



# AGH **festival** OCTOBER 14-23

PRESENTED BY



10 DAYS OF ARTS & CULTURE | [ARTGALLERYOFHAMILTON.COM/AGHFEST](http://ARTGALLERYOFHAMILTON.COM/AGHFEST)

# INTRODUCTION

## // AGH FESTIVAL 2022

The Art Gallery of Hamilton's Festival team is in full swing planning for the 2022 AGH Festival which will take place from October 14 to 23, 2022. The Festival will be ten days of events, happenings, pop-ups and workshops both inside the Art Gallery of Hamilton and throughout the Hamilton area representing visual art, media and film, performance, craft and other creative genres.

### Background

The Art Gallery of Hamilton (AGH) has delivered an annual Film Festival for the last 13 years, evolving into a ten-day event that presented over fifty signature film and media events spread across multiple cinemas and venues in the city. The most resonant moments from past festivals have been those events where the regional connection has been particularly strong: either when the content has been made by artists in this area, or when it reflects or represents something of specific connection to the history, culture, or topography of this place.

In 2022, the AGH will be taking a big step in the evolution of this Festival in order to intensify this regional resonance. It will expand its focus beyond film to include other cultural practices including visual art, music, live performance, and literary. It will utilize spaces within the AGH to situate more intimate performance actions and social happenings, ones which connect to specific aspects of the exhibitions or collection items on display; it will present larger events within historically significant or culturally distinct presentations spaces within the city.

### Goals

- To cultivate community, extend discourse, and heighten the experience of AGH exhibitions
- To showcase regionally based creative work in all genres.
- To further define AGH as diverse, socially rich, accessible space.





# COMPONENT PIECES

## AGH Exhibition Extensions

This summer and fall, the AGH will present a suite of exhibitions with strong connections to regional art and culture, including a significant survey of Hamilton visual art created between 1950 and 2000, a father and son exhibition from Trinidad-Canadian Hamilton artists Roger and Kareem-Anthony Ferreira, a collection based exhibition in collaboration with local theatre companies Industry and Porchlight, and an ongoing residency with Hamilton multidisciplinary artist Nathan Eugene Carson.

As a core feature of the Festival these exhibitions will be promoted through extended gallery hours throughout the 10-day Festival, and extended programming features including performance events imbedded in exhibition spaces, an artisan market integrated into the AGH shop and event spaces, as well as guided tours, and special educational programs.

## AGH Signature Exhibition Events

In addition to exhibition extensions, the AGH venue spaces will support three immersive events delivered in partnership with targeted local community organizers.

## Signature Media Screenings

AGH Fest will feature three film screenings, which each tie into our local art community in a meaningful way. From childhood inspiration and nostalgia, to grappling with the gentrification and loss of affordable art spaces in Hamilton, we have programmed an exciting menu of films.

## Signature Concerts

The AGH will also collaborate with two performance venues, both situated within historic buildings in the city, to present two major concert events in collaboration with strong cultural partners:

- The Music Hall at New Vision United Church is an historic church currently undergoing significant renovation to recast it as a formidable concert space with a seating capacity of 800, under the management of cultural organizers Cobalt Connects.
- Mills Hardware is an event and entertainment space located in downtown Hamilton. The space is a 110-year-old local historic building which has been adapted for reuse as an event space by the team at Sonic Unyon the creative group behind Hamilton's Supercrawl (capacity 150).

