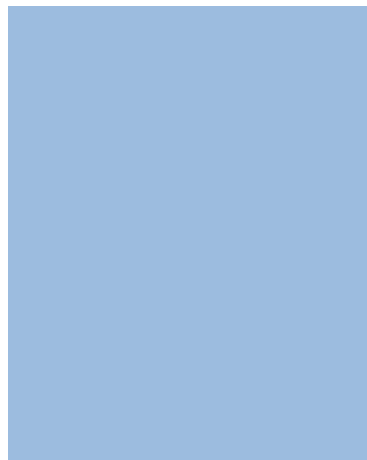




# YORK REGION ARTS COUNCIL SPONSORSHIP OPPORTUNITIES

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# DEAR PROSPECTIVE SPONSOR & PARTNER



Hello and thank you for reviewing this package.

York Region Arts Council is on a mission to be the hub for a vital and vibrant arts, culture, and tourism scene in York Region, by giving voice to the diverse artists and cultural organizations in our community through advocacy, education, programming and strategic partnerships.

Our sponsorship packages have been developed to provide businesses with an excellent return on investment and an opportunity to be at the forefront of the growth of arts and culture in the region.

Our packages offer our sponsors brand exposure through a variety of mediums including, media, print, signage, membership database, competition naming rights and much more. In return for your investment, YRAC can help your business increase your brand awareness and image in specific communities, to gain new customers and to strengthen relationships with existing customers.

In doing this, you showcase your devoted involvement in supporting the local community. We are confident our dedicated team, backed with our desire to see artists grow, your business will enhance brand and customer awareness.

With a large support base in York Region, we would relish the opportunity to work with your business to reach this audience.

If you have any queries regarding any of our sponsorship packages please don't hesitate to contact me.

In closing, I would like to extend my sincere gratitude for taking the time to consider our sponsorship proposal. We believe that together, we are stronger, and this proposal will provide an exciting marketing opportunity for your business and a creative avenue to connect with our stakeholders.

The YRAC team looks forward to exploring partnership opportunities with your business and welcoming you to our community.

***Monica del Rio Pain***  
*York Region Arts Council*

# ORGANIZATION DESCRIPTION + HISTORY



**OVER THE 10 YEARS, THE ARTS COUNCIL HAS PLAYED A LEADERSHIP ROLE IN THE COMMUNITY, PROVIDING QUALITY PROGRAMMING AND SERVICES**

## **FOR OVER A DECADE WE'VE BEEN THE HEART OF ART IN YORK REGION**



The York Region Arts Council is the only York Region-wide nonprofit charitable arts service organization focused on capacity building, creative place-making and community engagement in support of artists, arts organizations and creative entrepreneurs. In order to realize the potential of our services, we work in partnership with the Regional Municipality of York, each of the Regions nine municipalities (Markham, Vaughan, Richmond Hill, Aurora, King Township, Newmarket, Whitchurch-Stouffville, East Gwillimbury and Georgina) as well as other community organizations and businesses.

The Arts Council was first incorporated as Arts Link in 2002 with a focus on connecting York Region public and Catholic schools with artists and implementing arts programming for youth. In 2008, Arts Link changed direction and became the York Region Arts Council. The Arts Council was founded in response to the plethora of under-served artists and arts organizations working in silos and lacking the resources and network to grow capacity.



# PROGRAMS & IMPACT

## The Experience Trail

The YR Experience Trail Marker project and Event Series is a collaborative interactive art project designed to reconnect people on the land presently known as York Region through art. The installations have illustrations by Indigenous artist Donald Chrétien, Nipissing First Nation, cultural narrative by Ojibwe Elder Shelley Charles, Georgina Island First Nation. Our goal is to have one Trail Marker in each of the 9 municipalities across York Region, and animated with arts-infused events.



## York Region Art Awards

The YR Arts Awards are an annual celebration highlighting the impact of artists work in York Region. Award categories include Community Engagement, Innovator, Sustainability, Emergence, and the Experience Award.

Choose an award to sponsor!

## Artrepreneur

Artrepreneur is a business accelerator program designed for creatives who want to start or grow an arts-related business.

This course equips artists with the necessary business skills to start and run their own business.

Ignite the opportunity for our future Artrepreneurs!

## The Artist Circle

A series of in-person and online events and workshops designed to support, build, and strengthen the diverse artistic community in York Region through networking, exhibitions, and discussions.

Host or Sponsor an upcoming event!

## Local Pairings

Local Pairings is a new program launched by the York Region Arts Council that engages artists, venues, and event organizers to partner with York Region Arts Council in activating arts across York Region.

Let's enable a pairing today!

