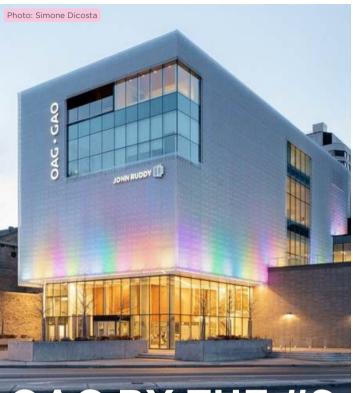
# GE ART AUCTON SPONSORSHIP GUIDE

*Paint the town PINK!*  OAG GAO

# **ABOUT THE OAG**



## OAG BY THE #S

- **1,000,000+** visitors since our expansion opening in 2018
- **49,000+** engaged followers on social media
- **12,000+** subscribers to our CONNEXIONS e-newsletter
- **150,000+** 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.



# THE OAG'S ANNUAL FUNDRAISER

Art Auction Event: May 29th, 2025 Online Auction Opens: May 23rd, 2025 Online Auction Closes: May 29th, 2025 Exhibition Dates: May 24th - 29th, 2025

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

- **FREE** admission year-round.
- Public programs such as Art Camps, Creative Sundays, Toddler Mornings, Sketchy Thursdays, Youth Council, Artwise Senior Council, Art



Talks, Creative Space, School Tours, and many other programs and events that enrich our community.

- Arts leadership that represents the artistic community and artists of the Ottawa-Gatineau region while providing a safe space and connecting with local organizations.
- Collecting, exhibiting, and researching primarily regional art with a focus on Ottawa-Gatineau within a national and international context, in perpetuity for the citizens of our region, and the enjoyment of all.



This unique exhibition and fundraising event will attract over **500 guests**, inperson and virtually, from all sectors and will include an elegant soirée, a six-day exhibition in the Alma Duncan Salon, and the signature online art auction featuring **100 local artists** from the Ottawa-Gatineau region.

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

## **SPONSORSHIP OPPORTUNITIES**

MULTI-YEAR COMMITMENTS ARE WELCOME AT ANY TIER!

#### **\$20,000+ PRESENTING SPONSOR**

- 10 tickets to the Give to Get Art Auction
- **Title Sponsorship** including fully integrated event branding
- 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
- Listing on digital donor wall in Mackenzie King Lobby
- **Hyperlinked logo** featured on all online event pages and bidding pages
- Dedicated post on OAG social media channels
- 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

#### **\$10,000 - \$19,999 PROPORTIONS SPONSOR**

- 6 tickets to the Give to Get Art Auction
- Branded event property of your choice
- Mention of support in official event press release
- Listing on digital donor wall in Mackenzie King Lobby
- **Hyperlinked logo** featured on all online event pages and bidding pages
- Dedicated post on OAG social media channels
- 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

#### **\$5,000 - \$9,999 PERSPECTIVES SPONSOR**

- 4 tickets to the Give to Get Art Auction
- Branded event property of your choice
- Listing on digital donor wall in Mackenzie King Lobby
- **Hyperlinked logo** featured on all online event pages and bidding pages
- Included in posts on OAG social media channels
- 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

#### \$2,500 - \$4,999 PALETTES SPONSOR

- 2 tickets to the Give to Get Art Auction
- Branded event property of your choice
- **Hyperlinked logo** featured on all online event pages and bidding pages
- Included in posts on OAG social media channels
- Logo displayed on digital screens at event
- Recognition in OAG Annual Report and at Annual General Meeting

## **SPONSORSHIP OPPORTUNITIES**

#### **\$500 - \$2,499 PIGMENTS SPONSOR**

• 1 ticket to the Give to Get Art Auction

- Logo displayed on digital screens at event
- **Hyperlinked logo** featured on all online event pages and bidding pages
- Included in posts on OAG social media channels
- Recognition in OAG Annual Report and at Annual General Meeting

# 

#### GIVE BACK WITH A 10 PACK!

Great idea for local small businesses!

