



Marketing Services

Why hunt with a shotgun when you can hunt with a rifle? Efficiently tap the fastest growing market in Canada.

- Current information indicates that the Aboriginal population in Canada exceeds 1.4 million and is located in over 700 communities nationally.
- This represents the nations' fastest growing population--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).
- 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.
- \$26 billion in revenue will be generated through Land Claims Entitlement by the year 2015
- 6.5 million acres of reserve land owned
- 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 individual spending power annually
- 50,000+ Aboriginal businesses in Canada at present
- 6.8% Annual Business Growth Rate

NITA can assist you in accessing this market through:

- **DIRECT MAILOUT:** 20,000+ mail database collected from 14 years of targeted activity
- **DIRECT FAXOUT:** 10,000+ fax out database
- **DIRECT EMAIL:** 5,000+ email database
- **DIRECT CONTACT:** NITA has excellent personalized connections
- **WEBSITE:** NITA's high traffic web site
- **EVENT DISTRIBUTION:** have your materials included in NITA events
- **ADVERTISING:** in NITA's conference programs, website, hardcopy and online business directories
- **SPONSORSHIP:** Sponsors of NITA events receive comprehensive package of market exposure options
- Strategic market identification and planning
- Assistance in developing marketing materials