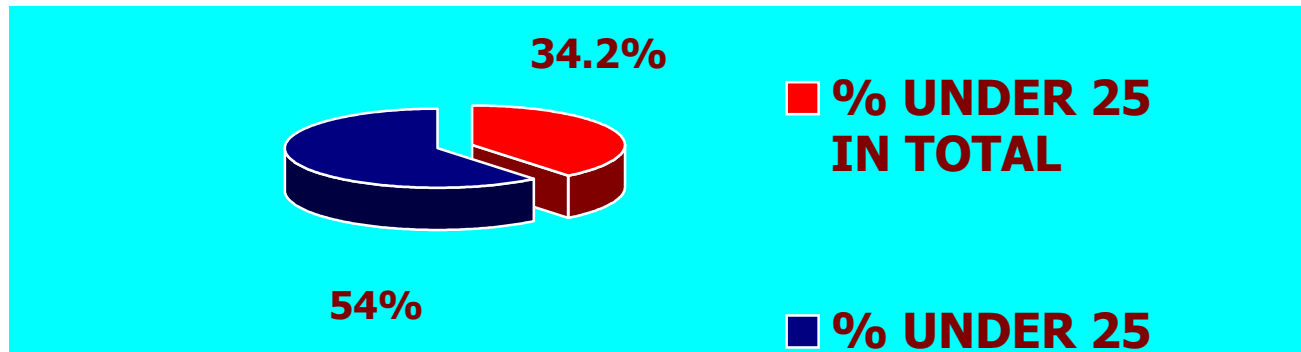


In less than 5 years Canada will lose 2.7 million members of its workforce and will have to rely on the Aboriginal baby boomers to maintain a healthy Canadian economy—particularly provinces such as Manitoba and Saskatchewan whose Aboriginal populations are projected to exceed 50% of the total population by 2050 (in the Yukon, Northwest, and Nunavut Territories, the Aboriginal population as a



