

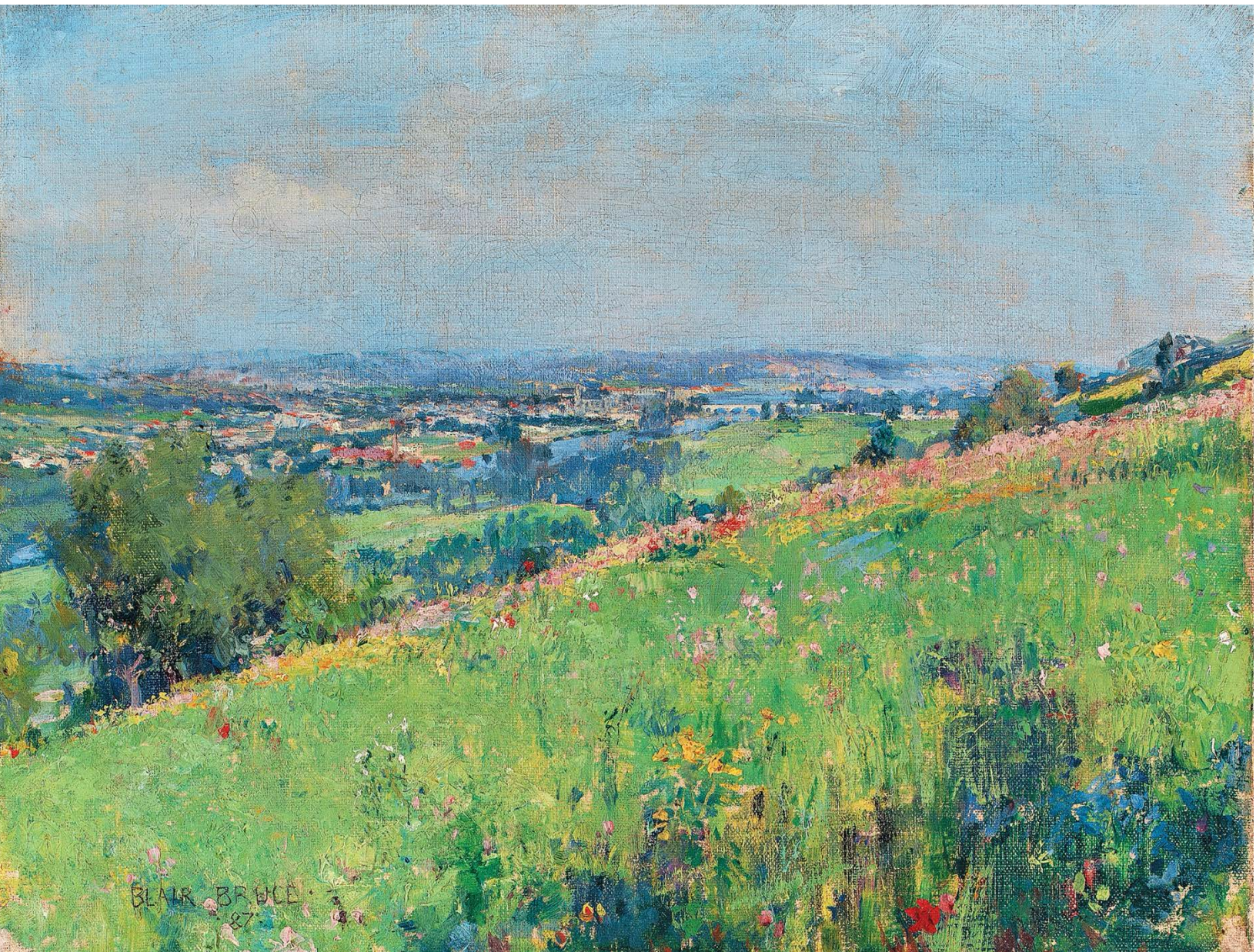
AGH

Art Gallery
of Hamilton

AGH GALA 2024

Celebrating 110 Years

2024 Sponsorship Opportunities





AGH GALA: 110th ANNIVERSARY

We are elated to gather together on **Saturday, May 25th, 2024** to fundraise and enjoy a night of entertainment and fun.

The AGH invites you to support our **110th anniversary Gala**, as we spend an evening celebrating the arts and cultural offerings that continue to make the AGH a pillar in Hamilton.