Are you a corporate group looking to show your appreciation to your team while supporting a good cause? When you purchase a **10 Pack of tickets**, you save on the individual ticket price while also supporting the OAG. It's great way to get the team together and Paint the Town PINK at an art-party you won't soon forget!

Tickets are **\$140 each in a 10-pack**, for a total of \$1400 plus fees.

Join a community of city builders who are committed to **supporting arts and culture** in Ottawa-Gatineau.

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!



## THE POSSIBILITIES ARE ENDLESS

BELOW ARE SOME EXAMPLES OF ACTIVATIONS YOU MAY CHOOSE TO SPONSOR. PLEASE KEEP IN MIND THAT WE ARE ALWAYS OPEN TO OTHER IDEAS AS WELL.

ARTISTIC PHOTOBOOTHS CRITICS' CHOICE AWARDS GALLERY TOURS LIVE LOCAL MUSICIANS

**RAFFLE PRIZES** 

**DRAG PERFORMERS** 





YOUTH ARTIST WALL

**LIVE PAINTERS** 

**FOOD & DRINKS** 

ARTWORK INSTALLATION & WRAPPING

**ONLINE BIDDING** 

# **TESTIMONIALS**

HEAR FROM OUR PAST & CONTINUING SPONSORS ABOUT THEIR EXPERIENCE SUPPORTING THIS EXCEPTIONAL EVENT!



#### SPONSOR ACTIVATIONS AT THE EVENT; FROM A LIVE PAINTER TO YOUR FAVOURITE DRAG PERFORMER!

*"[The elements of the event that resonated most with our company was the] local vibe and first-class organized event." - Past Sponsor* 

#### GIVE BACK TO YOUR LOCAL ARTS COMMUNITY!

#### HAVE YOUR LOGO VIEWED BY HUNDREDS OF ATTENDEES!

"The theme [was] very well pulled together and [we enjoyed the] live music; one of the most fun events attended by our team members!" - Past Sponsor

#### A CREATIVE & FUN WAY TO ENTERTAIN YOUR CLIENTS!

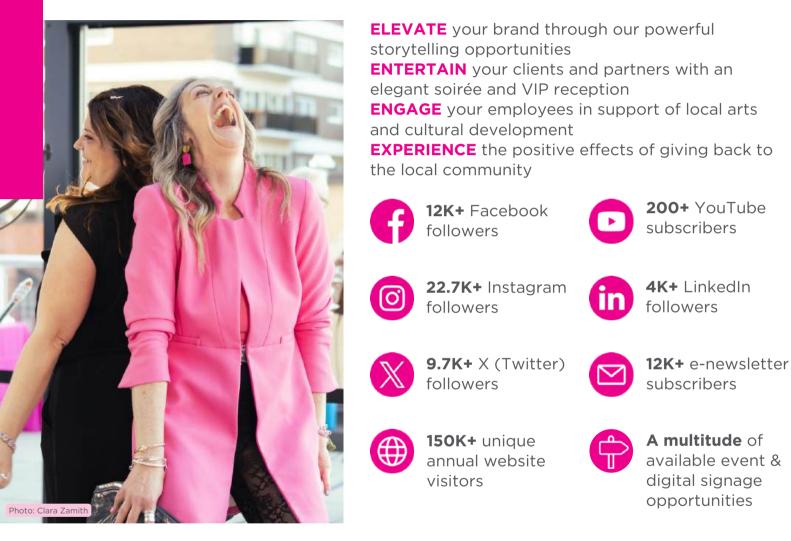


"[We had] no issues working with the OAG - [we are] happy with the level of sponsorship and recognition associated with it." - Past Sponsor



# 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.



### **GET CREATIVE WITH YOUR SUPPORT!**

Do you have a *unique* idea for how you would like to be recognized at the event or what part of the event you would like to sponsor? Reach out to our Development Team and let them know! We love getting creative and are always open to working with you to create the type of sponsorship opportunity your company is looking for.

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