



# Arts Awards Waterloo Region Sponsorship Opportunities



# It's worth connecting with the Arts because:

- You can gain an emotional connection with your target audiences.
- It's an opportunity to reach new demographics
- The population that enjoys the arts knows no bounds.
- The Waterloo Region is an inviting and popular arts and culture center.



# It's worth connecting with the Arts because:

- There is an undeniably strong correlation between arts and business vitality.
- Investment in arts profits everyone, as it makes our cities more inviting, and our streets livelier, more animated, and safer.
- The more people engage on the streets, the greater the business activity.
- The greater the business activity, the more people need to invest in our community and businesses here.



# How can I connect with the Arts community?





# Join these Community leaders in sponsoring the 27th annual Arts Awards





# Arts Awards Target Audience

- **Age**

Historically, Arts Awards has been attracting ages 17-71; our events are suitable for and are attended by all ages.

- **Geographic Reach**

Cities of Kitchener, Waterloo, Cambridge and surrounding townships of Wellesley, Woolwich, Wilmot and North Dumfries.

- **Profile**

The events are attended by a diverse group of artists, art lovers, young professionals, their friends and families, corporate representatives and government officials.

- **Disposable income**

Our audience belongs to a range of professional and academic backgrounds, and all income strata: from wealthy arts patrons to people who frequent galleries, concert halls, theatres, parks and restaurants, and have disposable income. In that sense, audiences to the arts are valuable prospects and customers to businesses in the community.



# How will sponsoring the Arts Awards benefit me?





# Benefits to Sponsors

- We provide our sponsors with a very rich and dynamic branding platform by reaching the hearts and minds of their new and existing target audiences.
- Partnership with Arts Awards provides intangible benefits such as: the associative value of being an arts and community supporter, networking opportunities, access to arts, artists, celebrities and dignitaries.
- Sponsors are recognized in all Arts Awards Marketing Materials (depending on Sponsorship Level).
- Sponsors can appear on stage at the Arts Awards Gala or the Recognition Reception.
- Sponsors of the Arts Awards show their employees and others that they support the community.





What are the available Sponsorship Levels to choose from?





# Sponsorship Packages

(see website for details)

- **Feature Sponsor Package**

Customized Sponsor packages, targeted to your company or organization needs and requirements. These sponsor packages are specially created to deliver your company or organization sponsorship goals and be responsive to specific needs that your company or organization may have to engage with the arts and the broader artistic-loving community

What do you want to achieve? How can Arts Awards help you achieve your engagement, branding and associative goals?

Benefits include: ability to tie into your corporate community involvement, public relations or business goals with a specific sponsorship agreement that works for your company or organization.

Sponsorship levels: individually negotiated to reflect the particular sponsor package that you require.



# Sponsorship Packages

(see website for details)

- **Event Sponsor**

<b>\$15,000</b>	<b>1 sponsor</b>
<b>\$7,500</b>	<b>2 sponsors</b>
<b>\$5,000</b>	<b>3 sponsors</b>

Sponsor of Arts Awards Gala; 1-year commitment.

Benefits include: Logo lock-up, 100 free tickets. Speaking and presenting Lifetime Achievement Award on stage with Mayor for \$15,000 exclusive event sponsor; logo recognition, promotion, media exposure, event promotion; and many others (depending on number of sponsors and sponsor level).

[Click here for more details](#)

- **Corporate Arts Supporter**

<b>\$2,000</b>	<b>1 year</b>
<b>\$6,000</b>	<b>3 years</b>

Sponsor Corporate Arts Supporter Award; 1-year or 3-year commitment.

Benefits include: award naming opportunity for 3 year sponsor; logo recognition, promotion, event promotion, 2 free tickets, presenting Corporate Arts Supporter Award on stage with Mayor; and others.

[Click here for more details](#)



# Sponsorship Packages

(see website for details)

- **Arts Awards Sponsor** **\$1,000** **1 year**  
**(10 categories)** **\$3,000** **3 years**

Sponsor one of 10 Arts Awards categories; 1-year or 3-year commitment.

Benefits include: Award naming for 3 year sponsor; media exposure, event promotion, 2 free tickets, opportunity presenting your sponsored sponsor Award on stage; and others.

[Click here for more details](#)

- **Leading Edge Award Sponsor** **\$500** **1 year**  
**Award Sponsor (4 awards)** **\$1,500** **3 years**

Sponsor one of 4 Leading Edge Awards (under 25); 1-year or 3-year commitment.

Benefits include: award naming opportunity for 3 year sponsor; logo recognition, promotion, event promotion, 2 free tickets, presenting one of four Leading Edge Awards on stage; and others.

[Click here for more details](#)



# Sponsorship Packages

(see website for details)

- **Music Performance Sponsor**                      **\$7,500**            **1 sponsor**  
   **\$3,250**            **2 sponsors**

Sponsor Music Performers at Arts Awards Gala. 1 or 2 annual sponsors.

Benefits include: logo recognition, advertising, promotion, media exposure, event promotion and recognition, 10 free tickets; and others (depending on number of sponsors and sponsor level).

[Click here for more details](#)

- **Recognition Reception Sponsor**                      **\$3,000**            **1 year**  
   **\$9,000**            **3 years**

Sponsor Recognition Reception event; 1-year or 3-year commitment.

Benefits include: exclusive sponsorship of Recognition Reception event; speaking opportunity, exclusive logo recognition at event; promotion, media exposure, event promotion; 10 free tickets to Arts Awards Gala; and others.

[Click here for more details](#)



# Sponsorship Packages

(see website for details)

- **Arts Awards Donors**

**\$1,000**

**Champion**

**\$500**

**Supporter**

**\$250**

**Ally**

Be an Arts Awards Donor, at any of 3 levels. 1 year commitment.

Benefits include: logo and name recognition in Arts Awards Event Program and newspaper Thank You ad, free tickets (depending on sponsor level).

[Click here for more details](#)



# How does the Arts Awards work?





# The Process

- **Nominations**

Artists are nominated by their fans and supporters in any of the eleven different categories, through our website [www.artsawardswaterlooregion.ca](http://www.artsawardswaterlooregion.ca). Nominations for 2014 are now closed.

- **The Jury**

All submissions are reviewed by a Jury of peers. Winner's names are confidential until announced at the event.

- **The Gala Event**

The winners will be recognized at the 27th Annual Arts Awards Gala Event, Wednesday, June 10, 2015.





# Tell me more about the Arts Awards





# Background

- Arts Awards is a Tier I, non-profit organization for the City of Kitchener and City of Waterloo. We celebrate artists, festivals, corporate and other arts sponsors and supporters in the Waterloo Region.
- We are supported by: the City of Kitchener, the City of Waterloo, Creative Enterprise Initiative, the Waterloo Region Record and a great many corporate, government, educational, and business sponsors.
- Our passionate volunteers create one of the most prestigious and entertaining Gala Events to celebrate and honour current and emerging artists in the Region and nurture the next generation.
- We will celebrate our 27th anniversary on Wednesday, June 10, 2015 at the Centre In the Square.



# The Arts Awards Benefit Our Communities

- In partnership with our sponsors, Arts Awards Waterloo Region seeks, supports, celebrates and honours artists and artistic excellence in the community.
- We provide a springboard to lesser-known but well deserving artists, to help catapult them into notoriety, to reward the established ones and to nurture the next generation of artists in the community.



# Thank You for your attention

For further information, visit our website: [artsawardswaterlooregion.ca](http://artsawardswaterlooregion.ca)

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