

**GIVE  
TO  
GET  
ART  
AUCTION**

**SPONSORSHIP GUIDE**

*Paint the town  
PINK!*

**OAG  
GAO**

# ABOUT THE OAG

Photo: Simone Dicosta



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.

## 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**



Photo: Melody Habbouche

# 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.



Photo: Melody Habbouche



This unique exhibition and fundraising event will attract over **500 guests**, in-person 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.***

Photo: Lindsay Ralph

# 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
- **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

**Great idea for local small businesses!**

## GIVE BACK WITH A 10 PACK!

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!**



Photo: Melody Habbouche



Photo: Melody Habbouche

# 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*



Photo: Rubicon Photography

Photo: Amity Bradbury

Photo: Clara Zamith

# 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.



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

**ENTERTAIN** your clients and partners with an elegant soir e 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



**12K+** Facebook followers



**200+** YouTube subscribers



**22.7K+** Instagram followers



**4K+** LinkedIn followers



**9.7K+** X (Twitter) followers



**12K+** e-newsletter subscribers



**150K+** unique annual website visitors



**A multitude** of available event & digital signage opportunities

## 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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