



**MAYOR'S EVENING  
FOR THE ARTS**

# **(IN) BLOOM GALA 2026**

**SPONSORSHIP  
OPPORTUNITIES**

**TORONTO  
ARTS FOUNDATION**

**TO  
A\_**



TO  
A\_

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NOV 25 — 2026  
THE CARLU

**MAYOR'S EVENING  
FOR THE ARTS**

DOORS OPEN — VIP RECEPTION — 5PM  
DINNER — 6PM

(IN) BLOOM  
GALA 2026

DOORS OPEN — 8:30PM



WE FUEL  
TORONTO'S  
VITALITY  
BY SUPPORTING  
ART IN ALL  
ITS FORMS;  
BY PROVIDING  
PATHWAYS  
FOR ACCESS,  
INNOVATION,  
AND LONG-TERM  
SUCCESS IN THE ARTS;  
AND BY ASSERTING  
THAT CREATIVITY  
IS ESSENTIAL  
TO THE WELL-BEING  
OF OUR CITY  
AND EVERYONE  
WHO CALLS  
TORONTO  
HOME.

—**KELLY LANGGARD,**  
DIRECTOR & CEO, TORONTO ARTS COUNCIL & FOUNDATION

# TORONTO ARTS \_ FOUNDATION

**AS TORONTO'S CITYWIDE CHARITY FOR THE ARTS, WE MOBILIZE PRIVATE PARTNERS AND RESOURCES TO CHAMPION AND STRENGTHEN THE ARTS SECTOR, NURTURE CREATIVE POTENTIAL, CELEBRATE ARTISTIC ACHIEVEMENT, AND CONNECT COMMUNITIES TO THE TRANSFORMATIVE BENEFITS OF THE ARTS.**

We believe in the power of the arts to connect us across differences, to turn imagination into opportunity, and to ensure the continued vitality of our vibrant and creative city.

Your support of the 2026 Mayor's Evening for the Arts makes this vision possible. It fuels workforce development in the

arts, creates opportunities for local talent, and delivers free cultural experiences in neighbourhoods across the city.

Help us to contribute to a city where artists can thrive and creativity can flourish — because the arts are essential to our way of life in Toronto.



# ABOUT THE OPPORTUNITY

The Mayor's Evening for the Arts + (In) Bloom Gala is Toronto's biggest art party and fundraiser, bringing together artists and art supporters to spotlight the impact of the arts on our city and to celebrate our vibrant creative community.

**LAST YEAR THE EVENT DREW NEARLY 1,000 ATTENDEES AND RAISED MORE THAN \$1,056,000 IN SUPPORT OF THE ARTS. EVERY YEAR, TORONTO ARTS FOUNDATION'S LONGSTANDING SIGNATURE FUNDRAISING EVENT DELIVERS MEANINGFUL IMPACT WHILE OFFERING AN UNFORGETTABLE EXPERIENCE FOR ATTENDEES, PARTNERS, AND SUPPORTERS ALIKE.**

This year is unique — taking place immediately following Toronto's 2026 mayoral election, this is your chance to liaise with Toronto's new City Council, alongside cultural leaders, civic leaders, arts philanthropists, and fellow sponsors. Join us this year and take part in the celebration.

Experience captivating local talent, high quality hospitality, and the opportunity to connect more deeply with Toronto's dazzling and diverse arts community. Be a part of one of the most magical nights of the year and help us make a difference in Toronto's diverse artistic communities.

# SPONSORSHIP OPPORTUNITIES

Our sponsorship tiers offer a variety of ways to make an impact while recognizing your brand as a champion of the arts. Whether by supporting a specific program, or contributing directly to an incredible evening, each level comes with unique benefits to align with your goals. Explore the options to find the sponsorship opportunity that best suits your vision.