## The Portal [experienceyorkregion.com](http://experienceyorkregion.com)

An new online Digital Hub that connects artists, artistic organizations, event planners to each other and to the residents and visitors of York Region

# WHAT DOES SPONSORSHIP MEAN?

YRAC has established itself as a community based organization. We endeavour to provide pathways and opportunities for all arts and culture businesses and artists who are seeking opportunity to grow and develop.

All sponsorship funding is directly invested into the program and is used to manage and improve the program and process.



## AREAS OF EXPENDITURE INCLUDE:

- PROGRAM DEVELOPMENT
- MENTORS AND EXPERTS
- VOLUNTEER MANAGEMENT
- MARKETING OF PROGRAMS
- COMMUNITY-ENGAGEMENT & PLACEMAKING THROUGH ART



## AN OPPORTUNITY TO CONNECT:

Our community spans across York Region and beyond and we communicate through our live events, our community engagement and our two distinct digital channels:



### **EXPERIENCEYORKREGION.COM**

- *THE DIGITAL CONNECTION TO ARTS & CULTURE ACROSS THE REGION*
  - 13,000+ E-NEWSLETTER SUBSCRIBERS
  - 250K + VIEWS ON OUR WEBSITE
  - SOCIAL CHANNELS - OVER 5,000 FOLLOWERS
  - RADIO & PRINT CAMPAIGNS
  - ONLINE PORTAL FOR ALL ARTS, CULTURE & TOURISM IN YORK REGION



### **YORKREGIONARTSCOUNCIL.COM**

- *A DIRECT LINK TO THE ARTISTIC CREATORS AND CONTRIBUTORS IN YORK REGION*
  - 3,500+ E-NEWSLETTER SUBSCRIBERS
  - SOCIAL CHANNELS - OVER 4,000 FOLLOWERS
  - LIVE EVENTS ALL YEAR
  - OVER 20,000 ATTENDEES IN 2022

# SPONSORSHIP PACKAGES

YRAC has designed a number of tiered packages which will give businesses the opportunity to support at all levels. Please see below an overview of the Product, Bronze, Silver, Gold and Platinum packages and their benefits.



## PLATINUM SPONSORSHIP PACKAGE

As a Platinum sponsor you will be a vital member of the YRAC community. In return for your investment you will receive a variety of opportunities to promote and network your business as well as being part of arts culture in York Region. In return of you investment you will receive the following benefits:

### PLATINUM SPONSOR BENEFITS

- Listed as an Official Partner in all Marketing materials
- Dedicated Sponsor Category E-Blast sent to our 10 000+ York Region audience.
- Dedicated Press Announcement
- Thank You Mention in Regular Monthly E-Blast
- Multiple coordinated and customized promotional opportunities.
- 2 Tickets to YR Arts Awards Gala
- One Full Year of Job and Event listings on Experienceyorkregion.com
- Four highlighted articles on ExperienceYorkRegion.com written by one of our writers.
- 2 Posts on Instagram/Facebook highlighting sponsorship and the business.

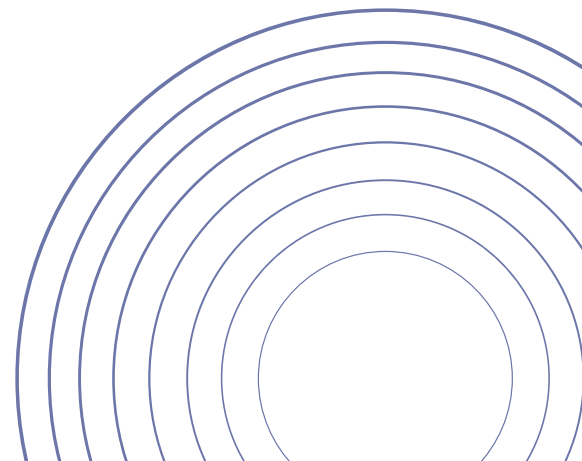
### EVENT SPECIFIC BENEFITS

- Speaking opportunity at program launch event
- Free booth at YR Arts Awards Gala
- Acknowledgment as the Official Partner
- Opportunity to present award to sponsored participants at the YR Arts Awards
- On-Site Logo Placement
- Inclusion in Event Press Release
- Distribution of company marketing materials at program launch event (supplied by sponsor)

### GENERAL BENEFITS

- Logo on the Website Sponsor Page
- Logo on 40K Promotional Flyers & 1K Posters
- Dedicated Social Media Mention
- Complimentary Corporate membership
- Official certificate of appreciation

**Platinum Investment: \$10 000**



# GOLD SPONSORSHIP PACKAGE

As a Gold sponsor you will be a vital member of the YRAC community. In return for your investment you will receive a variety of opportunities to promote and network your business as well as being part of arts culture in York Region. In return of you investment you will receive the following benefits:

## GOLD SPONSOR BENEFITS

- Listed as an Official Partner in all Marketing materials
- Dedicated Sponsor Category E-Blast sent to our 10 000+ York Region audience.
- Dedicated Press Announcement
- Thank You Mention in Regular Monthly E-Blast
- 2 Tickets to YR Arts Awards Gala
- One Full Year of Job and Event listings on Experienceyorkregion.com
- Two highlighted articles on ExperienceYorkRegion.com written by one of our writers.

