

# Become an Arts Champion



WOOD BUFFALO  
**EXCELLENCE IN ARTS**  
AWARDS

## 2021 SPONSORSHIP PACKAGE



Arts Council Wood Buffalo (ACWB) is a non-profit society and charitable organization, which supports the growth and success of the arts. ACWB 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 arts community.

The Wood Buffalo Excellence in Arts Awards, nicknamed the 'Buffys', is an annual program that recognizes and celebrates excellence in various areas of the arts and builds awareness of the incredible contribution artists make to Wood Buffalo. The Buffys invest in the future of our growing arts community by supporting our most exceptional artists through appreciation and employment opportunities, and by connecting artists to the wider community.

The Buffys celebrate the achievements of our local artists through exquisitely crafted performances and exhibitions that showcase our vibrant arts community. Last year's Arts Awards provided 80 paid work opportunities for artists, 86 award nominees, and was viewed close to 14,000 times, offering an excellent reach for our sponsors.

**For more information on this premier arts showcase, or to secure your sponsor opportunity, please contact:**



**ARTS COUNCIL**  
WOOD BUFFALO

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

**[www.artscouncilwb.ca](http://www.artscouncilwb.ca)**

**There are several opportunities that will allow you to show your support for the arts community through the Wood Buffalo Excellence in Arts Awards. Please see the sponsorship opportunities on the backside of this package and reach out with any questions.**

# SPONSORSHIP TIERS & PRICING



Sponsorship Benefit	Title Sponsor \$10,000/yr 3-yr agreement	Event Sponsor \$5000+	Presenting Sponsor \$2000+	Contributing Sponsor \$1000+
Recognition as Title Sponsor (2021 Buffy's Presented by [Your Organization])	✓			
Opportunity for a representative from your organization to speak during the awards	✓	✓		
Framed recognition of sponsorship	✓	✓		
Branded promotional items distributed for the event (Provided by your organization)	✓	✓		
Verbal recognition on all live promotional radio pieces with ACWB staff	✓	✓		
Present one of 12 award categories (Based on category availability)	✓	✓	✓	
ACWB Business membership subscription	✓ 3 years	✓ 1 year	✓ 1 year	
Opportunity to upload event to social media platforms, connecting viewers to your organization	✓	✓	✓	✓
Verbal recognition during the awards showcase as part of the Executive Director's opening remarks	✓	✓	✓	✓
Logo recognition on poster and promotional print material	✓	✓	✓	✓
Logo recognition on Arts Council website, hyperlinked to your website	✓	✓	✓	✓
<b>Total Value</b>	<b>\$19,300</b>	<b>\$9,300</b>	<b>\$3,750</b>	<b>\$1,700</b>

Sponsor recognition on promotional material is time-sensitive. ACWB cannot guarantee recognition will be on promotional material if sponsorship is received after design creation. Please check with ACWB regarding design deadlines.