



**Professional  
Development**



**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.**

# Workshops and Discussions

**The Ottawa Arts Council provides intensive training programs for arts and heritage professionals in Ottawa who require assistance in gaining the necessary skills to succeed.**

**In 2022, we partnered with WorkinCulture to offer marketing workshops to develop strategies for artists and nonprofit arts organizations.**

**We can provide workshops like these at little to no cost to our members; and even open them up to the greater community, other Ontario cities, or virtual offerings that extend even further.**

**Through collaborations with partners like you, we can continue to create an environment where equity and diversity are celebrated, artistic excellence is fostered, and barriers to access can be removed.**

# Impact on Participants

# Full Spectrum

# Gamme Complète

"An excellent video! It is chock-full of practical, hands-on information. With all the advice and tips provided, I'm sure even those experienced in digital performance will learn something new."

Amelia Burns

## Building Back Better: English and French Theatre Community Consultations

"Such a treasure trove of information presented in a clear, engaging and professional way."  
Catherine Low

## Marketing Masterclass

Sue Edworthy, Curriculum Facilitator

Work  
InCulture  
Canada



"We thoroughly enjoyed our experience at the On View: Flava Factory, we learned a great deal about the art of urban dance, its origin, and the positive impact it has on youth. We look forward to many more!" Wilson Li

# By the Numbers

30+

Countries  
Reached

1,000+

Participants

42

Professional Development  
Opportunities



Full Spectrum  
Gamme Complète

Canada

OTTAWA ARTS  
COUNCIL / CONSEIL DES  
ARTS D'OTTAWA

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

## **Recognition at Event**

- **recognition 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**

# Value-Added

- personal press release announcement of support along with professional photo-op with our executive leadership
- extended social media reach with boost posts
- logo feature on all direct to guest marketing including all ticket messaging

WORK WITH US TO CREATE A CUSTOMIZED BENEFITS PACKAGE

# Join Us!

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## 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

