



THE MAYOR'S EVENING
FOR THE *arts*



2023



SPONSORSHIP PACKAGE

The Mayor's Evening for the Arts
November 13, 2023

Metro Toronto Convention Centre

For information contact leslie@torontoarts.org

THE MAYOR'S EVENING FOR THE ARTS RETURNS ON MONDAY NOVEMBER 13 TO THE METRO TORONTO CONVENTION CENTRE!

Join Mayor Olivia Chow and your fellow city-builders for another dazzling night celebrating the arts in Toronto at The Evening for the Arts.

Your support through the Evening benefits our many high-impact initiatives that connect communities, serve artists, s and enrich our city through the arts, including **Arts in The Parks!**

With its inception in 2016, Arts in the Parks continues to animate local Toronto parks with free, family-friendly arts programming.

At The Mayor's Evening for the Arts, you will get an opportunity to:

- Network with peers, potential partners and city and cultural leaders.
- Entertain your clients and partners at an exciting arts event.
- Demonstrate your commitment to community engagement to your customers.
- Make Toronto a more exciting city by strengthening the arts sector.

Monday, November 13, 2023
Metro Convention Centre, North Building
VIP Sponsor Reception: 5 PM
General Reception: 6 PM
Dinner: 7 PM

Live & Silent Auction Entertainment Cocktail Attire

SPONSORSHIP OPPORTUNITIES & TABLES ON SALE NOW!

Contact Leslie at leslie@torontoarts.org or 416-392-3602 ext. 214



SPONSORSHIP OPPORTUNITIES

Opportunities include both Event Style and Program Support

Details on benefits are outlined on the following pages.

EVENT SPONSORSHIPS

Page 4	Exclusive Title/Presenting: \$75,000
Page 5	Exclusive Head Table: \$50,000
Page 5	Exclusive VIP Sponsor Reception: \$50,000
Page 6	Exclusive Evening Program Book Sponsor: \$50,000
Page 6	Gold Sponsor: \$50,000
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Page 7	Centrepiece Sponsor: \$25,000
Page 7	Silver Sponsor: \$25,000

PROGRAM SUPPORT

Page 8	Arts in the Parks Volunteer Program: \$50,000
Page 8	Local Artist Spotlight Program: \$50,000
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Page 9	Arts in the Parks Overall Support Silver: \$25,000
Page 10	Mentor in Residence Program: \$25,000
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Page 10	Newcomer Artist Professional Development Workshops: \$25,000
Page 10	Arts & Equity Conference: \$25,000
Page 10	Good Governance Speaker Series for Arts Leaders and Board Members: \$25,000

ARTS IN THE PARKS

BRINGING FREE, FAMILY FRIENDLY ARTS EVENTS AND ACTIVITIES TO LOCAL PARKS ACROSS TORONTO!

Arts in the Parks, supported by funds raised through The Mayor's Evening for the Arts, is an annual community outreach program designed to increase public access to arts programming. It brings free, family-friendly arts events to parks across Toronto with a focus on under-served neighborhoods. The program supports 150 free events in 35+ parks attracting upwards of 150,000 audience members annually.

Arts in the Parks breaks down financial, geographic, language and access barriers while offering Torontonians the opportunity to experience a diverse range of arts experiences including dance, music, theatre, and puppetry in their local park for free.

Community benefits of this program include increased community engagement and a sense of belonging; participation in shared experiences by community members including seniors and youth; learning opportunities for newcomers through our volunteer program; friendly, welcoming spaces; and the opportunity to build new friendships.



“Bringing high quality and engaging performances to communities that face barriers to attending live performances is exactly the kind of innovation we want to inspire in more parks.”

-Jodi Lastman, Director of Marketing at Park People

EVENT SPONSORSHIP OPPORTUNITIES

\$75,000: PRESENTING SPONSOR (1 available)

An exciting opportunity to highlight your organization's commitment to city building through the arts in Toronto. Your name/logo will appear in all marketing materials and signage at the event.

Benefits

- ▶ Two tables of 10 with your company name displayed on the table
- ▶ 2 additional seats at the Head Table
- ▶ Verbal recognition of your support from the Podium
- ▶ Front page logo recognition on the Evening Program Book
- ▶ Company name or logo on the Evening Invitation
- ▶ Opportunity for promotional display in the reception area
- ▶ All guests invited to the exclusive VIP Sponsor Reception
- ▶ Featured full page ad and logo placement in the Evening Program Book
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable



EVENT SPONSORSHIP OPPORTUNITIES

\$50,000: HEAD TABLE (1 available)

An incredible opportunity for your top executives to join civic and cultural leaders at Head Table and to demonstrate to all attendees your commitment to the arts in Toronto.

