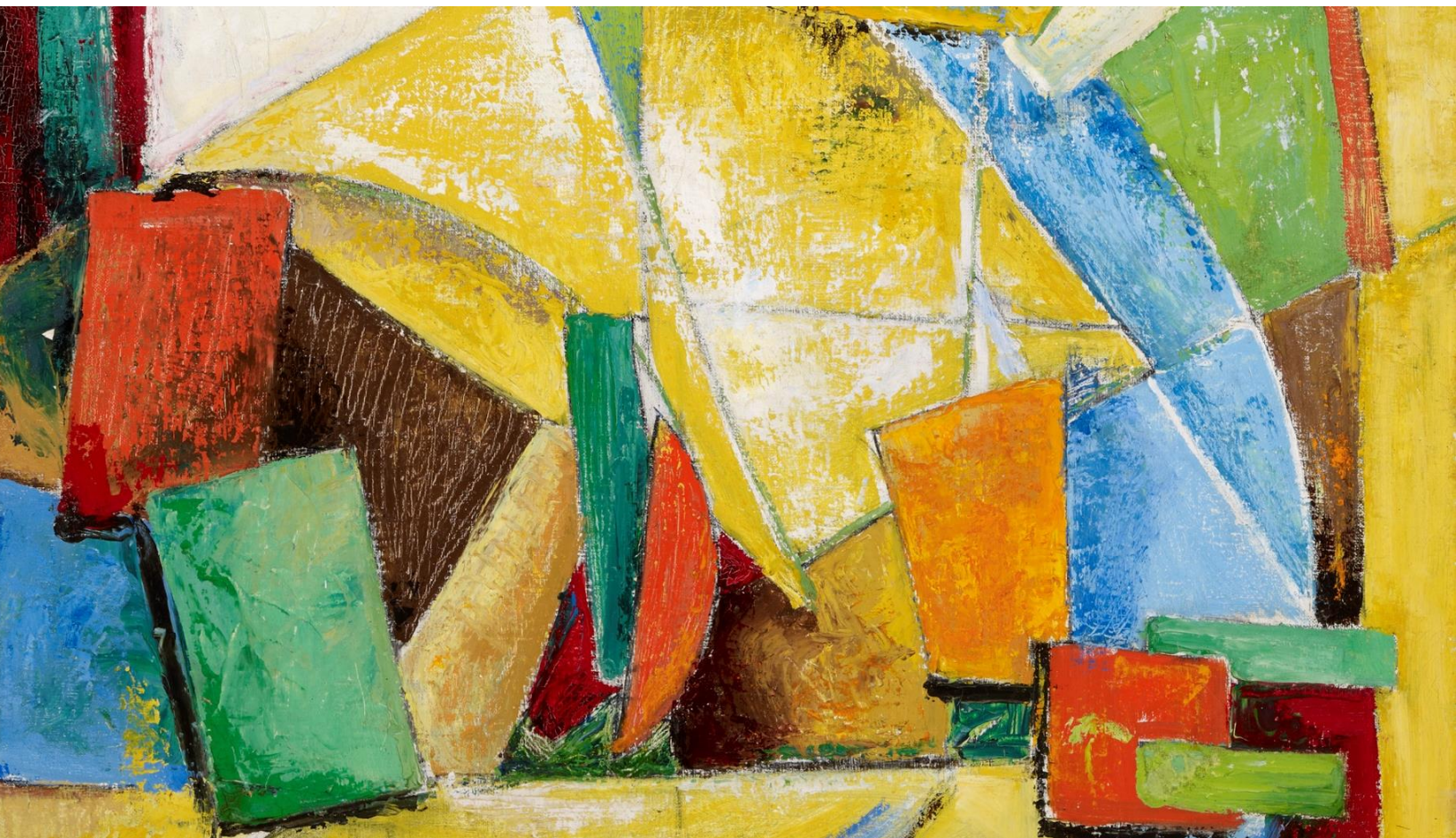


AGH

KALEIDOSCOPE
ART GALLERY OF
HAMILTON GALA
2023 Sponsorship Opportunities





AGH GALA: KALEIDOSCOPE

We are elated that we will be gathering together on **Saturday, May 27, 2023** to celebrate, fundraise, and enjoy a night of entertainment and fun. This year's theme draws on the many facets of our permanent collection. From William Blair Bruce, Sophie Anderson, and Emily Carr, to Norval Morrisseau, Alex Colville, Kim Adams, and Shelley Niro, the permanent collection of the AGH is second to none and worth celebrating!

