



ARTS COUNCIL  
WOOD BUFFALO

SPONSORSHIP OPPORTUNITIES

# REDEFINING RELEVANCE

## Networking Luncheon

**Redefining Relevance** brings together business leaders, policymakers, artists, and cultural champions to explore the **evolving role of the arts in economic growth, downtown revitalization, and community development.**

Taking place on **Thursday, May 29, 2025**, this luncheon will feature a keynote presentation from **Alex Sarian**, President & CEO of Arts Commons and bestselling author of *The Audacity of Relevance*. With a wealth of experience leading major cultural institutions, Sarian will provide valuable insights into how the arts sector can **drive innovation, foster economic resilience, and contribute to the vitality of our communities.**



FEATURING KEYNOTE SPEAKER

**ALEX SARIAN**

This event offers a unique opportunity for **sponsors to align with a forward-thinking discussion on the intersection of arts and culture, business, and community impact.** By supporting Redefining Relevance, sponsors will gain meaningful visibility among influential stakeholders while demonstrating a commitment to the cultural and economic future of our region.

# REDEFINING RELEVANCE

## NETWORKING LUNCHEON SPONSORSHIP OPPORTUNITIES

### KEYNOTE SPONSOR

Support the event's centerpiece and align your organisation with world-class leadership

#### Benefits

- A reserved table for eight at the event
- Logo placement on event posters, digital and print media
- The opportunity to provide branded swag to attendees
- Verbal recognition during the luncheon

**Investment: \$7,500**

### BOOK SPONSOR

Send every attendee home with a copy of Alex Sarian's book, *The Audacity of Relevance: Critical Conversations on the Future of Arts & Culture*

#### Benefits

- Six tickets to the event
- Logo placement on event posters, digital and print media
- Verbal recognition during the luncheon

**Investment: \$5,000**

### NETWORKING SPONSOR

Power meaningful connections, exchange ideas and build relationships

#### Benefits

- Four tickets to the event
- Logo placement on event posters, digital and print media
- Verbal recognition during the luncheon

**Investment: \$2,500**

### COMMUNITY PARTNER

Show your commitment to strengthening our community through arts and culture

#### Benefits

- Two tickets to the event
- Logo placement on event posters, digital and print media
- Verbal recognition during the luncheon

**Investment: \$1,000**

Email Partnerships Manager Diane Din Ebongue at [diane@artscouncilwb.ca](mailto:diane@artscouncilwb.ca) to become a sponsor of **Redefining Relevance: Networking Luncheon**