## Artisan Market

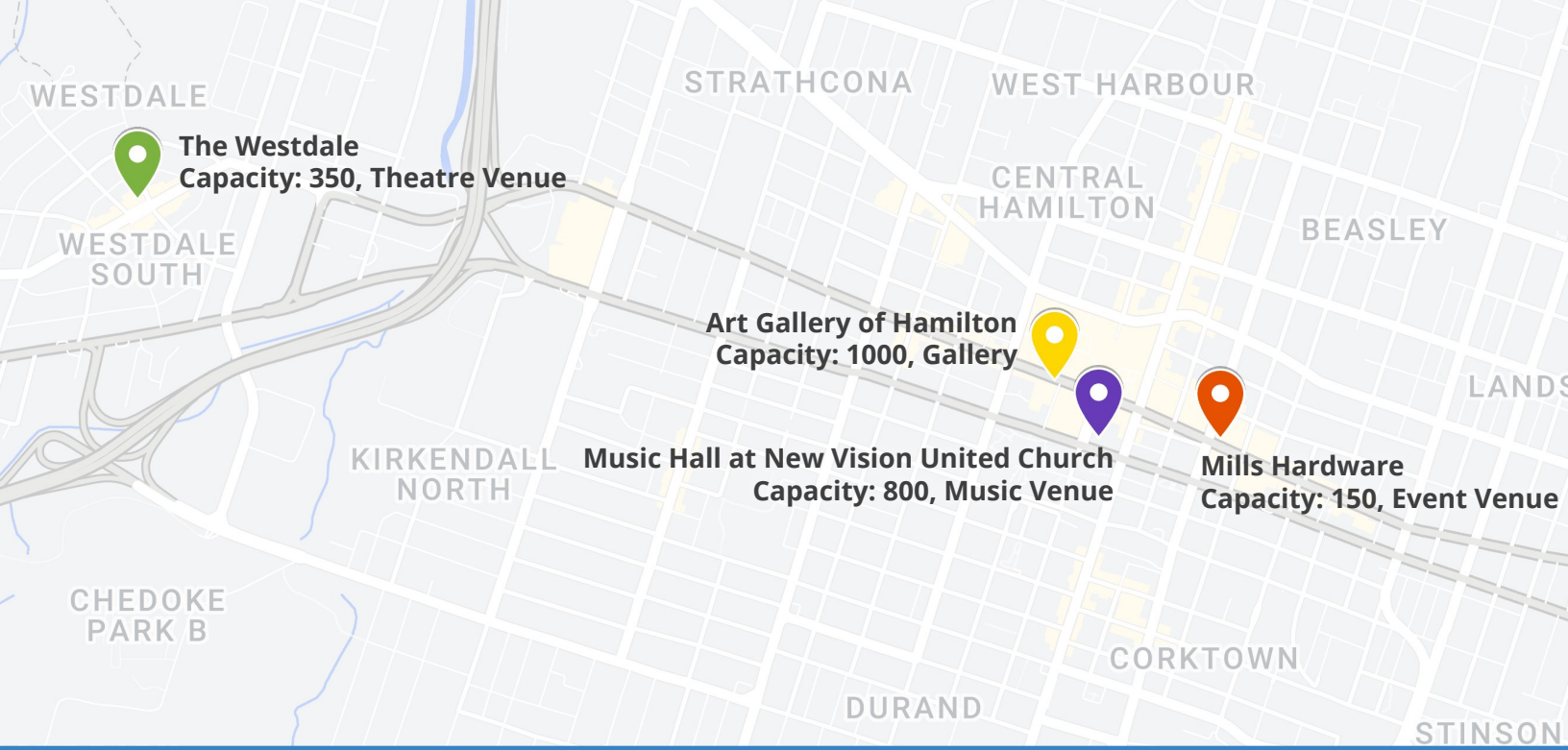
An artisan market coordinated as an extension of the AGH Gift Shop will connect to signature programs, offered both online and in-person during the Festival.



# COMMUNITY PARTNERS

ACCA (Afro-Canadian Caribbean Association of Hamilton and Region)  
Bawaadan Collective  
Hamilton You Poets  
Hamilton Arts Council





# PARTICIPATING VENUE PARTNERS

## Art Gallery of Hamilton

The AGH has been a fixture in the city since 1914, occupied many venues throughout its history and has been in its current location since 1977. It currently offers a multitude of presentation spaces, both within the context of its exhibition spaces as well as in its dedicated event spaces including the Pavilion, Fischer Lounges, and Sculpture Garden.