Benefits

- ▶ Two tables of 10 with your company name displayed on the table
- ▶ 2 additional seats at the Head Table
- ▶ Logo or name on Head Table Seating Cards
- ▶ Verbal Recognition of your support from the Podium
- ▶ Opportunity for promotional display in the reception area
- ▶ All guests invited to the exclusive VIP Sponsor Reception
- ▶ Featured full page ad and logo placement in the Evening Program Book
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

\$50,000: VIP SPONSOR RECEPTION (1 available)

A unique opportunity to bring greetings to all guests of event sponsors as well as our civic and cultural leaders.

Benefits

- ▶ Opportunity to bring Greetings during VIP Sponsor Reception
- ▶ Signage Recognition in VIP Reception
- ▶ Two tables of 10 with your company name displayed on the table
- ▶ Opportunity for promotional display in the reception area
- ▶ All guests invited to the exclusive VIP Sponsor Reception
- ▶ Featured full page ad and logo placement in the Evening Program Book
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

EVENT SPONSORSHIP OPPORTUNITIES

\$50,000: EXCLUSIVE EVENING PROGRAM SPONSOR (1 available)

Includes the opportunity to highlight your company's contribution with a full-page ad on the back cover of the Evening Program Book.

Benefits

- ▶ Full page recognition on the Back Cover of the Evening Program Book
- ▶ Two tables of 10 with your company name displayed on the table
- ▶ Opportunity for promotional display in the reception area
- ▶ All guests invited to the exclusive VIP Sponsor Reception
- ▶ Featured logo placement in the Evening Program Book
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

\$50,000: GOLD EVENT SPONSOR

Benefits

- ▶ Two tables of 10 with your company name displayed on the table
- ▶ Opportunity for promotional display in the reception area
- ▶ All guests invited to the exclusive VIP Sponsor Reception
- ▶ Featured full page ad and logo placement in the Evening Program Book
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

EVENT SPONSORSHIP OPPORTUNITIES

\$25,000: AUCTION SPONSOR (1 available)

- ▶ Company name or logo in Auction display areas and on Auction website
- ▶ Logo on auction listing page in the Evening Program Book
- ▶ Half page ad and logo placement in the Evening Program Book
- ▶ Two tables of 10 with your company name displayed on the table
- ▶ Guests invited to VIP Sponsor Reception
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

\$25,000: EXCLUSIVE CENTREPIECE SPONSOR (1 available)

- ▶ Company logo or name on table cards as Centerpiece Sponsor
- ▶ Half page ad and logo placement in the Evening Program Book
- ▶ Two tables of 10 with your company name displayed on the table
- ▶ Guests invited to VIP Sponsor Reception
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

\$25,000: SILVER SPONSOR

- ▶ Company logo or name on table cards as Centerpiece Sponsor
- ▶ Half page ad and logo placement in the Evening Program Book
- ▶ Two tables of 10 with your company name displayed on the table
- ▶ Guests invited to VIP Sponsor Reception
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable



PROGRAM SPONSORSHIP OPPORTUNITIES

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

Receive marketing opportunities beyond the event by directly supporting Arts in the Parks programs. Choose from the Volunteer Program, Local Artist Spotlight Program, or Gold Program Sponsor.

Benefits

- ▶ Company name or logo on targeted advertising including 7000 printed brochures that are distributed directly to local communities and on the Arts in the Parks website
- ▶ Two tables of 10 with your company name displayed on the table
- ▶ Opportunity for promotional display in the reception area
- ▶ All guests invited to the exclusive VIP Sponsor Reception
- ▶ Featured full page ad and logo placement in the Evening Program Book
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

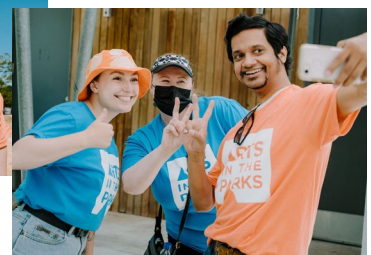
☐ **Volunteer Program:** Arts in the Parks relies on 50 volunteers with an average of 500 hours each summer. These community members assist in setting up signage, distributing brochures at the park, answering questions about the event and conducting short audience surveys. Funds help with volunteer incentives, training sessions, volunteer software program and administration of program.

- Includes logo recognition on volunteer T-shirts

☐ **Local Artist Spotlight:** The Foundation deeply engages with local communities by featuring local artists in selected Arts in the Parks event locations. This sponsorship helps with the fees and expenses of the local groups.

- Includes verbal recognition at each Spotlight performance

☐ **Gold Program Sponsor**



PROGRAM SPONSORSHIP OPPORTUNITIES

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

Receive marketing opportunities beyond the event by directly supporting Arts in the Parks programs. Choose from the Volunteer Program, Local Artist Spotlight Program, or a Gold Program Sponsor.

