



## **Canada Games Indigenous Artists Licensed Merchandise Program**

### **Call for Expressions of Interest from Indigenous Artists**

The Canada Games represent a coming together, and uniting of a nation through the power of sport. Young athletes and their supporters come from all thirteen provinces and territories, representing the vast diversity of the land and the people of our country.

As part of our commitment to honouring and celebrating the cultures and traditions of Indigenous peoples, we invite First Nations, Métis and Inuit Artists to collaborate with us on a special Canada Games themed licensed merchandise collection. We aim to feature designs inspired by the artists' heritage, showcasing the history, culture and perspectives of Indigenous peoples across Turtle Island. We will select approximately five artists whose work will reflect the diversity of Indigenous peoples across the land, offering the Canada Games Movement a chance to engage with and continue to learn from these important stories.

This initiative was made possible through a generous donation by a private Family Foundation.

### **Who Are We Looking For?**

- Indigenous artists who can authentically represent their personal, cultural and territorial identity and blend that with the spirit of the Canada Games to create a beautiful and meaningful design

### **How Many Artists Will Be Selected?**

- Five Indigenous Artists will be selected to design artwork for a specific garment of licensed merchandise

### **What Is The Compensation?**

- Each selected artist will be paid \$2,000 for their artwork

### **How can an artist submit an expression of interest?**

- Interested artists are invited to complete the submission form [linked here](#) by **November 30, 2024**



### How Will The Artwork Be Used?

- Each artist will have their artwork applied to a specific product, creating a line of five unique pieces in total
  - Products may include hat, t-shirt, tank top, sweater, long-sleeve t-shirt
- The products will be produced in a limited quantity and will be sold online at <https://shop.canadagames.ca/> and onsite at the St. John's 2025 Canada Games.
- To celebrate the artists and their designs a promotional plan will be launched to amplify their story and the merchandise to a national audience

### Review Committee

- Representatives from the following organizations / groups:
  - Donor Representative
  - Canada Games Council DEI Task Force
  - Aboriginal Sport Circle
  - Canada Games Council Staff

### Timelines

- **September 30, 2024** - Call for Expressions of Interest launches
- **November 30, 2024** - Submission Deadline
- **December 18, 2024** - Selected Artists further briefed on program
- **February 28, 2025** - Due date for final artwork
- **April 30, 2025** - Online sales launch
- **August 8-25, 2025** - In-person sales at 2025 Canada Games

The Canada Games Council is committed to ensuring they are reflective of Canadian society. We are on a journey to better support equity, inclusion, belonging while making meaningful progress on Truth and Reconciliation Calls to Action #87 to #91. We encourage all interested Indigenous artists to share their stories through this exciting and unique opportunity.