## — NETWORK

with peers, partners, and leaders from the city and cultural sectors

## — HOST

clients and colleagues at a dynamic event that celebrates the diversity of Toronto's arts scene

## — SHOWCASE

your commitment to community engagement and cultural investment

## — HELP MAKE TORONTO A MORE VIBRANT AND CONNECTED CITY

by strengthening the creative sector and fueling economic growth through creativity

AS A GESTURE OF OUR APPRECIATION, SPONSORS WILL BE INVITED TO A THANK-YOU EVENT HELD IN THE SPRING OF 2027, HOSTED BY TORONTO'S RECENTLY ELECTED MAYOR. THIS EXCLUSIVE GATHERING OFFERS A MEANINGFUL OPPORTUNITY TO CONNECT WITH FELLOW SPONSORS, ARTISTS, AND COMMUNITY LEADERS, PROVIDING ANOTHER VALUABLE TOUCHPOINT FOR RELATIONSHIP-BUILDING AND ENGAGEMENT BEYOND THE MAIN EVENT.

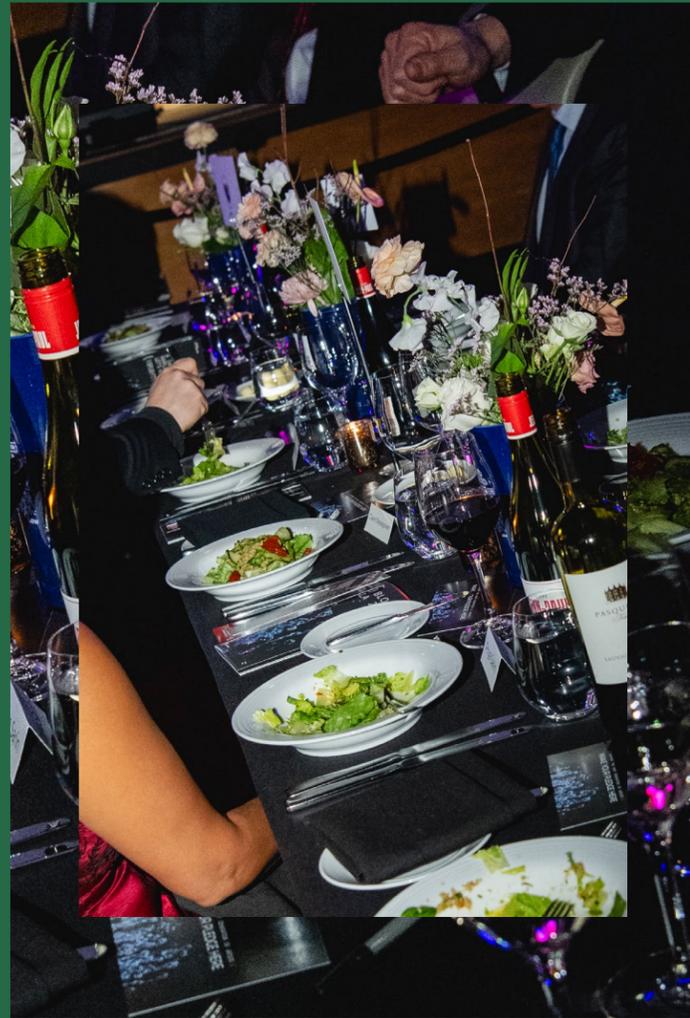
# A SPECIAL INVITATION

# SPONSORSHIP SNAPSHOT

MAXIMIZE YOUR IMPACT & RECOGNITION												
BENEFITS	\$75K PRESENTING SPONSOR	\$50K EXCLUSIVE VIP STAGE	GOLD ARTS IN THE PARKS SPONSOR	GOLD GALA SPONSOR	\$35K EXCLUSIVE AUCTION SPONSOR	EXPERIENCE & ENTERTAINMENT	\$25K SILVER ARTS IN THE PARKS SPONSOR	SILVER PROGRAM SPONSOR*	SILVER GALA SPONSOR	\$15K WORKFORCE PROGRAM SPONSOR	\$10K BRONZE SPONSOR	IN-KIND SPONSOR
#Head Table Vip Dinner Seats	2	2	2	2	—	—	—	—	—	—	—	—
#Vip Dinner Seats	10	10	10	10	10	10	8	8	8	4	4	6**
#Gala Tickets	10	6	6	6	6	6	4	4	4	4	4	6**
Evening Program Book	Full page	1/2 page	1/2 page	1/2 page	1/4 page	1/4 page	Logo	Logo	Logo	Listing	Listing	Logo
Podium Recognition	Main stage + satellite stage	VIP dinner	—	—	—	—	—	—	—	—	—	—
Signage Recognition	Logo	Logo	Logo	Logo	Silent Auction display	Gala Activation	Logo	Logo	Logo	Listing	Listing	Donation-specific
Logo/Name Table Sign	VIP Dinner	VIP Dinner head + 2 <sup>nd</sup> table	VIP Dinner	VIP Dinner	VIP Dinner	VIP Dinner	VIP Dinner	VIP Dinner	VIP Dinner	—	—	VIP Dinner
Digital On Site Recognition	Featured during VIP + Main stage programming	Featured during VIP programming	Prominent placement at the event	Prominent placement at the event	High-visibility digital logo	High-visibility digital logo	Rotating digital logo in key event areas	Rotating digital logo in key event areas	Rotating digital logo in key event areas	Logo in shared sponsor display	Logo in shared sponsor display	Rotating digital logo in key event areas
Social Media Recognition	Highlighted recognition	Highlights	Highlights	Highlights	Silent Auction	Experience Activation	●	●	●	●	—	●