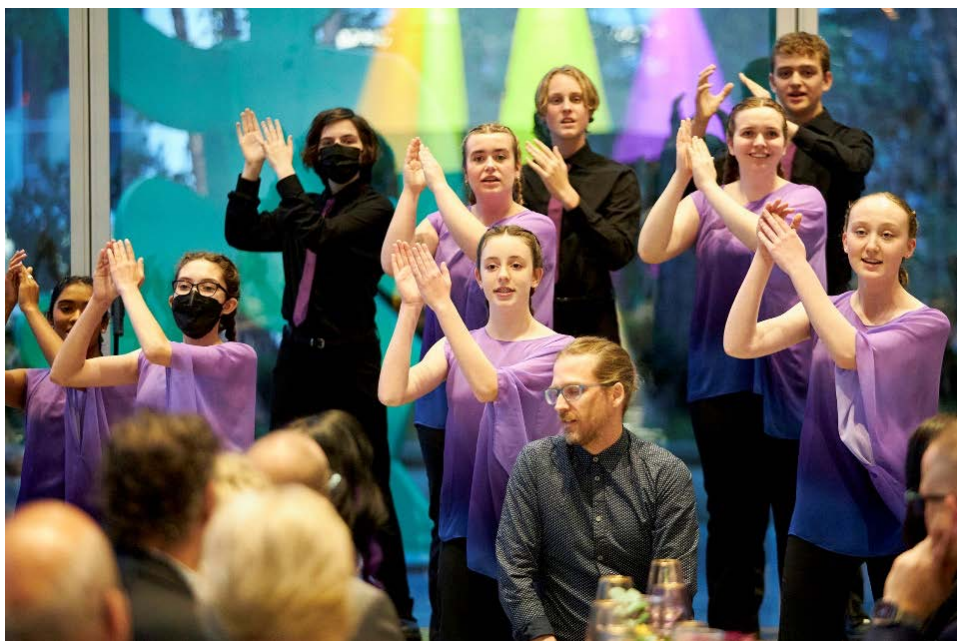
Don't miss this opportunity to celebrate the AGH's 110th anniversary, as we invite you help set our course for the future.

Our collection is strengthened with your support, and the support of our communities.

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

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

HIGHLIGHTS FROM LAST YEAR



WHAT IS THE IMPACT OF YOUR SPONSORSHIP?

- You are investing in the cultural life of the Greater Hamilton Area and its population of over 820,000.
- You are presenting your company as a supportive member of culture.
- Your support ensures that we can continue offering award-winning exhibitions and programs.

HOW DOES ARTS AND CULTURE CONTRIBUTE TO ONTARIO?

- The arts sector directly contributes \$28.2 billion annually to the provincial economy.
- 90% of Ontarians agree that an active local arts scene helps make a community a better place to live, and 82% agree it also helps communities attract businesses.
- Close to 90% of Ontarians agree that participating in arts activities builds a shared sense of community identity, and that it helps bring people from diverse backgrounds together as a community.
- 96% of Ontarians agree that engaging children in the arts is important to their overall development.
- 87% of Ontarians agree that participating in arts activities builds a shared sense of community identity.

AGH IMPACT



187,862

Visitors



1950+

Members



3383

Volunteer Hours



3000

Artists in the
Collection



115

Acquisitions



17

Exhibitions



4704

In-Person Student Visits

78

Public Programs

1436

Virtual Student Visits

Our current marketing reach:



18,000

Email Subscribers



776M+

Annual Potential
News Reach



54,000+

Loyal Social
Media Followers

SPONSORSHIP

KALEIDOSCOPE AGH GALA SATURDAY, MAY 27, 2023

PRESENTING
SPONSOR



AGH



Your support ensures that everyone has the right to access the AGH's growing collection and programs, 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 & size dependent on sponsorship level)
- Recognition throughout the evening
- Recognition in AGH 2024 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 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 throughout the evening	●	●	●		
Lobby Pillar recognition	●				
Opportunity to address the Gala attendees	●				

PRESENTING SPONSORSHIP
\$20,000



As a **Presenting Sponsor** to **AGH Gala: 110th Anniversary**, you will receive:

- A full-page advertisement in the Gala printed program with premium placement (inside cover)
- Logo and printed recognition on event signage as Presenting Sponsor
- Recognition in speeches by AGH President & CEO
- Premium seating location in the 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 Gala attendees as the Presenting Sponsor of the evening
- Complimentary private table for 10 guests
- Opportunity to have the Artist in Residence and their guest at your table
- Recognition in AGH 2024 Annual Report



PLATINUM & GOLD SPONSORSHIP

As a **Platinum Sponsor** to **AGH Gala: 110th Anniversary Celebration**, you will 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 AGH 2024 Annual Report
- Sponsorship of one of the following:
 - » Entertainment
 - » Dessert
 - » Cocktail Reception

As a **Gold Sponsor** to **AGH Gala: 110th Anniversary Celebration**, you will 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 AGH 2024 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: 110th Anniversary Celebration**, you will receive:

- A half-page advertisement in the Gala 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 AGH 2024 Annual Report

As a **Bronze Sponsor** to **AGH Gala: 110th Anniversary Celebration**, you will receive:

- A quarter-page advertisement in the Gala program
- Recognition on the AGH Gala webpage
- Two complimentary tickets
- Recognition in AGH 2024 Annual Report



PROGRAM ADVERTISEMENTS

Advertising in the AGH Gala printed program 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 19, 2024 to

lfreeman@artgalleryofhamilton.com



THANK YOU TO PAST SPONSORS!



LiUNA!



harb'r
Fox Harb'r Resort
— Nova Scotia —



Arctic Experience McNaught Gallery
Fine art sales and services since 1983



hamilton
chamber of commerce
your voice in business

— THE —
JOYCE
FOUNDATION

HERZIG
EYE INSTITUTE
TORONTO | OTTAWA





IN-KIND SPONSORSHIP

If you would like to donate services or products for the AGH Gala: 110th Anniversary, we invite to 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 25th, 2024.

Displayed at the entrance of the Gala, the Silent Auction provides additional support to AGH programs and the collection.

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.

Contact information can be found on the last page for more details.



For more information, please contact:

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Front Cover image: William Blair Bruce (Canadian 1859-1906), *Giverny, France*, 1887, oil on canvas.
Art Gallery of Hamilton; Bruce Memorial, 1914.