



WOOD BUFFALO
EXCELLENCE IN ARTS
AWARDS

2020 Sponsorship Package



ARTS COUNCIL
WOOD BUFFALO



Become 
an Arts
Champion



Wood Buffalo's Premier Arts Showcase

Arts Council Wood Buffalo (ACWB) is a charitable organization who supports the growth and success of the Arts. The Arts Council provides a number of programs and services that build the capacity of our local artists to compete and thrive, in turn raising the profile of our vibrant arts community.

Each year, Arts Council Wood Buffalo hosts the Wood Buffalo Excellence in Arts Awards and Showcase. The program recognizes our region's top established and emerging artists in all areas of the arts, and invests in their future success.

With attendance of over 300 artists, arts enthusiasts, and arts champions, this is an awards show like no other in the region! The focus of the event is to celebrate the achievements of our local artists through high energy, poignant performances and exhibitions that showcase all that our vibrant arts community has to offer.

Why Should You Sponsor the Wood Buffalo Excellence in Arts Awards?

- 1.** The arts are integral to a remarkable quality of life in our region; by supporting these awards, you demonstrate that you are a champion for the arts and that you are committed to supporting this crucial part of our community.
- 2.** The Excellence in Arts Awards invests in the future of our growing arts community by supporting our most exceptional artists. The funds received by each award winner will allow them to continue to grow as artists and to share their artistic practice within our community and beyond the borders of Wood Buffalo.
- 3.** Your brand will become associated with our region's premier arts showcase and will increase your visibility in the arts community and with arts supporters.
- 4.** The Arts Awards are an opportunity for you to invest in our creative economy, providing a foundation for local diversification and stability in our region.

Sponsorship Levels



Midnight Event Sponsor

Investment - \$5,000
One Opportunity Available

Pre-event Recognition / Activation:

- ◆ Logo appears on event poster and additional promotional materials, where appropriate.*
- ◆ Logo with hyperlink appears on the Arts Council Wood Buffalo website (artscouncilwb.ca).
- ◆ ACWB Business membership for one year.

During the Event:

- ◆ Extensive branding at the awards showcase with logo projected during the event.
- ◆ Eight complimentary tickets to the awards showcase.
- ◆ Verbal recognition during the awards showcase.
- ◆ One promotional banner on site.
- ◆ Representative from your company presents during opening remarks.
- ◆ Professional photo of all Award winners at close of presentation.

Presenting Sponsor

Investment - \$2,000
Twelve Opportunities Available

Pre-event Recognition / Activation:

- ◆ Logo appears on event poster and additional promotional materials, where appropriate.*
- ◆ Logo with hyperlink appears on the Arts Council Wood Buffalo website (artscouncilwb.ca).
- ◆ ACWB Business membership for one year

During the Event:

- ◆ Extensive branding at the awards showcase with logo projected during the event.
- ◆ Eight complimentary tickets to the awards showcase.
- ◆ Verbal recognition during the awards showcase.
- ◆ Representative from your company presents the Award, chosen from available award categories.
- ◆ Professional photo with Award Recipient.

Theatre Sponsor

Investment - \$1,000
Six Opportunities Available

Pre-event Recognition / Activation:

- ◆ Logo appears on event poster and additional promotional materials, where appropriate.*
- ◆ Logo with hyperlink appears on the Arts Council Wood Buffalo website (artscouncilwb.ca).
- ◆ ACWB Business membership for one year

During the Event:

- ◆ Extensive branding at the awards showcase with logo projected during the event and exclusive logo recognition associated with the entertainment during the awards showcase.
- ◆ Four complimentary tickets to the Awards Show.
- ◆ Verbal recognition throughout the Awards Show.
- ◆ Professional photo of Award Recipients.

Supporting Sponsor

Investment - \$500

Pre-event Recognition / Activation:

- ◆ Logo with hyperlink appears on the Arts Council Wood Buffalo website (artscouncilwb.ca).

During the Event:

- ◆ Extensive branding at the awards showcase with logo projected during the event.
- ◆ Two complimentary tickets to the awards showcase.
- ◆ Verbal recognition during the awards showcase.

Media Sponsor

Investment – Advertising-in-Kind

Pre-event Recognition / Activation:

- ◆ Logo appears on event poster and additional promotional materials, where appropriate.*
- ◆ Logo with hyperlink appears on the Arts Council Wood Buffalo website (artscouncilwb.ca).

During the Event:

- ◆ Extensive branding at the awards showcase with logo projected during the event.
- ◆ Three complimentary tickets to the awards showcase.
- ◆ Verbal recognition during the awards showcase.

**Sponsor logos on promotional material is time sensitive. ACWB can not guarantee sponsor logos will be on promotional material if they are received after design creation. Please check with ACWB regarding design deadlines.*



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Champion

For more information on this premiere arts showcase, or to secure your sponsorship opportunity, please contact:

Liana Wheeldon, Executive Director
liana@artscouncilwb.ca or 587-674-1625 x.100.

www.artscouncilwb.ca

There are a number of opportunities that will allow you to show your support for the arts community through the Wood Buffalo Excellence in Arts Awards. Arts Council Wood Buffalo is open to other creative possibilities and would be happy to discuss alternative sponsorship options with you.



PRESENTING SPONSOR

Award Categories

A man wearing a flat cap and a checkered jacket is standing at a podium, speaking into a microphone. He is holding a piece of paper in his left hand. The background is dark, and the lighting is focused on him.

Arts Administration

An administrator working in arts-related production, marketing, project/organizational management, development, research/curatorship, operations, facility management, etc.

Arts Education

A program, artist, or teacher working in schools or the community which uses the arts to provide a meaningful learning experience (for any age).

Creative Collaboration

Artist or group who was part of an innovative partnership to use the arts to contribute to a balanced community by highlighting or focusing on a community need or social issue.

Craft

Artist or group creating functional and non-functional craft-based work including: beadwork, book arts, ceramics, textile, fashion and wearable art, cosplay, furniture, glass, jewelry, metal, or wood.

Dance

Artist or group performing or choreographing dance of any format, including cultural dance.

Media Arts

Artist or group working in film, video, audio/sound art, podcast, graphic design, animation, digital art, web-based art, media art installation, new media, or any fusion thereof.

Indigenous Arts

Art or contemporary mediums, or a combination, in a creative expression group that uses traditional skills, or that reflects Indigenous culture, worldview, voice, history, and stories.

Rising Star

This award is intended to recognize the commitment of a youth artist (12-17) in any arts discipline to developing their craft. This typically includes performances and exhibitions, and a demonstrated dedication to skill development (classes, workshops, competitions, etc.).

Ken Flaherty Music Award

Artist or group who performs, composes, writes songs, DJs, and/or works in technical production (all genres of music).

Theatre

Artist or group active in acting, directing, playwriting, comedy, and/or technical production (lighting, sound, costume design, stage management).

Literary Arts

Artist or group active in poetry, short story, written journalism, fiction, non-fiction, blogging, or publishing.

Visual Arts

Artist or group active in painting, sculpture, drawing, printmaking, photography, or installation art.

2019 In Review

81 AWARD
NOMINEES



14
AWARDS PRESENTED



47
PAID PERFORMERS
& EXHIBITORS



330
AUDIENCE MEMBERS

6 COMMISSIONED
ARTISTS



28
VOLUNTEERS

12
EVENT SPONSORS

