

# GIVE TO GET ART AUCTION

## SPONSORSHIP GUIDE

*PAINT THE TOWN PINK  
ON MAY 18, 2023*

OAG  
GAO

# ABOUT THE OAG



## OAG BY THE #s

- **800,000+** visitors since our re-opening in 2018
- **41,000+** engaged followers on social media
- **11,500+** subscribers to our CONNEXIONS e-newsletter
- **130,000+** unique annual visitors to our website

The OAG has been designed with a sense of interconnectivity, manifested not only in the beautiful architecture, but also in its approach to community. You will see a gallery that is accessible, breaks down barriers to participation, a gallery that is free and open when you need it to be, a gallery that embraces diversity, a gallery for you."

— **Alexandra Badzak**  
Director and Chief Executive Officer, OAG

The Ottawa Art Gallery (OAG) strives to be the most vital modern and contemporary visual arts institution in the Ottawa-Gatineau region. As a cultural meeting place, the OAG fosters exchange between artists and the community. Our beautiful facilities and central location offers patrons and partners an elevated and unique experience.

## OAG IS WHERE CONNECTION HAPPENS BETWEEN ART & CITY.

The OAG is an independent, not-for-profit, charitable organization governed by a volunteer board. It was founded in 1988 by a group of local artists and leaders. In 1992, the city of Ottawa transferred custodianship of the Firestone Collection of Canadian Art to the Gallery. In taking on this nationally significant collection of 1,600 works of 20th century Canadian art, the OAG also received designation as Ottawa's municipal art gallery.

Photo Credits: Simone Dicosta (left), John-Finnigan Lin (below)





# EVENT + EXHIBITION

## KEY DATES:

**RECEPTION + ART AUCTION SOIRÉE** Thursday, May 18, 2023

**ONLINE AUCTION OPENS** Tuesday, May 16, 2023

**ONLINE AUCTION CLOSES** Thursday, May 18, 2023

**EXHIBITION DATES** Tuesday, May 16, 2023 through Thursday, May 18, 2023  
10:00AM to 6:00PM Tuesday & Wednesday / 10:00AM to 9:00PM Thursday

***Your support of the OAG's annual Give to Get Art Auction strengthens and helps us to maintain our core activities:***

- **Free Admission:** Access to the building and Galleries for every visitor, year-round.
- **Public Programs:** Creating partnerships and workshops that engage the community, including underserved and marginalized groups, with art and culture.
- **Arts Leadership:** Creating a space for communing with art and celebrating culture in our city.
- **Collections & Exhibitions:** Researching, collecting and preserving primarily regional art in perpetuity for the citizens of Ottawa and the enjoyment of all. Interpreting and presenting art and other visual practices with focus on Ottawa within a national and international context.

## EVENT INSIGHTS:

This unique weekend-long exhibition and fundraiser event will attract over **500 guests**, in-person and virtually, from all sectors and will include a live VIP reception, an elegant soir  e, a three-day exhibition in the Alma Duncan Salon, and the signature online art auction featuring **100 local artists** from the Ottawa-Gatineau region.

***The featured artists donate their work and receive 50% of the proceeds back in support of their practice.***

Join a community of city builders who are committed to supporting arts and culture in Ottawa. Help strengthen the power of connection through visual arts and its ability to contribute to the vibrancy, future, and heritage of our city and our region. **Help make this our best year yet!**



# SPONSORSHIP OPPORTUNITIES

MULTI-YEAR OPTIONS ALSO AVAILABLE

SPONSOR BENEFITS	PRESENTING \$15,000 <i>Exclusive Title Sponsorship Alma Duncan Salon</i>	PROPORTIONS \$7,500 <i>Choose One: Art Auction, Critic's Choice, Live Art Activation</i>	PERSPECTIVES \$5,000 <i>Choose One: Artist Chats, Bar, Food Stations, Dessert, Entertainment, Raffle, Photo Booth, Gallery Tours, North Terrace, South Terrace</i>	PIGMENTS \$2,500 <i>Sky Lounge</i>
Event Tickets <i>(including sponsor appreciation reception)</i>	10	6	4	2
Fully integrated event branding, including prominent presence in Alma Duncan Salon	✓			
Branded event property <i>(select from listed options)</i>		✓	✓	
Logo displayed on signage in Sky Lounge				✓
Speaking opportunity at event	✓			
Video thank you message featured in post-event communications	✓			
Private company art workshop hosted by OAG facilitator at a date/location of your choosing	✓			
Opportunity to participate in pre-event media interview	✓			
Mention of support in official event press release	✓	✓		
Private company tour of OAG exhibitions and vault collection at a date of your choosing	✓	✓		
First right of refusal for 2024 event	✓	✓		
Highlighted as major sponsor by emcee/OAG Director during event programming	✓	✓	✓	
Listing on digital donor wall in Mackenzie King Lobby <i>(1 year term)</i>	✓	✓	✓	
Hyperlinked logo featured on online auction site	✓	✓	✓	
Hyperlinked logo featured on Give to Get Art Auction web page and in event-related e-blasts	✓	✓	✓	✓
Dedicated post on OAG social media channels <i>(Facebook page &amp; event, Instagram, Twitter, LinkedIn)</i>	✓	✓	✓	✓
Logo displayed on digital screens at event	✓	✓	✓	✓
Recognition in OAG Annual Report and at Annual General Meeting	✓	✓	✓	✓
VIP invites to OAG exhibition openings throughout the year	✓	✓	✓	✓



# RECOGNITION

The OAG marketing campaign for the **GIVE TO GET ART AUCTION** will launch in March and run through the end of May. This event is a unique opportunity for you to be showcased among other community-minded organizations and increase awareness about your products and/or services across the Ottawa-Gatineau region.

Photo Credit: John-Finnigan Lin



**ELEVATE** your brand through our powerful storytelling opportunities

**ENTERTAIN** your clients and partners with an elegant soiree and VIP reception

**ENGAGE** your employees in support of local arts and cultural development

**EXPERIENCE** the positive effects of giving back to the local community

## SOCIAL MEDIA

Branded, hyperlinked and tagged public recognition across OAG's social channels.



**12,000+** Facebook followers



**17,600+** Instagram followers



**10,000+** Twitter followers



**2,000+** LinkedIn followers

## WEBSITE

**130,000+** unique annual visitors

Your hyperlinked logo will be included on the Give to Get Art Auction page, and featured in the 2023 Annual Report, on the OAG website. Additional recognition will be provided on the online auction site.

## CONNEXIONS E-NEWSLETTER

**11,000+** subscribers

Mention in OAG's e-newsletter containing Gallery stories and event-related updates, sent directly to our engaged readers. Art Auction designated e-blasts are also scheduled regularly in conjunction with ticket sales and event promotions.

## ON-SITE VINYL & DIGITAL SIGNAGE

On-site signage recognition featuring a large format vinyl print of your logo and/or company name, as well as rotating display on digital signage.

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