As we celebrate this incredible Hamilton collection, we look forward to spending a night focused on the arts and cultural offerings which help to make the AGH great.

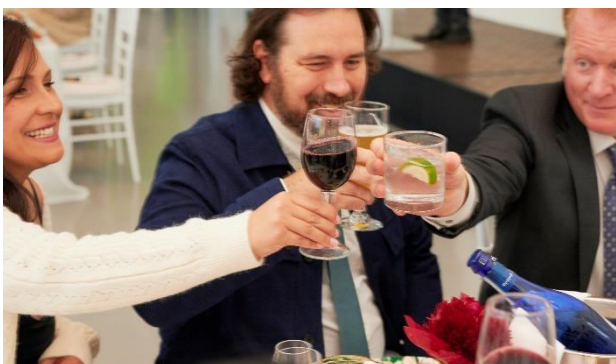
In 2023, the AGH invites you to look at how you can support **Kaleidoscope**, and celebrate a year of exceptional exhibitions and programs, drawn from within our collection and from the contemporary artists in our community.

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

HIGHLIGHTS FROM LAST YEAR



WHAT DOES YOUR SPONSORSHIP OF KALEIDOSCOPE MEAN?

- You are investing in the thriving cultural life of the Greater Hamilton Area 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 \$28.7 billion annually to the provincial economy.
- 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



163,318

Visitors



1800+

Members



3500

Volunteer Hours



464

Artists
featured



100

Acquisitions



422+

Exhibitions and
public programs



7000+

Educational Activities



13,000+

Email Subscribers



1M+

Impressions each year



40,000+

loyal followers



13,000+



20,000+



11,000+

SPONSORSHIP



Your support translates into ensuring everyone has the right to access the culture that the AGH's growing collection, research, and programs offer while promoting your brand and community involvement to a large and engaged audience.

All-Inclusive Benefits to Sponsorship:

- Corporate Name on event materials
- Advertisement in Gala Program (placement and size dependent on sponsorship level)
- Recognition throughout the evening
- Recognition in annual report

	Presenting \$20,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
All-Inclusive Benefits	•	•	•	•	•
Recognition in speeches by AGH President & CEO	•	•			
Primary logo placement on Gala website	•	•			
Secondary logo placement on Gala webpage			•	•	•
Corporate name and/or logo on menu inserts	•	•			
Corporate name and logo on select sponsorship activity during event	•	•	•		
Advertisement in Gala Program	Full page Back cover	Full page Premium	Half page Premium	Half page	Quarter page
Recognition and tagging on AGH social media feeds leading up to event (group posts)	Individual Post	•	•	•	
AGH Donor Wall recognition	•	•	•	•	
Event Tickets	10	8	6	6	2
Reserved Table including signage with logo	Private	Private	Private	Shared	Shared
Additional Sponsorship Opportunities through the evening	•	•	•		
Lobby Pillar Recognition	•				
Opportunity to address the evening's attendees	•				

A photograph of a middle-aged man with grey hair, wearing a dark suit, white shirt, and dark tie. He is smiling and looking slightly to his left. He is standing behind a clear acrylic podium with a microphone in front of him. The background is a blurred indoor setting with warm lighting.

PRESENTING SPONSORSHIP

As a **Presenting Sponsor** to **AGH Gala: Kaleidoscope**, you will receive:

- A full-page advertisement in the Gala's printed program with premium placement (inside cover)
- 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 *private table* for 10 guests
- Recognition in annual report



PLATINUM AND GOLD SPONSORSHIP

As a **Platinum Sponsor** to **AGH Gala: Kaleidoscope**, you receive:

- A full-page advertisement in the Gala program (Premium Placement)
- Logo and printed recognition on event signage as Platinum Sponsor
- Corporate name and/or logo on menu inserts
- Recognition in speeches by AGH President & CEO
- Recognition on AGH social media as Platinum Sponsor
- Corporate logo and a link on the AGH Gala webpage
- Logo recognition on the AGH Donor Wall and Lobby Pillar
- Complimentary *private table* for 8 guests
- Recognition in annual report
- Sponsorship of one of the following:
 - » Entertainment
 - » Dessert
 - » Cocktail Reception

As a **Gold Sponsor** to **AGH Gala: Kaleidoscope**, you receive:

- A half-page advertisement in the Gala program (Premium Placement)
- Logo and printed recognition on event signage as Gold Sponsor
- Recognition on AGH social media as Gold Sponsor
- Logo recognition on the AGH Donor Wall
- Complimentary *private table* for 6 guests
- Recognition in annual report
- Co-Sponsorship of one of the following:
 - » Gift Bag
 - » Bar
 - » Silent Auction



