

2020 CREATIVE CITY INITIATIVES SPONSORSHIPS

Toronto Arts Foundation creates change towards the vision of Toronto as a Creative City through strategic initiatives that directly impact artists and arts organizations working in and with our communities. **Arts in the Parks** and our **Community Arts Network** have been developed as a direct response to issues confronting Toronto's artists and to increase arts access in neighbourhoods across the city. Our **Board Leadership Series** builds volunteer support and develops champions of the arts. Our **COVID-19 Artist Response Initiatives** help with mitigation, resilience and recovery for artists during the pandemic.

With the generous support of individual donors, corporations, and community partners, we will continue to respond to the needs of Toronto's artists and arts organizations across our city.

ARTS IN THE PARKS

Arts in the Parks, championed by Mayor Tory, has, over four summers, presented a total of 1,165 events including children's workshops, film nights, music, and theatre in 77 different parks across Toronto, with a total audience of 524,723. With this innovative and family friendly initiative we are bringing people together and building strong communities.

Additional program benefits include:

- Logo recognition in over 200,000 printed Arts in the Parks brochures distributed in Star Metroland Media newspapers as well as in libraries, community centres and at all Arts in the Parks events
- Recognition and web link on the Arts in the Parks website
- Logo recognition on Thank You advertisement Star Metroland Media – readership 100,000+
- Verbal recognition from the podium at the Arts in the Parks Launch in June 2021

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

VOLUNTEER PROGRAM - *Arts in the Parks* relies on 200 volunteers with over 1,000 hours each summer. These community members assist in setting up signage, distribute brochures at the park, answering questions about the event, and conduct short audience surveys. Funds help with volunteer incentives, training sessions, volunteer software program, and administration of program. **Exclusive benefit to Volunteer Sponsor: Logo on Volunteer T-Shirts – giving visibility in parks throughout the summer of 2021**

COMMUNITY ENGAGEMENT - An important aspect of Arts in the Parks is the grass roots engagement of people within each park's community. This sponsorship aids staffing this important, hands on work of visiting, listening to and responding to neighbourhood organizations which leads to strong partnerships.

LOCAL ARTIST SPOTLIGHT PROGRAM - Paid opportunities for local emerging artists, primarily youth, to perform before a main Arts in the Park event, generating collaborative opportunities and deepening the connection between the presenting artists and the community.

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

SUMMER STUDENT PROGRAM - Help give young people valuable employment experience in marketing, community engagement, volunteer coordination and onsite support.

YOUTH AMBASSADOR PROGRAM - 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.

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.

2020 CREATIVE CITY INITIATIVES SPONSORSHIPS continued.

COVID-19 ARTIST RESPONSE INITIATIVES - \$25,000

Toronto Arts Foundation is working with civic minded partners, including the Toronto Arts Council, to help with mitigation, resilience, and recovery during the COVID-19 crisis in Toronto. Through one-on-one mentorship to help artists reimagine how they work during the pandemic, workshops for board members on navigating these critical times, research to track impact as well as new best practices from around the world, and financial support for artists and arts organizations, our COVID-19 response initiatives are helping Toronto's arts sector cope and grow in this precarious time. **We need your support.** Your sponsorship is crucial at this time, as it will help us continue to provide resources to artists who are hurting economically during this crisis and looking for resources to aid them in recovery. There has truly never been a more important time to give.

COMMUNITY ARTS SILVER SPONSOR - \$25,000 (2 available)

Community-engaged artists work deeply at the neighbourhood level, collaborating with culturally diverse communities to create a powerful sense of inclusion, understanding, and the possibility of self-expression among participants.

Program specific benefits include logo placement on all promotion materials; thank you to sponsor through social media posts.

ARTIST PROFESSIONAL DEVELOPMENT SPONSOR - Provide the skills artists need to sustain their creative practice by sponsoring a free professional development workshop series. Topics from this series of workshops (10 to 20 per year) include self-promotion; communications platforms and techniques; sponsorship and fundraising; creative entrepreneurship; marketing strategies; brand identity; and creative rights protection. Additional benefits include verbal recognition of support at each workshop (10 to 20 workshops per year, 25 to 30 participants per workshop); share your knowledge with an opportunity to host and/or conduct a workshop at your corporate offices. Topics could include marketing, customer relations, financial management.

COMMUNITY ARTS CONFERENCE - In the fall of 2021, the Foundation's Neighbourhood Arts Network will host the **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. **Additional Program specific benefits include** verbal recognition of support and signage at conference and speaking opportunity at opening of conference.

EXCLUSIVE BOARD LEADERSHIP SERIES 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 Foundation's Board Leadership Series, 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. This popular series and accompanying 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 diversification; financial oversight; board structure and policies; strategy and planning; the board's role in fundraising; and being a strong champion and advocate.

Additional Program specific benefits include logo recognition on Board Leadership Series (Creative Champions Network) event invitations, on site signage, and event announcement; verbal recognition at all events (5 to 7 events per year), and an opportunity to host a workshop or event.

For further information contact

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