

## EXPERIENCE MAKER – ELEMENT 5: MARKETING & BRANDING

**Example 1 – FortWhyte Alive – MB, access here:**

<https://www.fortwhyte.org/explore/tours/prairie-legacy/>

**Experience Title:** A Prairie Legacy

**Subtitle/Subtext:** Discover how bison influenced the history of Manitoba and the lives of Indigenous peoples and pioneers.

### **Experience Description:**

*Step back in time*

Venture through the aspen forest onto the open prairie, where you will experience a close-up encounter with 30 grunting, munching bison. Test your skills as you power a mighty Voyageur canoe around the lake. Explore a Plains Cree Tipi and marvel at the design and functionality — cool in summer and warm in winter, offering a respite from the prairie winds. Feel the smoothness of a hand-crafted black spoon, fashioned from a bison horn. Step inside a one-room pioneer sod house and savour wild bush tea and bannock over a campfire.

### **Book Your Tour**

#### **Good to Know:**

- Tour length is 3 hours.
- We encourage you to bring a camera (and to take a bison selfie!).
- While in the Bison Prairie enclosure, you must remain on the bus at all times.
- The bus does not accommodate wheelchairs; passengers must be able to board the bus independently.
- Tours are dependent on the weather and ground conditions; we may have to cancel or postpone a tour.

**Example 2 – Métis Crossing – AB, access here:**

<https://metiscrossing.com/programs/metis-crossing-wildlife-tour/>

**Experience Title:** Visions, Hopes, and Dreams at Métis Crossing Wildlife Tour

**Experience Description:**

Visions, Hopes and Dreams at Métis Crossing Wildlife Park offers guests a once-in-a-lifetime opportunity to experience the beauty of Métis heritage species. The wildlife park is home to rare white bison, wood bison, plains bison, elk, and Percheron horses.

The bison, or “bufloo” in Michif, the language of the Métis, last roamed these hills in 1865. The historical relationship between the Métis people and bison stems from the bison hunt that brought thousands of Métis people together each spring and fall. Through the gathering of these large communities, the Métis Nation took shape with the development of their own laws, democratic, and judicial systems.

**Experience Includes:**

- A 1.5 – 2 hour guided tour with transportation
- An educational experience highlighting the significance of these heritage species to the Métis people
- The opportunity to enter the paddocks alongside the animals for an intimate view of the animals
- The exploration of the Métis people’s connection with the land is an essential element of understanding traditional Métis life. This tour is more than an opportunity to see rare heritage species up-close. The Visions, Hopes and Dreams Wildlife Park tour is a cultural and historical tour paired with a legendary wildlife experience.

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Tours are available Fridays, Saturdays, and Sundays beginning at 11:00am & 1:30pm. Book your experience online today!

**Book Now**

**Contact Us**

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**Example 3 – Squamish Lil’Wat Cultural Centre – BC, access here:**  
<https://slcc.ca/grouptours/>

**Experience Title:** Paddling Through The Nations  
**Subtitle/Subtext:** Community Reconciliation Canoe

**Experience Description:**

Join our Paddling through the Nations Canoe Tour and learn more about the Community Reconciliation Canoe. Guided by an SLCC Cultural Ambassador guests will be welcomed with a drum song, and hear storytelling of historic canoes from both the Squamish Nation and Lil’wat Nation and then be introduced to the Community Reconciliation Canoe, carved in the summer of 2022. We invite guests to sign their names on the paddle as a symbol of connection to the canoe carving project and their commitment to paddle together in reconciliation.

**Details:**

Dates: Please enquire.

Add-on options: (Enquire to learn more)

Lunch: Customize your lunch options for your group.

Crafts: Consider adding the Paddle Rattle or Paddle Necklace or another [interactive craft activity](#) to your visit.

Tour Length: 1-1.5 hours

Group Size: 10-30

Cost: \$18.00

1. *Admission rates are in Canadian funds and are subject to 5% GST*
2. *Workshop is subject to staff availability*
3. *Tour format will be adapted depending on season/weather*

**Inquire Now**

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