

# What We Do

# Why Be A Sponsor?

- The investment you make demonstrates that you recognize the importance of artists who are aspiring and thriving in our community, and the contribution they make to our city.
- With your help, we can continue to create an environment where equity and diversity are celebrated, and artistic achievement is acknowledged and rewarded.
- Our goal is to ensure offered benefits are attractive to our sponsors. We are open to creating a customized benefits package that supports your giving priorities.

Descriptions Awards

Every year, the Council works to adapt the Arts Awards program to better reflect the value for laureates. The awards aim to celebrate and promote artists' diversity, talent, and contribution to the city's cultural landscape. The event takes place in May with 200+ attendees.

#### Victor Tolgesy Award

Recognizes the accomplishments of residents who have contributed substantially to enriching cultural life in our city.

- City of Ottawa donates statue
- actively seeking sponsorship in the amount of \$6,000

Peter Honeywell Mid-Career Artist Award Recognizes the achievements of Ottawa artists who have evolved beyond the emerging stage in their career to become recognized professional working artists contributing to the community.

- long time sponsorship in the amount of \$7,000

#### Emerging IBPOC Artist Award

Recognizes the achievements of artists from Ottawa's IBPoC community who are in the early stages of their career in the arts and are working towards becoming recognized professional artists.

- actively seeking sponsorship in the amount of \$7,000

Descriptions Awards

### Project X Photography Award Recognizes the merits of a publicly presented photographic project by an Ottawa-based artist.

- long time collaborative sponsorship with Ottawa Art Gallery, SPAO and DAIMON

### Community Arts Educator Award

Recognizes excellence in community arts education, artists who provide unique and creative learning experiences that inspire future generations.

- first established in 202
- confirmed sponsorship in the amount of \$3,000

Corel Endowment for the Arts Award A future-oriented award that encourages evolution, innovation, creativity, and excellence of artists working on new initiatives.

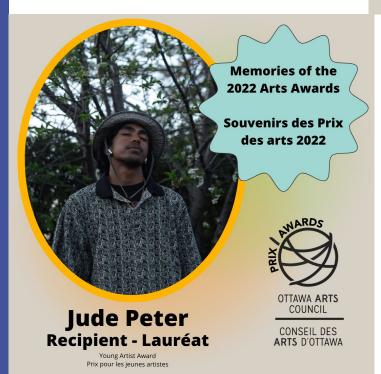
- prizes vary according to dividends of an endowment fund at the Ottawa Community Foundation

#### Young Artist Award

A mentorship-driven award established to support young Ottawa artists 14 – 17 years old.

 confirmed sponsorship in the amount of \$1000 (\$500 for artist and \$500 for mentor) "Winning the Project X Award symbolized to me the approbation of my journey into the photographic arts in Ottawa. I am grateful."

Angelina Barrucco 2022 Project X Photography Award Recipient



The Young Artist Award definitely had a positive impact on me. Winning the award made me feel more confident in my ideas and gave me the opportunity to make valuable connections. Currently, I am attending SPAO as a student. Jude Peter, 2022 Young Artist Award Recipient

**Angelina Barrucco** 

Recipient - Lauréate

Memories of the 2022 Arts Awards

Souvenirs des Prix

des arts 2022

OTTAWA ARTS COUNCIL

CONSEIL DES ARTS D'OTTAWA "I am grateful for the IBPOC Artist Award, which allowed me to pursue some important projects that have contributed to my portfolio for applying to a major graduate school outside of the country."

> Laurena Finéus, 2022 Emerging IBPOC Artist Award Recipient



Laurena Finéus

**Recipient - Lauréate** 

Emerging IBPOC Artist Award

Prix pour les artistes PANDC émergents



CONSEIL DES

Our goal is to ensure that offered benefits are attractive to our sponsors and align with your mission, vision and values.

### **Recognition at Event**

### Brand Placement

### Communications

- reognition by event host as title sponsor
- opportunity to speak at event
- dedicated space at event for your branding/ messaging/promotion

- logo & link to your website on Council website as recognized sponsor
- logo on specific event webpage as title sponsor
- logo on all marketing material for event
- logo listed in the Ottawa Arts Council Annual Report

- mention in e-newsletter, media release and direct messaging
- opportunity to provide a quote in media release
- total of 8 social media posts, across all platforms
- cross promotion of your events for one year 6

# Value-Added

- free Ottawa Arts Council Patron Membership
- 6 tickets to event
- opportunity for a blog, Instagram or Facebook Live "take over"
- dedicated LinkedIn Newsletter (promoted across all platforms)
- opportunity to announce the finalists for social media dissemination
- opportunity to present the award to the recipient alongside key presenters that include the Mayor or City Councillor
- logo feature on all direct to guest marketing including all ticket messaging
- 1 drink ticket per guest

### WORK WITH US TO CREATE A CUSTOMIZED BENEFITS PACKAGE



# By the Numbers

200+ \$400,000+

Attendees

Awarded since 1988

Arts Awards

7

## Artists who have benefited

228

# Join Us!

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