Other Special Marketing Recognition	Opportunity for promotional display in Gala area	—	Logo recognition on Arts in the Parks marketing materials and on website	—	Company name/ logo on Silent Auction program page + online Auction website	—	Arts in the Parks: logo on website + print + Inclusion at launch event + other recognition as possible	Logo on program- specific print + website; inclusion in program- specific events + other associated recognition where possible	—	Paid placement with a youth, newcomer, or Indigenous artist, to conduct a media arts or arts education project at your organization	—	Exclusive donation- specific recognition (eg. Wine Sponsor)

\*DESIGNATED PROGRAM CONTRIBUTIONS DETERMINED IN COORDINATION WITH TORONTO ARTS FOUNDATION

\*\*INDICATES MAXIMUM BENEFIT ALLOWANCE, BASED ON TOTAL VALUE OF THE IN-KIND CONTRIBUTION



# \$75K PRESENTING SPONSOR

An exciting opportunity to highlight your organization's commitment to city-building at the forefront of the Mayor's Evening for the Arts. Your name and logo will be prominently featured in all event promotions, from invitations to press releases, as the presenting sponsors, showcasing your commitment to a vibrant arts community. Enjoy exclusive benefits, including VIP access as Head Table guests with the Mayor.

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**EXCLUSIVE VIP DINNER**

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2 Head Table Seats + 1 Table of 10

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**(IN) BLOOM GALA**

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6 Additional tickets

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**RECOGNITION BENEFITS**

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Full page recognition in Evening's Program Book<sup>1</sup>

Highlighted digital and social media recognition profiling support

Featured Recognition at VIP Dinner and Main Stage

Signage Recognition at VIP Dinner and Gala area

Logo or name on Table Sign

Opportunity for promotional display in Gala area

<sup>1</sup> SHOWCASE YOUR COMPANY'S COMMITMENT TO THE ARTS WITH A CUSTOM-DESIGNED VALUES OR IMPACT STATEMENT AND VISUAL. OUR MARKETING TEAM WILL COLLABORATE WITH YOU TO ENSURE OPTIMAL FORMATTING WITHIN THE DESIGNATED SIZE IN OUR MATERIALS.



# \$50K GOLD GALA SPONSOR

Unite arts and community as a key partner of the Mayor’s Evening for the Arts. Gold Sponsors receive 2 head table seats as well as a full table at the VIP dinner — an exceptional opportunity to host clients, colleagues, or guests at one of Toronto’s most inspiring cultural events. With elevated recognition throughout the evening and in event promotions, your company will be prominently positioned as a leading supporter of the city’s vibrant creative sector.

