



# AGH GALA 2025

## Above & Beyond

Sponsorship Opportunities



Art Gallery  
of Hamilton





The AGH invites you to be a supporter of our annual Gala on Saturday, May 24th. This special evening raises much needed funds for the exhibition and programs that showcase how we go above and beyond to make the AGH a leader of the arts in Hamilton. None of this is possible without the generous support of our community. Please consider a contribution through:

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

"I can't say enough nice things about this program, and I'm so pleased we got a chance to have this experience."

*Teacher, Grades 3/4,  
C.C. McLean P.S.  
(Artist-Led Projects)*

"I want to make a big difference in a lot of people's lives with my support of the AGH."

*Nancy - long-time AGH Member  
and planned giving supporter*

# **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 the arts.
- 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.





## HIGHLIGHTS FROM 2024





# AGH IMPACT IN 2024



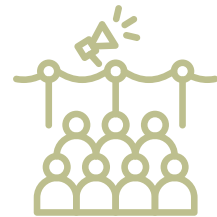
**49%**

First-Time  
Visitors



**500**

New  
Members



**800+**

Public Programs



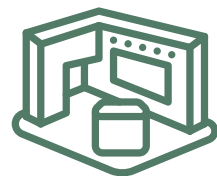
**10,634**

Students from  
JK through post  
secondary



**101**

Acquisitions



**14**

Exhibitions



**17,600**

Email  
Subscribers



**56,861**

Social  
Media  
Followers



**93,816,116**

Annual  
Potential  
News Reach



# AGH GALA 2024

Saturday, May 25, 2024

Presenting  
Sponsor:



## SPONSORSHIP

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 2025 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 SPONSOR

As a **Presenting Sponsor** to **AGH Gala: Above & Beyond**, 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 2025 Annual Report

**\$20,000**



## PLATINUM SPONSOR

- A full-page advertisement in the Gala program (premium placement)
- Logo and printed recognition on event signage
- Corporate name and/or logo on menu inserts
- Recognition in speeches by AGH President & CEO
- Recognition on AGH social media
- 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 2025 Annual Report
- Sponsorship of one of the following:
  - Entertainment
  - Dessert
  - Cocktail Reception

**\$10,000**

## GOLD SPONSOR

- 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 2025 Annual Report
- Co-sponsorship of one of the following:
  - Gift Bag
  - Bar
  - Silent Auction

**\$7,500**



## SILVER SPONSOR

- 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 2025 Annual Report

**\$5,000**

## BRONZE SPONSOR

- A quarter-page advertisement in the Gala program
- Recognition on the AGH Gala webpage
- Two complimentary tickets
- Recognition in AGH 2025 Annual Report

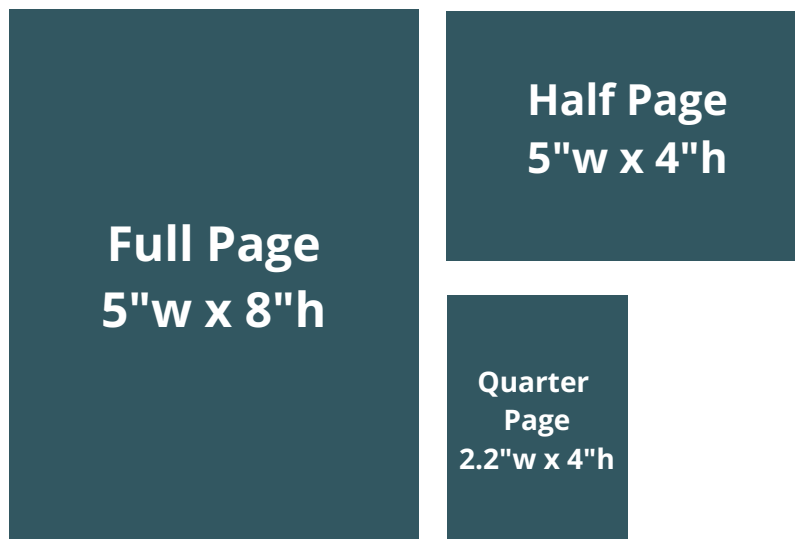
**\$2,500**





## PROGRAM ADVERTISEMENT

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 ~ \$1000  
Half Page ~ \$500  
Quarter Page ~ \$250  
All ads are in full colour.

Submit artwork as PDF or JPEG by  
April 04, 2025 to  
[lfreeman@artgalleryofhamilton.com](mailto:lfreeman@artgalleryofhamilton.com)



# THANK YOU TO PAST SPONSORS



Marvin Cohen  
Lorraine Cohen  
Janet McNaught

# IN-KIND SPONSORSHIP



If you would like to donate services or products for the AGH 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 for evening remarks and musical entertainment.
- **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 DONATIONS



We are in search of donations to showcase as part of our Silent Auction held in conjunction with our Gala festivities.

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.



Art Gallery  
of Hamilton

## **For more information, please contact:**

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Front Cover image: Helen McNicoll, *The Apple Gatherer* (detail), c. 1911, oil on canvas. Gift of G. C. Mutch, Esq., in memory of his mother, Annie Elizabeth Mutch, 1957 © Art Gallery of Hamilton.  
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