



ARTS COUNCIL
WOOD BUFFALO



BUFFYS

SPONSOR

PACKAGE

About Us

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 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 are an investment in the future of the growing arts community by supporting exceptional local artists through appreciation, employment opportunities, and by connecting artists to the wider community.

The Buffys are a celebration of the achievements of local artists through exquisitely crafted performances and exhibitions that showcase our vibrant arts community. For example, Buffys 2021 provided 65 paid work opportunities for artists, 100 award nominees, and garnered over 8,700 unique views, offering an excellent reach for our sponsors.

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 outlined in this package and reach out with any questions.



Community Impact

2016 - 2021 Cumulative Community Impact



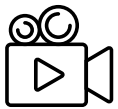
484 Nominations



305 Paid Artists



970 Event Attendees



22.7K Broadcast Views



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

Liana Wheeldon, Executive Director

liana@artscouncilwb.ca or 587-674-1625 x.100

Sponsorship Opportunities

TITLE SPONSOR

(\$10,000+)

As the Title Sponsor, your organization will receive exclusivity as the only sponsor to receive the following benefits:

Key Benefits

- Recognition as Title Sponsor (*Buffys 2022 Presented by [Your Organization]*)
- Opportunity for a representative from your organization to speak during the awards (*max. 2 minutes*)
- Verbal recognition on all live promotional radio pieces with ACWB staff
- Branded promotional items distributed for the event (*Provided by your organization*)

Membership

- ACWB Business Membership subscription (*3 years*)

Additional Benefits

- Opportunity to upload event to social media platforms, connecting viewers to your organization
- Verbal recognition during the awards showcase as part of Arts Council Wood Buffalo's opening remarks
- Logo recognition on promotional digital and print material
- Logo recognition on Arts Council website, hyperlinked to your website

Valued at: \$18,650

PERFORMANCE SPONSOR

(\$7,000+) *Only 5 Opportunities*

As a Performance Sponsor, your organization will receive exclusivity in receiving the following benefits:

Key Benefits

- Opportunity to have your organization's logo attached to an individual performance presentation
- Licensing agreement to share the performance video on your organization's website and social media, post-premiere

Membership

- ACWB Business Membership subscription (*3 years*)

Additional Benefits

- Opportunity to upload event to social media platforms, connecting viewers to your organization
- Verbal recognition during the awards showcase as part of Arts Council Wood Buffalo's opening remarks
- Logo recognition on promotional digital and print material
- Logo recognition on Arts Council website, hyperlinked to your website

Valued at: \$13,650

Sponsorship Opportunities

EVENT SPONSOR

(\$5,000+) *Only 2 Opportunities*

As an Event Sponsor, your organization will receive exclusivity in receiving the following benefits:

Key Benefits

- Verbal recognition on all live promotional radio pieces with ACWB staff
- Branded promotional items distributed for the event (*Provided by your organization*)
- Opportunity to be named as Lifetime Achievement or Arts Champion Sponsor (*Based on availability*)

Membership

- ACWB Business Membership subscription (*1 year*)

Additional Benefits

- Opportunity to upload event to social media platforms, connecting viewers to your organization
- Verbal recognition during the awards showcase as part of Arts Council Wood Buffalo's opening remarks
- Logo recognition on promotional digital and print material
- Logo recognition on Arts Council website, hyperlinked to your website

Valued at: \$9,650

PRESENTING SPONSOR

(\$2,000+) *Only 12 Opportunities*

As a Presenting Sponsor, your organization will receive exclusivity in receiving the following benefits:

Key Benefits

- Present one of 12 award categories (*Based on category availability*)

Membership

- ACWB Business Membership subscription (*1 year*)

Additional Benefits

- Opportunity to upload event to social media platforms, connecting viewers to your organization
- Verbal recognition during the awards showcase as part of Arts Council Wood Buffalo's opening remarks
- Logo recognition on promotional digital and print material
- Logo recognition on Arts Council website, hyperlinked to your website

Valued at: \$4,650

Sponsorship Opportunities

CONTRIBUTING SPONSOR (\$1,000+)

As a Contributing Sponsor, your organization will receive exclusivity in receiving the following benefits:

Key Benefits

- Opportunity to upload event to social media platforms, connecting viewers to your organization
- Verbal recognition during the awards showcase as part of Arts Council Wood Buffalo's opening remarks
- Logo recognition on promotional digital and print material
- Logo recognition on Arts Council website, hyperlinked to your website



Valued at: \$2,600

DISCLAIMER: 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.

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

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



Local pianist, Bentley Penn
Buffys 2020 Performance Video

**THANK YOU FOR YOUR SPONSORSHIP CONSIDERATION
FOR THE WOOD BUFFALO EXCELLENCE IN ARTS AWARDS**

YOUR SUPPORT WILL ELEVATE THE ARTS IN OUR COMMUNITY



ARTS COUNCIL
WOOD BUFFALO



WOOD BUFFALO
EXCELLENCE IN ARTS
AWARDS