SILVER AND BRONZE SPONSORSHIP

As a **Silver Sponsor** to **AGH Gala: Kaleidoscope**, you receive:

- A half-page advertisement in the Gala's printed program
- Recognition on event signage as Silver Sponsor
- Recognition on AGH social media as Silver Sponsor
- Corporate logo and a link on the AGH Gala webpage
- Logo recognition on the AGH Donor Wall
- Complimentary shared table for 6 guests
- Recognition in annual report

As a **Bronze Sponsor** to **AGH Gala: Kaleidoscope**, you receive:

- A quarter-page advertisement in the Gala's printed program
- Recognition on the AGH Gala webpage
- Two complimentary tickets
- Recognition in annual report



PROGRAM 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 21, 2023 to
[**gala@artgalleryofhamilton.com.**](mailto:gala@artgalleryofhamilton.com)

THANK YOU TO PAST SPONSORS!



LiUNA!



Arctic Experience McNaught Gallery
Fine art sales and services since 1983





IN-KIND SPONSORSHIP

If you would like to donate services or products for the Kaleidoscope Gala, we invite you to be a part of the evening as an In-Kind Sponsor.

Available opportunities:

- **Print Materials**

Including programs, menu inserts, and signage for the Gala event.

- **Wine**

As Wine Sponsor, you will be acknowledged along the bar and during Cocktail Hour through signage and bottle placement at tables.

- **Gift Bag Items**

Be a part of our exciting Gala through commemorative tokens to remember the evening. Receive signage at the Gift table and Coat Check.

- **Electronic Sponsor**

Be an integral part of bringing the excitement of the evening to the Gala as our entertainment and audiovisual sponsor! Your company logo will be placed near the stage where evening remarks will be made and musical entertainment will be placed.

- **Event Rentals and Décor**

Including but not limited to tablecloths, chairs, dining tables, etc.

** Goods and Services valued up to \$2500 – receive digital advertisement on our gala webpage
Goods and Services valued \$2500 - \$5000 – receive quarter page advertisement in Gala Program



SILENT AUCTION

We are in search of donations to showcase as part of our Silent Auction held in conjunction with our Gala festivities on May 27th, 2023.

Displayed at the entrance of the Gala, the Silent Auction contributes to the many programs the AGH supports within the Hamilton community.

Items for the Silent Auction can include food/wine baskets, experiences, tickets to entertainment, jewelry, and a variety of other services and goods.

Your company logo will be displayed alongside your item(s), and you will receive a tax receipt for your donation as per allowable CRA amounts.

Please complete attached form, or contact a member of the team.

For more information, please contact:

Shawna White

Head of Partnerships & Development

905.527.6610 ext. 275

swhite@artgalleryofhamilton.com

Laura Freeman

Development Officer

905.527.6610 ext. 241

lfreeman@artgalleryofhamilton.com



AGH



Art Gallery of Hamilton

123 King St, W, Hamilton L8P 4S8

905.527.6610 | artgalleryofhamilton.com

Charitable Registration #: 106723588 RR 0002

2023 GALA SILENT 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 by Friday, April 28, 2023. Deliver donation/arrange for pickup no later than Friday, May 12, 2023 at 3:00 pm. Mark deliveries to the attention of: Laura Freeman, Gala Committee, Art Gallery of Hamilton, 123 King Street West, Hamilton, ON L8P 4S8. Contact lfreeman@artgalleryofhamilton.com. 905.527.6610, x 241.

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](http://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.



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

2023 SPONSORSHIP FORM

Business / Donor Name:

Contact Name:

Address:

City: Province: Postal Code:

Phone: Email:

Website:

SPONSORSHIP

- ☐ Platinum Sponsor - \$10,000*
- ☐ Silver Sponsor - \$5,000
- ☐ Gold Sponsor - \$7,500*
- ☐ Bronze Sponsor - \$2,500

PAYMENT

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

Name on Card: Card Number:

Expiry Date: / CSV Number: Signature:

Postal Code:

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

For more information, please contact:

Shawna White

Head of Partnerships & Development

swhite@artgalleryofhamilton.com

(905) 527 6610 ext. 275

Laura Freeman

Development Officer

rfreeman@artgalleryofhamilton.com

(905) 527-6610 ext. 241

Cover Image: Hortense Mattice Gordon (Canadian, 1887-1961), *Composition* (detail), c.1948, oil on canvas, Gift of the Zonta Club of Hamilton II, 1951, Art Gallery of Hamilton.