



THE MAYOR'S EVENING
FOR THE



MONDAY, NOVEMBER 18, 2019
METRO TORONTO CONVENTION CENTRE
SOUTH BUILDING

EVENT SPONSORSHIP OPPORTUNITIES

IN SUPPORT OF ARTS IN THE PARKS
AND THE CREATIVE CITY INITIATIVES OF TORONTO ARTS FOUNDATION

**SPONSORSHIP PACKAGES CAN BE CUSTOMIZED TO FIT YOUR
PERSONAL OR CORPORATE MARKETING NEEDS**

For further information on sponsorships please contact:
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416.224.9990 or kim.inc@kimfundraising.com

THE MAYOR'S EVENING
FOR THE *arts*

In support of **Arts in the Parks**
and the **Creative City Initiatives** of
Toronto Arts Foundation

“Knowing the importance of access to the arts, I’m proud of the work Toronto Arts Foundation is doing to deliver the arts to communities across our great city.” – Mayor John Tory

As a city builder, a community booster, an arts patron, and a neighbour, we invite you to join Mayor Tory in supporting the work of Toronto Arts Foundation, and make a positive impact on your city, and on the people of Toronto.

Proceeds from The Mayor’s Evening for the Arts support Toronto Arts Foundation’s **Creative City** initiatives, which include **Arts in the Parks, Neighbourhood Arts Network** and **Creative Champions**. These programs, developed as a direct response to issues confronting Toronto’s artists and the desire to increase arts access across the city, help realize the vision of Toronto as a vibrant, creative city where every neighbourhood is enriched by the transformative benefits of the arts.

Arts in the Parks, championed by Mayor Tory and made possible through funds raised during the annual Mayor’s Evening for the Arts, has, over three summers, presented a total of **875 events** including children’s workshops, film nights, music, and theatre in **69 different parks** across Toronto, with a total audience of over **350,000**. With this innovative and family friendly initiative we are bringing people together and building strong communities.

Toronto Arts Foundation is delighted to offer you sponsorship opportunities to highlight your important contribution and commitment to supporting the arts in Toronto.

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EXCLUSIVE VIP RECEPTION SPONSOR - \$60,000

INCLUDES OPPORTUNITY FOR ONSITE CORPORATE ACTIVATION TO TAKE PLACE DURING THE EVENT!

Show your guests and clients how important they are by hosting the VIP Reception.

Event Sponsorship Benefits:

- Exclusive opportunity for one Sponsor
- TWO Tables in prime location with name on Table signs – 10 seats at each table
- **TWO additional seats at the Head Table**
- **Company name and logo on VIP Reception Invitation**
- **Opportunity to bring digital greetings at Reception**
- **VIP Reception invitation for all of your Table Guests**
- **Full page recognition in the Dinner Book**
- **Opportunity for Promotional Display / Activation in Welcome / Reception Area**
- **Sponsor Recognition from the Podium**
- Company name or logo in the Dinner Book as **VIP Reception Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- Recognition as **VIP Reception Sponsor** on any relevant marketing materials
- Dignitary/Celebrity hosting opportunity at your Tables
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

EXCLUSIVE DINNER HEAD TABLE SPONSOR – \$60,000

INCLUDES OPPORTUNITY FOR ONSITE CORPORATE ACTIVATION TO TAKE PLACE DURING THE EVENT!

Show your commitment to the arts to the special guests at the Head Table, including Mayor Tory – with your corporate logo on all Head Table Seating Cards.

Event Sponsorship Benefits:

- Exclusive opportunity for one Sponsor
- TWO Tables in prime location with name on Table signs – 10 seats at each table
- **TWO additional seats at the Head Table**
- **Logo/name on Head Table name cards**
- **VIP Reception invitation for all your Table Guests**
- **Full page advertisement in the Dinner Book**
- **Opportunity for Promotional Display / Activation in Welcome / Reception Area**
- **Sponsor Recognition from the Podium**
- Dignitary/Celebrity hosting opportunity at your Table
- Name or logo in the Dinner Book as **Head Table Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- Recognition as **Head Table Sponsor** on any relevant marketing materials
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

EXCLUSIVE RED CARPET SPONSOR - \$50,000

The Mayor's Evening for the Arts is a high-profile event that attracts Toronto's most prominent cultural and business leaders.

As the Red Carpet Sponsor, you will enjoy immediate visibility when guests first arrive at the event. The Red Carpet Sponsor will be able to elevate the arrival experience with a branded red carpet, which provides high-profile recognition through event photography and press coverage.

Event Sponsorship Benefits:

- Exclusive opportunity for one Sponsor
- **TWO Tables in prime location with name on Table signs – 10 seats at each table**
- **Red Carpet branded with your company logos and/or colours**
- **Full page recognition in the Dinner Book**
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Red Carpet Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

EXCLUSIVE DINNER BOOK SPONSOR- \$50,000

Event Sponsorship Benefits:

- Exclusive opportunity for one Sponsor
- TWO Tables in prime location with name on Table signs – 10 seats at each table
- **Full page recognition on back cover of the Dinner Book**
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Dinner Book Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

ARTS IN THE PARKS GOLD SPONSOR - \$50,000 (3 AVAILABLE)

1. **VOLUNTEER PROGRAM SPONSOR:** Arts and the Parks relies on 200 volunteers with over 1000 hours each summer. These community members assist in setting up signage, distribute brochures at the park, and answering questions about the event, park, and conducting short audience surveys. Funds help with volunteer incentives, training sessions, volunteer software program, and administration of program.
2. **COMMUNITY ENGAGEMENT SPONSOR:** An important aspect of Arts and the Parks is the grass roots engagement of people within each park's community. This sponsorship aids in this important, hands on work of visiting, listening to and responding to neighbourhood organizations. This program leads to strong partnerships and complementary programming such as local libraries sharing books on Taiko Drumming to their early readers group.
3. **LOCAL ARTIST SPOTLIGHT SPONSOR:** The Foundation deeply engages with local communities by featuring local arts groups in selected Arts in the Parks event locations. This sponsorship helps in the fees and expenses of the local groups.