## EVENT SPECIFIC BENEFITS

- Free booth at YR Arts Awards Gala
- Acknowledgment as the Official Partner
- Inclusion in Event Press Release
- Distribution of company marketing materials at program launch event (supplied by sponsor)

## GENERAL BENEFITS

- Logo on the Website Sponsor Page
- Dedicated Social Media Mention
- Complimentary Corporate membership
- Official certificate of appreciation

**Gold Investment: \$5000**



# SILVER SPONSORSHIP PACKAGE

As a Silver sponsor you will be a vital member of the YRAC community. In return for your investment you will receive a variety of opportunities to promote and network your business as well as being part of arts culture in York Region. In return of you investment you will receive the following benefits:

## SILVER SPONSOR BENEFITS

- Listed as an Official Partner in all Marketing materials
- Thank You Mention in Regular Monthly E-Blast
- 2 Tickets to YR Arts Awards Gala
- One Full Year of Job and Event listings on Experienceyorkregion.com
- One highlighted articles on ExperienceYorkRegion.com written by one of our writers.

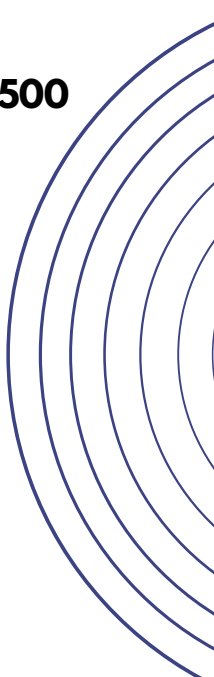
## EVENT SPECIFIC BENEFITS

- Free booth at YR Arts Awards Gala
- Acknowledgment as the Official Partner
- Inclusion in Event Press Release
- Distribution of company marketing materials at program launch event (supplied by sponsor)

## GENERAL BENEFITS

- Logo on the Website Sponsor Page
- Dedicated Social Media Mention
- Official certificate of appreciation

**Silver Investment: \$2500**



# BRONZE SPONSORSHIP PACKAGE

As a Bronze sponsor you will be a vital member of the YRAC community. In return for your investment you will receive a variety of opportunities to promote and network your business as well as being part of arts culture in York Region. In return of you investment you will receive the following benefits:

## BRONZE SPONSOR BENEFITS

- 2 Tickets to YR Arts Awards Gala
- One Full Year of Job and Event listings on Experienceyorkregion.com
- One highlighted article on ExperienceYorkRegion.com written by one of our writers.

## EVENT SPECIFIC BENEFITS

- Acknowledgment as the Official Partner
- Inclusion in Event Press Release
- Distribution of company marketing materials at program launch event (supplied by sponsor)

## GENERAL BENEFITS

- Logo on the Website Sponsor Page
- Dedicated Social Media Mention
- Official certificate of appreciation

**Bronze Investment: \$500**





# PRODUCT SPONSORSHIP PACKAGE

As a Product sponsor, your in-kind product offerings and discounts for our YRAC Members will establish your business as a valuable contributor of the YRAC community. In return for your investment you will receive a variety of opportunities to promote and network your business as well as being part of arts culture in York Region. In return of you investment you will receive the following benefits:

## PRODUCT SPONSOR BENEFITS:

- One Full Year of Event listings on [YorkRegionArtsCouncil.com](http://YorkRegionArtsCouncil.com)
- One highlighted article on [YorkRegionArtsCouncil.com](http://YorkRegionArtsCouncil.com) written by one of our writers.

## EVENT SPECIFIC BENEFITS

- Acknowledgment as the Official Partner
- Distribution of company marketing materials at program launch event (supplied by sponsor)

## GENERAL BENEFITS

- Logo on the Website Sponsor Page
- Dedicated Social Media Mention

**Product Investment: In-kind Products for events and a discount on your services exclusively for YRAC Members**







# THANK YOU!

**TOGETHER WE CAN MAKE A DIFFERENCE!**



Thank you for taking the time to view our sponsorship package. yrac is dedicated to marketing their sponsors to ensure optimal benefits for both parties. we will assist in activating your sponsorship in an innovative and creative way. All packages can be tailored to your specific needs. We look forward to forming a great business partnership with you. Please contact us if you want to know how you can become involved and what we can do for you.



**@YORKREGIONARTS**

**YORKREGIONARTSCOUNCIL.COM**