

AGH

HAMILTON IN FOCUS

ART GALLERY OF HAMILTON GALA

2022 Sponsorship Opportunities



Viola Depew, *Close to the City's Heart*, 1962, oil on canvas. Gift of Ann Hanson in memory of John Hanson (1920-2011), 2011.



AGH GALA: HAMILTON IN FOCUS

We are elated that we will once again be able to gather together on **Saturday, May 28, 2022** to celebrate, fundraise, and enjoy a night of entertainment and fun. This year's theme draws on our current slate of exhibitions all focused on lens-based artistic practices, headlined by *Margaret Watkins: Black Light*. As we celebrate this homegrown Hamilton artist, we look forward to spending a night focused on all of the arts and cultural offerings which help make the AGH great.

In 2022, the AGH invites you to look at **Hamilton In Focus** and celebrate a year of exceptional exhibitions and programs, drawn from within our Collection and from the contemporary artists in our community.

Our Collection is made better through its connections with you, our communities, and the broader world beyond.

This package outlines the ways in which you can support the AGH Gala:

- Sponsorship
- Program Advertisements
- Silent Auction Donations
- In-Kind Support

HIGHLIGHTS FROM PAST YEARS



Highlights from past Galas, both in-person and online!



WHAT DOES YOUR SPONSORSHIP OF HAMILTON IN FOCUS MEAN?

- You are investing in the thriving cultural life of the City of Hamilton and its population of 812,528.
- You are presenting your company as a supportive member of culture within the business community.

HOW DO ARTS AND CULTURE CONTRIBUTE TO ONTARIO'S SOCIETY?

- Arts and culture in Ontario directly contribute \$25 billion annually to the provincial economy, representing 3.3% of Ontario's GDP.
- 88% of Ontarians agree that arts and cultural activities are important to a community's economic well-being.
- 65% of Ontario business leaders say that a thriving arts and culture scene is something that would make it easier to attract top talent to their community.
- 97% of Ontarians agree that engaging children in the arts is important to their overall development.
- 88% of Ontarians agree that participating in arts activities builds a shared sense of community identity.

AGH IMPACT

With your support, we look forward to returning to our pre-covid levels of impact across our communities. See below for our 2019 numbers:



252,359
visitors



1,600+
members



6,257
volunteer hours



331
artists featured



53
acquisitions



190+
public programs



20+
public talks & panels

Here is our current marketing reach:



11,000+
email subscribers



1M+
impressions each year



40,000+
loyal followers



12,000+



18,000+



11,000+

SPONSORSHIP



We have a wide range of sponsorship opportunities for businesses and partners that allow companies to promote their brands and community involvement to a large and engaged audience.

	Presenting \$20,000	Wide Angle \$10,000	Close-Up \$5,000	Local \$2,500
Primary logo placement on Gala website	●	●		
Secondary logo placement on Gala website			●	●
Opportunity to address the evening's attendees	●			
Corporate name and/or logo on menu inserts	●	●		
Recognition in speeches by AGH President & CEO	●	●		
Premium seating location in Dining Room	●			
Event Tickets	10	8	6	2
Corporate name and logo on event signage as Presenting Sponsor	●			
Corporate name and logo on select sponsorship activity during event		●	●	●
Corporate name on event materials	●	●	●	●
Advertisement in Gala Program	Full page (Inside Cover)	Full page (Inside)	Half page	Quarter page
Recognition throughout the evening	●	●	●	●
Recognition and tagging on AGH social media feeds up to event (dedicated posts)	●			
Recognition and tagging on AGH social media feeds up to event (group posts)	●	●	●	
Recognition in annual report	●	●	●	●
AGH Donor Wall recognition	●	●	●	
Tax Receipt / Acknowledgement for the maximum amount allowable under CRA Guidelines	●	●	●	●



PRESENTING SPONSOR: \$20,000

As a **Presenting Sponsor** to **AGH Gala: Hamilton In Focus**, you will get:

- A full page advertisement in the Gala's printed program (with premium placement)
- Logo and printed recognition on event signage as Presenting Sponsor, including Gala Program
- Recognition in speeches by AGH President & CEO
- Premium seating location in Dining Room
- Recognition on AGH social media as Presenting Sponsor
- Corporate logo and a link on the AGH Gala webpage
- Logo recognition on the AGH Donor Wall and Lobby Pillar
- Opportunity to address the evening's attendees as the Presenting Sponsor of the evening
- Complimentary table for 10 guests
- Recognition in annual report



WIDE ANGLE SPONSOR: \$10,000

As a **Wide Angle Sponsor** to **AGH Gala: Hamilton In Focus**, you will get:

- A full page advertisement in the Gala's printed program
- Logo and printed recognition on event signage as Wide Angle Sponsor
- Recognition in speeches by AGH President & CEO
- Recognition on AGH social media as Wide Angle Sponsor
- Corporate logo and a link on the AGH Gala webpage
- Logo recognition on the AGH Donor Wall and Lobby Pillar
- Complimentary table for 8 guests
- Recognition in annual report
- Sponsorship of one of the following:
 - » Entertainment
 - » Wine
 - » Dessert
 - » Cocktail Reception