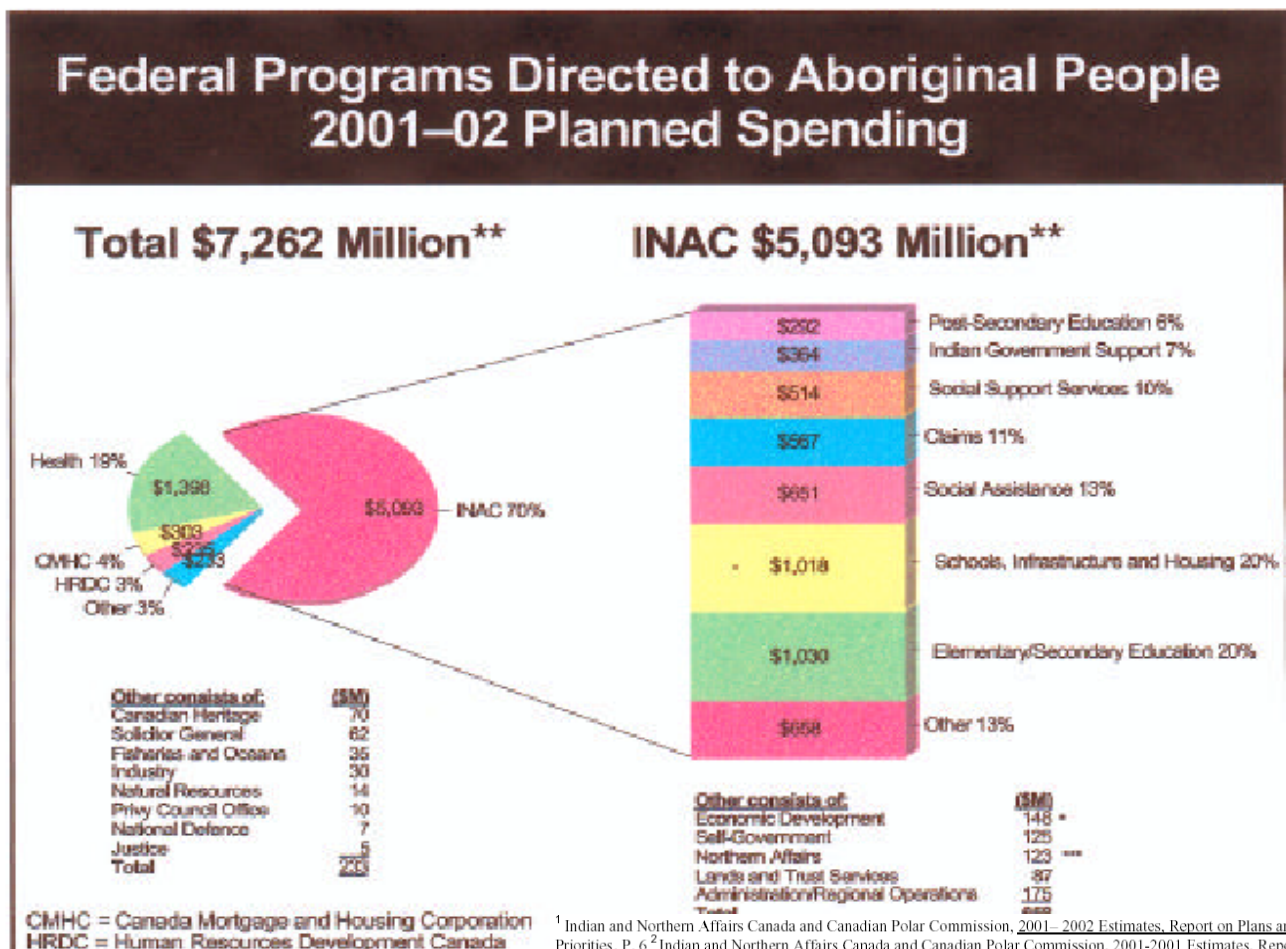
## NITA SPONSORSHIP INFORMATION

percentage of the total population is, according to the most recent statistics, 20.1%, 48.1%, and 83.9% respectively).



According to recent government statistics, the average individual Aboriginal income is \$17,809 and the total number of Aboriginals with this level of income is 701,160. This amounts to spending power of \$12.4 billion dollars annually. In addition, the total amount spent on Aboriginal programs and services by federal and provincial governments is \$7.3 billion (does not include transfers from provincial governments or self-generated revenues, e.g., treaty settlements, casinos). The vast majority of these programs and services are delivered in partnership with First Nations, who now directly administer 85 percent of Indian and Inuit Affairs Program funds.

As well, projections from the recent Royal Commission anticipate that approximately \$26 billion in revenue will be generated through Land Claims Entitlement by the year 2015.





## NITA SPONSORSHIP INFORMATION

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Additionally, 1981 and 1996 Census information reveals that there are 20,195 self-employed Aboriginal People in Canada – with an annual growth rate of 6.8%. This currently represents over 50,000 self-employed Aboriginals or businesses at present based on that growth rate. Finally, since 1989, Aboriginal Business Canada investments have totaled \$388.7 million. These contributions have resulted in an overall total investment, from all sources, of \$1.1 billion in the Aboriginal business economy.

### General Facts

- **\$26 billion** in revenue will be generated through Land Claims Entitlement by the year 2015.
- **6.5 million** acres of reserve land
- **560 million** acres of land has or expected to pass to aboriginal groups as treaties settled
- **\$7.3 billion+** public sector opportunity (**\$1.1 billion** annual infrastructure)
- **\$12.4 billion** spending power

### General Aboriginal Business Facts

- **50,000+** Aboriginal businesses in Canada at present
- **6.8%** Annual Business Growth Rate
- **\$1.1 billion** total overall investment in the Aboriginal economy

### Specific Business Facts

- **\$300+ million** generated by Aboriginal businesses in Ft. McMurray annually
- **\$3.5-5 billion** deal signed between Quebec and Quebec Cree recently
- Share of **\$100 million** annual profits from Casino Rama distributed to Ontario First Nations
- **Multi-billion dollar** pipeline route from Alaska likely to have substantial Aboriginal ownership