## Music Hall at New Vision United Church

This historic church has been a downtown fixture for over 135 years, and is currently undergoing a significant renovation to recast it as a formidable concert space.

## Mills Hardware

The building was given life some 110 years ago by local architect/merchant Charles Mills, and in the early 1900s, the address was home to a thriving business called — you guessed it – Mills Hardware. By the middle of the century, that hardware store closed, and the building began its transition to live entertainment. That eclectic tradition continues today with programming that embraces a variety of music genres, along with theatre, comedy, spoken word, visual art, film and much more.

## The Westdale

A refurbished 1935 Art Deco single screened cinema that presents a mix of art and independent cinema with live performance.

# DRAFT ITINERARY

DAY 1	<b>Friday, October 14</b> Day Pop Up Activations and Artisan Market begin at the AGH Carnival themed Film Screening at The Westdale
DAY 2	<b>Saturday, October 15</b> Kids Story Time Signature Concert - LT The Monk at Mills Hardware AGH Signature Event Opening Reception - Nathan Carson: Black Carnival at the AGH
DAY 3	<b>Sunday, October 16</b> Family Carnival at the AGH The Living Vault: The Collection & Performance Film Screening & Workshop
DAY 4	<b>Monday, October 17</b> Seniors Wellness Workshop at the AGH Afterschool Arts Workshop at the AGH, Pop Up Concert Film Screening at the AGH & Panel Discussion
DAY 5	<b>Tuesday, October 18</b> High School Artists Program: Pecha Kucha Pop Up Concert Film Screening & Discussion at The Westdale
DAY 6	<b>Wednesday, October 19</b> Elementary Schools Movement and Dance Program Literary Event: Book Launch
DAY 7	<b>Thursday, October 20</b> Kids Story Time Interactive Wellness Workshop Hands-On Textile Workshop Speakers of Truth Discussion
DAY 8	<b>Friday, October 21</b> Interactive Wellness Workshop Pop Up Concert AGH Signature Event: Hamilton Music 1970-2020 - In Conversation with Emergent Musicians
DAY 9	<b>Saturday, October 22</b> Pop Up Concert ACCA Kids + Nathan Eugene Carson – African Art AGH Signature Event Ferreira Family Dinner at the AGH – Canadian/ Caribbean Celebration
DAY 10	<b>Sunday, October 23</b> Signature Concert: Closing Night Concert Andy Shauf at New Vision Concert Hall





# AGH IMPACT

For more than a century, the AGH has been the anchor in the cultural ecosystem of South Western Ontario.

According to Ontario’s Tourism Regional Economic Impact Model (TREIM, January 2018), the AGH has a \$17 million-dollar economic impact on our local economy and a \$23.4-million-dollar impact on the provincial economy.