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**EXCLUSIVE VIP DINNER**

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2 Head Table Seats + 1 Table of 10

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**(IN) BLOOM GALA**

---

6 Additional tickets

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**RECOGNITION BENEFITS**

Half-page recognition in Evening’s Program Book<sup>1</sup>

Logo or name on table seating card

Highlighted digital and social media recognition profiling support

Prominent digital recognition throughout the event

Signage Recognition at VIP Dinner and Gala area

Logo or name on table sign

<sup>1</sup> SHOWCASE YOUR COMPANY’S COMMITMENT TO THE ARTS WITH A CUSTOM-DESIGNED VALUES OR IMPACT STATEMENT AND VISUAL. OUR MARKETING TEAM WILL COLLABORATE WITH YOU TO ENSURE OPTIMAL FORMATTING WITHIN THE DESIGNATED SIZE IN OUR MATERIALS.



# \$35K EXCLUSIVE AUCTION SPONSOR

Be the driving force behind our unforgettable Silent Auction as the exclusive sponsor. Our online auction, featuring 75+ exciting prizes, is open to the public and advertised through Toronto Arts Foundation's e-communications list three weeks prior to the event. Your sponsorship will be prominently featured in all auction communications, including in signage at the VIP dinner and Gala.

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**EXCLUSIVE VIP DINNER**

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1 Table of 10

**(IN) BLOOM GALA**

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6 Additional tickets

**RECOGNITION BENEFITS**

Quarter-page recognition in Evening's Program Book<sup>1</sup>

Signage Recognition at onsite silent auction display

High-visibility digital logo placement

Digital and social media recognition related to the silent auction

Company name/logo on silent auction Program page and online auction website

<sup>1</sup> SHOWCASE YOUR COMPANY'S COMMITMENT TO THE ARTS WITH A CUSTOM-DESIGNED VALUES OR IMPACT STATEMENT AND VISUAL. OUR MARKETING TEAM WILL COLLABORATE WITH YOU TO ENSURE OPTIMAL FORMATTING WITHIN THE DESIGNATED SIZE IN OUR MATERIALS.



# \$35K EXPERIENCE & ENTERTAINMENT SPONSOR

Join us in creating an unforgettable experience for guests while contributing to a unique activation or artistic program at the event. Elevate your recognition opportunities with prominent signage at one of the Gala's main activations. Activations may range from interactive art installations to artist engagement opportunities, or from sponsoring the event's florals to its bar.

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**EXCLUSIVE VIP DINNER**

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1 Table of 10

**(IN) BLOOM GALA**

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6 Additional tickets

**RECOGNITION BENEFITS**

Quarter-page recognition in Evening's Program Book<sup>1</sup>

Signage recognition and naming at 1 Gala activation/experience

Logo or name on table seating card

High-visibility digital logo placement

Opportunity for promotional display/  
artistic activation in reception area

<sup>1</sup> SHOWCASE YOUR COMPANY'S COMMITMENT TO THE ARTS WITH A CUSTOM-DESIGNED VALUES OR IMPACT STATEMENT AND VISUAL. OUR MARKETING TEAM WILL COLLABORATE WITH YOU TO ENSURE OPTIMAL FORMATTING WITHIN THE DESIGNATED SIZE IN OUR MATERIALS.



# \$25K SILVER ARTS IN THE PARKS SPONSOR

Directly support Toronto Arts Foundation’s Arts in the Parks program, removing access barriers to attending arts events for thousands of Torontonians each year. Your table of 10 will be completed with two specially selected guests from Toronto’s cultural and civic leadership, curated to enhance your experience and connections. Silver Sponsors enjoy recognition benefits at the Mayor’s Evening for the Arts and through summer 2027.