Event & Program Sponsorship Benefits:

- Company name or logo as Arts in the Parks Sponsor on targeted advertising
- TWO Tables with name on Table signs – 10 seats at each table
- **Full page recognition in the Dinner Book**
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Arts in the Parks Gold Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

EXCLUSIVE AUCTION SPONSOR - \$50,000

Event Sponsorship Benefits:

- Exclusive opportunity for one Sponsor
- TWO Tables in prime location with name on Table signs – 10 seats at each table
- **Company name or logo on Auction bid cards and at Auction display area**
- **Full page recognition in the Dinner Book**
- Opportunity for promotional display in the Auction area
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Auction Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

GOLD SPONSOR - \$50,000

Event Sponsorship Benefits:

- TWO Tables in prime location with name on Table signs – 10 seats at each table
- **Full page recognition in the Dinner Book**
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Gold Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

EXCLUSIVE WINE SPONSOR – \$25,000

Event Sponsorship Benefits:

- Exclusive opportunity for one Sponsor
- TWO Tables in prime location with name on Table signs – 10 seats at each table
- **Company name or logo on table cards as Wine Sponsor**
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Wine Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

EXCLUSIVE CENTREPIECE SPONSOR – \$25,000

Event Sponsorship Benefits:

- Exclusive opportunity for one Sponsor
- TWO Tables in prime location with name on Table signs – 10 seats at each table
- **Company name or logo on table cards as Centrepiece Sponsor**
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Centrepiece Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

ARTS IN THE PARKS SILVER SPONSOR - \$25,000 (3 AVAILABLE)

1. SUMMER STUDENT SPONSOR: Help give young people valuable employment experience in marketing, community engagement, volunteer coordination and onsite support.
2. YOUTH AMBASSADOR SPONSOR: Help young people achieve success through a strong student volunteer program. Young people will gain experience engaging with the public and working as a team as they help to create a welcoming environment in the parks.
3. ACCESSIBLE WEBSITE & DIGITAL SPONSOR: Help fund an up-to-date, user friendly website with an active map and language translation capabilities - essential to bringing people into the parks.

Event & Program Sponsorship Benefits

- **Recognition on program marketing materials**
- TWO Tables with name on Table signs – 10 seats at each table
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Arts in the Parks Silver Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

COMMUNITY ARTS SILVER SPONSOR - \$25,000 (3 AVAILABLE)

1. **ARTIST PROFESSIONAL DEVELOPMENT:** A free professional development workshop series for creative entrepreneurs. The series provides opportunities for artists to gain valuable information, skills and insights on creating and sustaining a creative practice. Topics can include self-promotion; communications platforms and techniques; sponsorship and fundraising; creative entrepreneurship; marketing strategies; brand identity; and creative rights protection.
2. **COMMUNITY ARTS AWARD:** This award celebrates an arts organization that has made a significant contribution in Toronto by working with, in and for communities, while creating access and inclusion to arts and culture. A unique event celebrating the finalists will be built around the award, and can include a speaking opportunity by the sponsor. Your sponsorship helps with the cash prize, management of the nomination process and jury, and event expenses.
3. **COMMUNITY ARTS SYMPOSIUM:** in the fall of 2020, the Foundation's Neighbourhood Arts Network will host the biannual **Emergence Symposium**, convening over 150 community engaged arts practitioners, policy makers and community leaders for knowledge exchange, leadership development, creative self-reflection, mentorship and cross sectoral collaborations. This large-scale symposium will build on the equity dialogue which Neighbourhood Arts Network has explored since its foundation in 2010.

Event & Program Sponsorship Benefits

- **Recognition on program marketing materials**
- TWO Tables with name on Table signs – 10 seats at each table
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Arts in the Parks Silver Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

EXCLUSIVE ARTS BOARDS NETWORK SILVER SPONSOR - \$25,000

Volunteer leadership is a powerful force in promoting the value of the arts in society, in encouraging philanthropy, and in guiding sustainable arts organizations.

Toronto Arts Boards Network (aka Creative Champions Network) provides free opportunities for Toronto's 2,000+ arts board members to come together, share experiences, and learn from leading experts about the art of good governance.

Our Workshops & Speaker Series and online Resources offer extensive information and guidance on the roles, responsibilities, challenges and rewards of serving on an arts board.

Topics include Board Chair/CEO partnership, Planning for artistic and management leadership transitions; Board recruitment, and diversifying your board; Financial oversight; Board structure and policies; Strategy and planning; The board's role in fundraising; and Being a strong champion and advocate.

Event & Program Sponsorship Benefits

- **Exclusive branding opportunities on Creative Champion Network invitations, on site signage, and event announcements**
- **Verbal recognition at all Creative Champion events**
- **Opportunity to host Creative Champion workshops or events**
- TWO Tables with name on Table signs – 10 seats at each table
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Arts Boards Network Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
- Recognition and web link on Toronto Arts Foundation website as a Sponsor of the Mayor's Evening for the Arts

SILVER SPONSOR – \$25,000

Event Sponsorship Benefits:

- TWO Tables with name on Table signs – 10 seats at each table
- Dignitary/Celebrity hosting opportunity at your Table
- Company name or logo in the Dinner Book as **Silver Sponsor**
- Company name or logo in Recognition Video shown during Dinner
- VIP Reception invitation for your Table Hosts
- Recognition on Toronto Arts Foundation print and marketing collateral as Sponsor of the Mayor's Evening for the Arts
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