



**Luck!  
Fundraiser**



# What We Do

# About LUCK!

**The annual fundraiser LUCK! was first established in 2008.**

**It will be held on December 12, 2023 in Arts Court.**

**LUCK! is a cocktail reception, lottery, and networking event all rolled into one! The Council's annual fundraising event has been a staple of the Ottawa arts scene for the past 15 years.**

**This fast-paced party sees sponsors, artists, and arts patrons alike come together to support the Council's work in advocacy and microgranting opportunities given to Ottawa artists and grass-roots organizations working in a myriad of disciplines.**

**LUCK! is a highly anticipated party and art draw supported by local creatives' generous donations of artworks and arts experience. Event guests have their tickets drawn at random to select a donated artwork/experience of their choice.**

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

## **Recognition at Event**

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

## **Brand Placement**

- **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**

## **Communications**

- **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**



# 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.**

# Value-Added

- free Ottawa Arts Council Patron Membership
- 2 tickets to event
- opportunity for a blog, Instagram or Facebook Live "take over"
- dedicated LinkedIn Newsletter (promoted across all platforms)
- personal press release announcement of support along with professional photo-op with our executive leadership
- paid boosted social media posts announcing support
- logo feature on all direct to guest marketing including all ticket messaging

WORK WITH US TO CREATE A CUSTOMIZED BENEFITS PACKAGE

# By the Numbers

50+

\$10,000+

Donations by  
Artists

Raised in  
2022

125+

2

Attendees

Micro-Grant  
programs  
supported



# Join Us!

Joni Hamlin

Communications and Development Manager

[joni@ottawaartscouncil.ca](mailto:joni@ottawaartscouncil.ca)

[www.ottawaartscouncil.ca](http://www.ottawaartscouncil.ca)

## Stay Social



@artsottawa  
3.5K followers



Ottawa Arts Council  
1K followers



Ottawa Arts Council  
3K followers

Full  
Spectrum

Gamme  
Complète



OTTAWA ARTS INITIATIVE.  
INITIATIVE DES ARTS D'OTTAWA.



OTTAWA ARTS  
COUNCIL  
CONSEIL DES  
ARTS D'OTTAWA

Building Back Better:  
English and French Theatre  
Community Consultations



TOWN HALL MEETING  
RÉUNION PUBLIQUE



OPEN  
HOUSE  
PARTY