<b>EXCLUSIVE VIP DINNER</b>	8 VIP dinner seats
<b>(IN) BLOOM GALA</b>	4 Additional tickets
<b>RECOGNITION BENEFITS</b>	<p>Rotating digital logo in key event areas</p> <p>Logo or name on table seating card</p> <p>Social media recognition</p> <p>Logo in the Evening Program Book</p> <p>Logo recognition on Arts in the Parks print brochure (distribution 60,000)</p> <p>Logo recognition on Arts in the Parks digital marketing materials and on website</p>



# \$25K SILVER PROGRAM SPONSOR

Work in consultation with Toronto Arts Foundation staff to direct your support toward an initiative that speaks to your goals. Whether it's youth arts, professional or workforce development, or mentorship, you will benefit from year-round recognition that relates to your program of choice. Your table of 10 will be completed with two specially selected guests from Toronto's cultural and civic leadership, curated to enhance your experience and connections.

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**EXCLUSIVE VIP DINNER**

---

8 VIP dinner seats

**(IN) BLOOM GALA**

---

4 Additional tickets

**RECOGNITION BENEFITS**

Rotating digital logo in key event areas

Logo or name on table seating card

Social media recognition

Logo in the Evening Program Book

Logo recognition on program-specific print and digital materials



# \$25K SILVER GALA SPONSOR

Bring arts and community together as a vital supporter of the Mayor's Evening for the Arts. Silver Sponsors receive 8 seats to the VIP dinner, providing the perfect opportunity to entertain clients or host guests in style. We will complete your table of 10 with a mix of Toronto's cultural and civic leaders. You/your company will enjoy prominent recognition opportunities, ensuring your brand stands out among attendees.

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**EXCLUSIVE VIP DINNER**

8 VIP dinner seats

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**(IN) BLOOM GALA**

4 Additional tickets

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**RECOGNITION BENEFITS**

Logo or name on table seating card

Rotating digital logo in key event areas

Social media recognition

Logo in the Evening Program Book



OPPORTUNITY! NEW OPPORTUNITY! NEW OPPORTUNITY!

# \$15K WORKFORCE PROGRAM SPONSOR

Toronto Arts Foundation runs a one-of-a-kind, award-winning workforce development program called ArtWorksTO, providing paid employment opportunities for artists and matching them with organizations needing talent. As an ArtWorksTO Host Sponsor, your company will host an artist who will complete a \$5,000 contract with your organization, with the remaining \$10,000 allocated to support the Mayor's Evening and other Toronto Arts Foundation programming. Showcase your support for the arts and provide an emerging artist the opportunity to grow and demonstrate their skills.

<b>EXCLUSIVE VIP DINNER</b>	4 VIP dinner seats
<b>(IN) BLOOM GALA</b>	4 Additional tickets
<b>RECOGNITION BENEFITS</b>	<p>Listing in Evening's Program Book</p> <p>Listing on onsite printed signage</p> <p>Logo recognition on ArtWorksTO brand materials as an ArtWorksTO sponsor</p> <p>Logo recognition in shared digital sponsor display</p> <p>Paid placement with a youth, newcomer, or Indigenous artist, valued at \$5,000, to conduct an artistic or media arts project at your organization (subject to project negotiation with ArtWorksTO team).</p>



# \$10K BRONZE SPONSOR

Enjoy a blend of exclusive access at the Mayor's Evening for the Arts and a night of celebration at the (In) Bloom Gala. The perfect combination of networking and hosting opportunity, your sponsorship directly benefits free arts programming across the city. Your table of 10 will be completed with fellow Bronze Sponsors, and two specially selected guests from Toronto's cultural and civic leadership, curated to enhance your experience and connections.

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**EXCLUSIVE VIP DINNER**

4 VIP dinner seats

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**(IN) BLOOM GALA**

4 Additional tickets

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**RECOGNITION BENEFITS**

Listing in Evening's Program Book

Listing on onsite printed signage

Logo recognition in shared digital sponsor display



# IN-KIND SPONSORSHIP

Showcase your brand in a memorable way as an in-kind sponsor of the Mayor's Evening for the Arts. Whether through premium beverages, florals or other key event elements, your contribution enhances the guest experience and brings the evening to life. In-kind sponsors receive tailored recognition and benefits that highlight your role in supporting Toronto's arts community while aligning your brand with creativity, culture and celebration.