CLOSE-UP SPONSOR: \$5,000 & LOCAL SPONSOR: \$2,500

As a **Close-Up Sponsor** to **AGH Gala: Hamilton In Focus**, you will get:

- A half page advertisement in the Gala's printed program
- Recognition on event signage as Close-Up Sponsor
- Recognition on AGH social media as Close-Up Sponsor
- Corporate logo and a link on the AGH Gala webpage
- Logo recognition on the AGH Donor Wall
- Complimentary table for 6 guests
- Recognition in annual report
- Co-Sponsorship of one of the following:
 - » Silent Auction
 - » Coat Check
 - » Photo Booth
 - » Gift Bag

As a **Local Sponsor** to **AGH Gala: Hamilton In Focus**, you will get:

- A quarter page advertisement in the Gala's printed program
- Recognition on the AGH Gala webpage
- Two complimentary tickets
- Recognition in annual report
- Co-Sponsorship of one of the following:
 - » Silent Auction
 - » Coat Check
 - » Photo Booth
 - » Gift Bag



ADVERTISEMENTS

Advertising in the AGH Gala printed program guide gives you extensive, guaranteed exposure to all Gala attendees, business leaders and cultural patrons from across the Greater Hamilton area.

FULL PAGE
5" W X 8" H

HALF PAGE
5" W X 4" H

QUARTER PAGE
2.2" W X 4" H

Rates:

Full Page ~ \$1000

Half Page ~ \$500

Quarter Page ~ \$250

All ads are in full colour.

Submit artwork as PDF or JPEG by

April 20, 2022 to

gala@artgalleryofhamilton.com.

THANK YOU TO PAST SPONSORS!

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— LIMITED —



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Fine art sales and services since 1983



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ASSURANCE  COMPANY



— THE —
JOYCE
FOUNDATION

LiUNA!





In-Kind Sponsorship Opportunities are available for:

- Print Materials
- Event Rentals
- Wine
- Audiovisual
- Silent Auction
- Decor
- Gift Bag Items

To purchase individual tickets to [Hamilton in Focus](#), click [here](#).

For more information, please contact:

Shawna White
Head of Development
905.527.6610 ext. 275
swhite@artgalleryofhamilton.com



The Art Gallery of Hamilton is a registered charity with charitable number: 10672 3588 RR0002.



Art Gallery of Hamilton
123 King St, W, Hamilton L8P 4S8
905.527.6610 | artgalleryofhamilton.com
Charitable Registration #: 106723588 RR 0002

2022 GALA AUCTION DONATION FORM

The donor agrees to provide the item described below to the Art Gallery of Hamilton, in support of the silent auction, under the following terms.

Business / Donor Name (for tax receipt* purposes):

Contact Name (if different than donor):

Address:

City:

Province:

Postal Code:

Phone:

Email:

Website:

I wish to remain anonymous.

DONATION INFORMATION

Item:

Fair Market Value:

Item Description (include quantity, size, colour, number of persons, days/nights, etc.):

Special Instructions / Donation Restrictions:

FOR OFFICE USE ONLY

Committee Contact:

Image Received:

Item Received:

Confirmation of Value:

Item # Assigned:

Tax Receipt Required:

Tax Receipt Issued:

Please return this form, supporting documentation and a JPEG image of your donation by Friday, April 29, 2022. Deliver donation/arrange for pickup no later than Friday, May 13, 2022 at 3:00 pm. Mark deliveries to the attention of: Rebecca Frerotte, Gala Committee, Art Gallery of Hamilton, 123 King Street West, Hamilton, ON L8P 4S8. Contact rfrerotte@artgalleryofhamilton.com, 905.527.6610, x 235.

NOTE: Where applicable, a gift certificate, letter of entitlement on your company letterhead and/or brochure should be provided by the donor for presentation to the successful bidder at the auction.

*Tax receipts are provided in accordance with the policies set forth by the Canada Revenue Agency: www.cra-arc.ca

**Please note a donation receipt can be issued for the Fair Market Value (FMV) of property donated. For items acquired within the previous three (3) years, FMV is the lesser of donor's cost and FMV. For gifts out of inventory or future use, a donation receipt cannot be issued until the certificate is redeemed and the retail value of donor cost is established. Appraisal is required for items over \$1,000.00



Art Gallery of Hamilton
123 King St, W, Hamilton L8P 4S8
905.527.6610 | artgalleryofhamilton.com
Charitable Registration #: 106723588 RR 0002

2022 SPONSORSHIP FORM

Business / Donor Name:

Contact Name:

Address:

City: Province: Postal Code:

Phone: Email:

Website:

SPONSORSHIP

- Presenting Sponsor - \$20,000*
- Close-Up Sponsor - \$5,000
- Wide Angle Sponsor - \$10,000*
- Local Sponsor - \$2,500

PAYMENT

Total Payment of \$ **by:** Cheque AMEX VISA MC Invoice

Name on Card: Card Number:

Expiry Date: / CSV Number: Signature:

*Sponsorships above \$5,000 will be invoiced for payment.