Benefits

- ▶ Company name or logo on targeted advertising including 7000 printed brochures that are distributed directly to local communities and on the Arts in the Parks website
- ▶ Two tables of 10 with your company name displayed on the table
- ▶ All guests invited to the exclusive VIP Sponsor Reception
- ▶ Featured half page ad and logo placement in the Evening Program Book
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

☐ **Summer Students:** Help give young people valuable employment experience in marketing, community engagement, volunteer coordination and on-site event support.

☐ **Accessible Website & Digital:** Fund a user-friendly website with an active events map and language translation capabilities.

☐ **Silver Program Sponsor**



PROGRAM SPONSORSHIP OPPORTUNITIES

\$25,000: ARTIST PROFESSIONAL DEVELOPMENT (5 available)

Provide the skills artists need to sustain their creative practice by sponsoring free professional development workshops and mentorship programs. Receive the additional benefit of recognition on all program marketing materials.

Benefits

- ▶ Company name or logo on program marketing materials and verbal recognition at program events
- ▶ Two tables of 10 with your company name displayed on the table
- ▶ All guests invited to the exclusive VIP Sponsor Reception
- ▶ Featured half page ad and logo placement in the Evening Program Book
- ▶ Company recognition on the Toronto Arts Foundation website, social media channels and other relevant marketing material.
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

☐ **Mentor in Residence Program:** Artists and arts workers are matched with industry professionals for free one-on-one in-depth support in career planning, project development and entrepreneurial skills.

☐ **Make a Living Making Art Workshop Series:** Industry experts provide their perspective and expertise into several topics geared towards artists and arts workers from small to mid-sized arts organizations.

☐ **Newcomer Artist Professional Development Workshops:** This program aids in establishing a successful artistic career in Canada by providing access to arts leaders and creative businesses to share best practices, tools and an understanding of how to navigate the arts sector in Toronto.

☐ **Arts & Equity Conference:** A full-day convening for over 150 community-engaged arts practitioners, policy makers and community leaders to exchange knowledge, develop leadership skills, collaborate and more.

☐ **Good Governance Speaker Series for Arts Leaders and Board Members:** Extensive information and guidance on the roles, responsibilities, challenges and rewards of serving on an arts board is provided free to dedicated volunteers and cultural leaders through workshops, speakers and on-line resources.



OTHER WAYS TO CONTRIBUTE

\$10,000: TABLE PURCHASE

Demonstrate your support of the arts in your community while treating your colleagues to an exciting night out!

Benefits

- ▶ Table of 10 with your company name displayed on the table
- ▶ Company recognition in the Evening Program Book and on the Toronto Arts Foundation website
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

\$1,000: SINGLE TICKET PURCHASE

Benefits Include

- ▶ Seated at a table of 10 with like-minded political, business and civic leaders
- ▶ Charitable Tax Receipt (if requested) for maximum amount allowable

**ARE YOU UNABLE TO ATTEND THE MAYOR'S EVENING FOR
THE ARTS, BUT WOULD LIKE TO SHOW YOUR SUPPORT TO
TORONTO'S DYNAMIC ARTS COMMUNITY?
MAKE A DONATION TODAY!**

All donations are greatly appreciated and make an impact!
You will receive a tax receipt for the full amount of your donation.

For further information regarding
sponsorships, tables and tickets contact:

Leslie Francombe
Senior Manager, Philanthropy & Sponsorship
Toronto Arts Foundation
leslie@torontoarts.org or (416) 392-6802 x214



THE MAYOR'S EVENING
FOR THE



2023 Mayor's Evening for the Arts
November 13, 2023
Sponsorship/Table Registration Form

CONTACT NAME & TITLE:

COMPANY OR NAME as it should appear in the Program Guide & Table Signs (for contributions of \$10,000+)

ADDRESS:

EMAIL:

PHONE:

Additional Contact Information for Guest List, Logos, Advertising, etc. CONTACT NAME & TITLE:

EMAIL:

PHONE:

Check your level of support:

SPONSORSHIP LEVEL AND TITLE:

TABLE FOR TEN @ \$10,000

QUANTITY: _____

TICKET: DINNER @ \$1,000 PER PERSON

QUANTITY: _____

DONATION

TOTAL AMOUNT:

PAYABLE: PAYMENT BY:

☐ Cheque (made payable to Toronto Arts Foundation)

Please issue an invoice to the attention of: _____

Credit Card

VISA

Mastercard

Name on Card: _____ Signature: _____

Card Number: _____ Exp: _____ Security Code _____

Please pick one:

☐ Please issue a charitable tax receipt following the event for the maximum amount allowable.

☐ Please issue a business receipt for the full amount.

SOCIAL MEDIA: We would love to share your support on twitter and Facebook. Please add your social media handles below:

RETURN THIS FORM BY EMAIL TO leslie@torontoarts.org

BY MAIL TO: Toronto Arts Foundation, 200-26 Grand Trunk Crescent, Toronto, ON, M5J 3A9

For more information please contact Leslie: leslie@torontoarts.org 416.392.6802 x 214