## EXCLUSIVE VIP DINNER

Up to 6 VIP dinner seats\*

## (IN) BLOOM GALA

Up to 6 additional tickets\*

## RECOGNITION BENEFITS

Rotating digital logo in key event areas

Donation-specific on-site signage

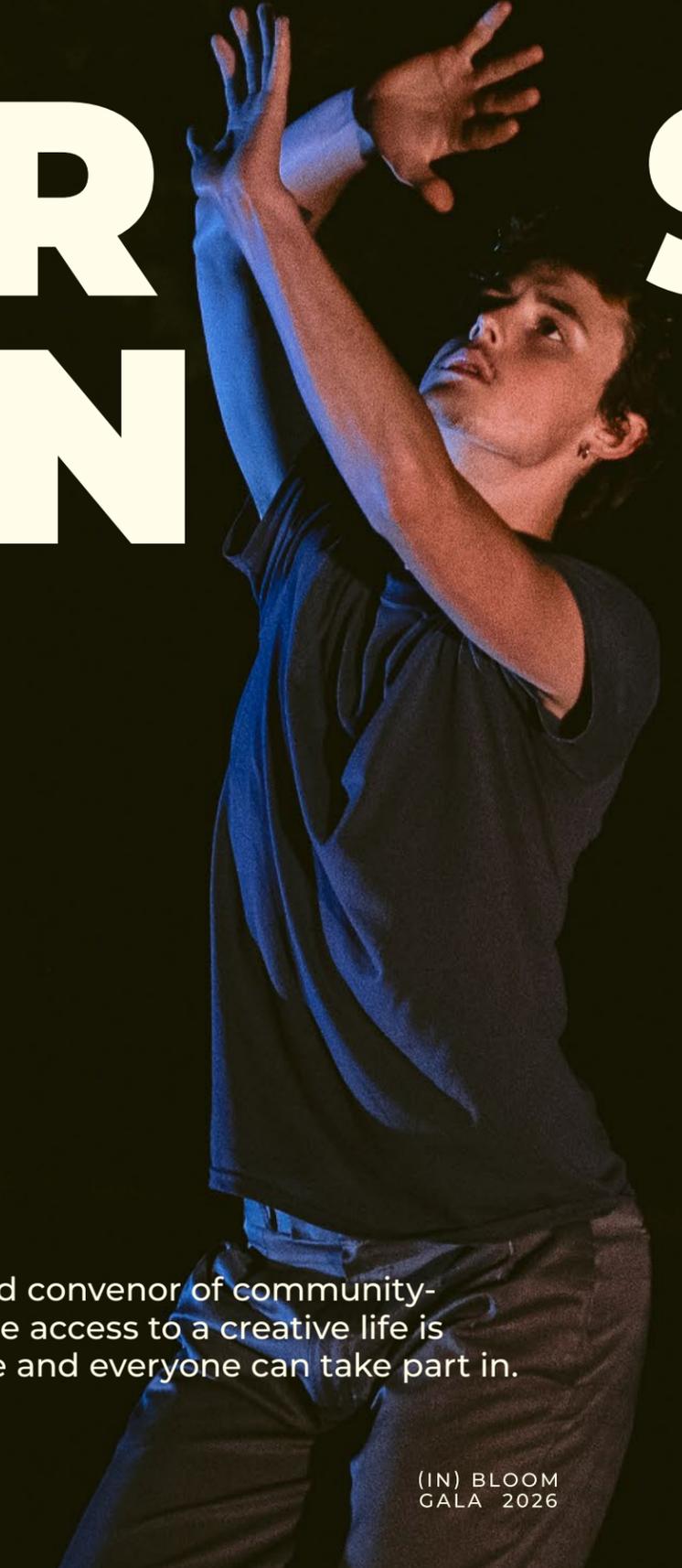
Social media recognition

Exclusive donation-specific status  
(e.g. Wine Sponsor)

Logo in the Evening Program Book

\*BASED ON TOTAL VALUE OF THE IN-KIND CONTRIBUTION

# YOUR IN SUPPORT ACTION



CREDITS KAT RIZZA,  
ARTS IN THE PARKS

Toronto Arts is a catalyst, connector, and convenor of community-led solutions. We imagine a world where access to a creative life is understood to be a right, not a privilege and everyone can take part in.