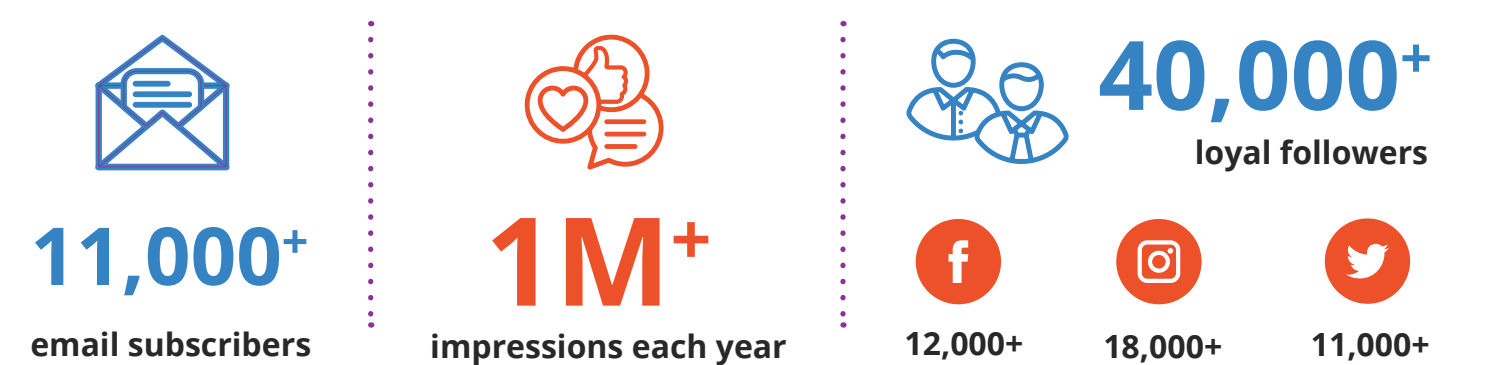
# AGH IMPACT

With your support, we look forward to returning to our pre-covid levels of impact across our communities.

See below for our 2019 numbers:



Here is our current marketing reach:





# Sponsorship

## Sponsorship Activation & 2021 Film Selections

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.

These sponsorship benefits provide opportunities for sponsors and clients to enjoy the experience throughout the entire 10-days of the AGH Festival.

	Silver \$2500	Gold \$5000	Platinum \$7500
Complimentary tickets to select AGH Festival events	10	20	30
Logo recognition in digital marketing materials	•	•	•
Advertising in festival program	Quarter Page	Half Page	Full page
Recognition in the AGH Magazine	•	•	•
On screen recognition before every AGH Festival film screening at the Westdale and Playhouse theatres	•	•	•
Recognition on AGH social media channels on Facebook, Instagram, Stories & Twitter (community of 40,000+ followers)	Grouped	Individual	Individual
Recognition in the AGH “What’s On” email newsletter (~10,000 subscribers)	•	•	•
Logo and Link on AGH Festival website for one year	•	•	•
Recognition on current AGH Donor Wall	•	•	•
Recognition in the AGH 2022 Annual Report	•	•	•
Speaking opportunity at select events		•	•
Logo recognition in printed marketing materials		•	•
Feature article in AGH Magazine			•
Corporate membership to the AGH for one year (value \$2,500)			•
15 second commercial before all film screenings			•
Recognized as Presenting Sponsor for chosen Signature Event or Concert			•
Recognized as co-sponsor for selected film screening		•	



# PROMOTION

## Program Guide

Advertising in the AGH Arts Festival program guide gives you extensive, guaranteed exposure to our wide audience. Festival-goers refer to the guide throughout the 10-day Festival with 7,000 print copies distributed across festival locations. A PDF version of the guide will be available for download.

As a thank you for your support during a particularly tough year for everyone, sliding scale advertising rates are available upon request. Let us know what price works for you!

FULL PAGE  
5" W X 8

HALF PAGE  
5" W X 4" H

QUARTER PAGE  
2.2" W X 4" H

**Recommended rates below:**

Full Page ~ \$1000  
Half Page ~ \$500  
Quarter Page ~ \$250

All ads are in full colour.

Submit artwork as PDF or JPEG by  
August 19, 2022 to  
[pherriman@artgalleryofhamilton.com](mailto:pherriman@artgalleryofhamilton.com).

# DIGITAL PROMOTION

## Digital Ads

Keep your brand active throughout the Festival and digital communications.

30 second video advertisement	\$1500	All artworks must be created in RGB colour mode. Grayscale images, line art, and duotones must also be covered in RGB.  Content resolution 1920 W x 1080 H pixels  Type-safe area 1724 W x 972 H pixels  Pixel geometry square (1:1)  Aspect Ratio 19:9 (1.78:1)  Colour mode 8-bit (per channel) RGB  Minimum type size 16 pt (most typefaces)  Transition None  Image format JPEG (still) / MP4 (video)
15 second video advertisement	\$1000	
On-screen still	\$500	
On-screen still + Full page Program ad	\$1200	
On-screen still + Half page Program ad	\$800	



# PAST PARTNERS

**For more information, please contact:**

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