MAYOR'S EVENING  
FOR THE ARTS

(IN) BLOOM  
GALA 2026

## ARTS IN THE PARKS

offers free, family-friendly performances and activities in parks across Toronto with a focus on underserved communities. From street dance workshops to multidisciplinary festivals, we bring the arts to local parks, eliminating cost and travel barriers and allowing all Torontonians to enjoy the arts in their neighbourhoods.

In 2025, with the support of last year's Mayor's Evening for the Arts, over 140,000 Torontonians attended free arts events in 21 city wards, which provided paid employment opportunities to almost 900 artists. We prioritize events and exhibitions in underserved neighbourhoods lacking pedestrian and financial access to the arts.

## WORKFORCE DEVELOPMENT PROGRAMS,

such as award-winning ArtWorksTO, its new Indigenous cohort, and the Newcomer Artist Program, enhance access to employment and entrepreneurship for underserved artists. Participants receive paid contracts with project partners, micro-credentialling, mentorship, and professional development opportunities.

In 2025 we facilitated \$300,000 in industry contracts to media artists who are Newcomer, Black, Indigenous, People of Colour, and 2SLGBTQ+.



CREDITS  
FILLTHEBLINK

## MENTOR-IN-RESIDENCE INITIATIVES

assist a range of artists working in all disciplines by providing mentorship support in career planning, project development, and entrepreneurial skills through virtual consultation sessions with industry professionals. Last year, we provided 194 artists with the mentorship supports they needed to advance their careers - with almost \$100,000 being raised at last year's Mayor's Evening for the Arts for this purpose.

## THE BLACK ARTS PROGRAM

supports Black artists through grant application processes and supporting their skill and career development beyond project funding. Last year, 450 Black Artists received training, grant supports, and mentorship through this program.

**A LIMITED NUMBER OF INDIVIDUAL  
VIP DINNER SEATS ARE AVAILABLE  
BY REQUEST.**

**FOR INFORMATION ON  
MAYOR'S EVENING FOR THE ARTS  
SPONSORSHIPS OR TICKETS,  
PLEASE CONTACT:**



**DANE BLAND**

Director of Development & Engagement

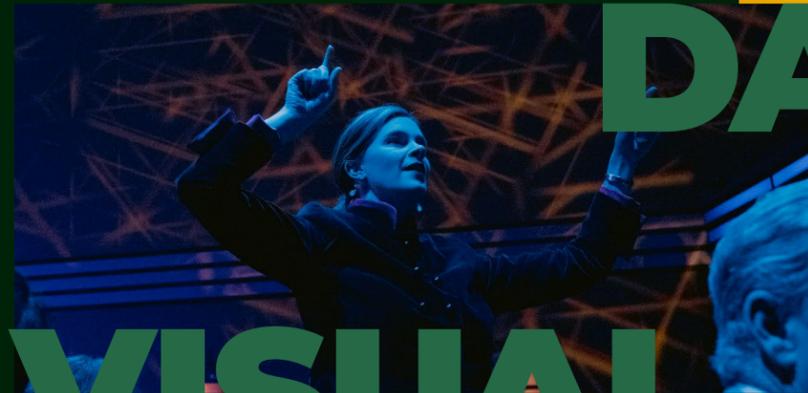
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**UNIQUE MUSICAL EXPERIENCES  
 INTERACTIVE ARTS INSTALLATIONS  
 CUTTING-EDGE PERFORMANCES  
 AWE-INSPIRING VISUAL ARTS  
 1,000 LIKE-MINDED ARTS SUPPORTER IN TORONTO**

**TO  
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**TORONTO  
ARTS \_ FOUNDATION**

[torontoartsfoundation.org](http://torontoartsfoundation.org)