

GIVE TO GET ART AUCTION

YOUR SPONSORSHIP GUIDE

OAG
GAO OTTAWA ART GALLERY
GALERIE D'ART D'OTTAWA

WHO WE ARE

The Ottawa Art Gallery (OAG) is 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
- 54,000+ engaged followers on social media
- 10,500+ subscribers to our CONNEXIONS e-newsletter
- 160,000+ 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

GIVE TO GET ART AUCTION

The **Give to Get Art Auction** is Ottawa's premier night of art, culture, and connection. Each May we host this dazzling celebration of the Ottawa Art Gallery's cultural leadership, the artists and art workers who shape our city's creative pulse, and the community's champions who make it all possible.

Leading up to the big night, the artwork is exhibited at the Alma Duncan Salon for the public and excited Auction Ticket Holders to browse the fine selection and prepare a list of their favourites. Over the course of an unforgettable evening, guests bid on more than 150 extraordinary artworks by local artists, donated cultural or informative experiences, and have fun with sponsored activities. Each artwork or experience our guests take home is a testament to the vibrancy and diversity of our arts scene. By the end of the night, every guest leaves with something they'll love – a lasting connection to the cultural heartbeat of our community.

Sponsoring this event means standing alongside the OAG as a true patron of the arts, amplifying creativity, and building a legacy of cultural vitality for all to experience.

We are always excited to explore a variety of sponsorships, donated experiences, or multi-year gifts, which will deepen the your company's reach within the Ottawa-Gatineau community.



Photo: Rubicon Photography

Photo: Melody Habbouche

Photo: Melody Habbouche

MAKE IT YOUR OWN

The Ottawa Art Gallery is proud to build lasting partnerships that reflect your values, elevate your brand, and deepen your impact. An Art Auction sponsorship positions your company at the heart of the region's vibrant art scene. It offers meaningful visibility and connection with an engaged, diverse audience.

Art Auction Event: May 21st, 2026

Online Auction Opens: May 16th, 2026

Online Auction Closes: May 21st, 2026

Exhibition Dates: May 16th - 21st, 2026

Multi-Year Partnerships

We warmly welcome and value multi-year sponsorships, as they allow us to dream bigger, plan farther, and deepen the reach of our shared commitment to a vibrant, connected Ottawa-Gatineau. By committing to a multi-year sponsorship, you not only make art accessible to all, you build a recognizable brand that champions art and culture.

VIP Invite

Every sponsor receives access to the Give to Get Art Auctions VIP cocktail hour. This event starts before the auction kicks off. It is the perfect time to meet and network with VIP attendees.

Activate Your Sponsorship

At the OAG, we pride ourselves in making your sponsorship known. You can choose how you wish to promote your brand by selecting an activation to go along with your sponsorship tier.

We welcome any ideas that can catch our attendees eye and promote your role in championing arts and culture!



Photo: Lindsay Ralph



Photo: Melody Habbouche



Photo: Lindsay Ralph

MAKE IT YOUR OWN

Book your sponsorship today at development@oaggao.ca!

\$10,000 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
- Highlight 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
- **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
- All sponsorship activations are available to the presenting sponsor

Activate Your Sponsorship

EXCLUSIVE NAMING RIGHTS

VIP COCKTAIL SPONSOR

MACKENZIE BRIDGE
DIGITAL SIGNAGE

\$7,500 SPONSOR

- **6 tickets** to the Give to Get Art Auction
- Branded event property of **your choice**
- Listing on digital donor wall in Mackenzie King Lobby
- **Logo** featured on all online event pages and bidding pages
- **One sponsorship activation** is available to each sponsor of this tier. Let us know what activation you would like!
- **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

Activate Your Sponsorship

NORTH TERRACE

SKY LOUNGE

SOUTH TERRACE

CRITICS CHOICE AWARDS

\$5,000 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
- **Logo** featured on all online event pages and bidding pages
- **One sponsorship activation** is available to each sponsor of this tier. Let us know what activation you would like!
- **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

Activate Your Sponsorship

YOUTH ART WALL

LIVE PAINTER

LIVE MUSICIANS

DRAG PERFORMERS

ONLINE BIDDING

ARTWORK WRAPPING
& INSTALLATION

MAKE IT YOUR OWN

Book your sponsorship today at development@oaggao.ca!

\$2,500 SPONSOR

- **2 tickets** to the Give to Get Art Auction
- Branded event property of **your choice**
- **Logo featured on all online event pages and bidding pages**
- **One sponsorship activation** is available to each sponsor of this tier. Let us know what activation you would like!
- **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

Activate Your Sponsorship

GALLERY TOURS

RAFFLE TABLE

ARTISTIC PHOTO BOOTHS

WAYFINDING SIGNAGE

FOOD & DRINK

\$1,000 SPONSOR

- **1 ticket** to the Give to Get Art Auction
- **Logo** featured on all online event pages and bidding pages
- **One sponsorship activation** is available to each sponsor of this tier. Let us know what activation you would like!
- **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

Activate Your Sponsorship

POPCORN STATION

COTTON CANDY STATION

COAT CHECK

REGISTRATION DESK

BIDDING SUPPORT TABLE

Looking to thank your team and give back? We've got you!

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.



Photo: Melody Habbouche

FROM OUR CHAMPIONS

Hear from our past & continuing sponsors about their experience supporting this exceptional event!



Photo: Clara Zamith

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

- Past Sponsor

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

- Past Sponsor

"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

**DELIGHT YOUR
CLIENTS WITH A
CREATIVE TWIST BY
DITCHING THE
BOARDROOM FOR
BRUSHSTROKES &
FUN!**

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

**SPONSOR
ACTIVATIONS THAT
ALIGN WITH YOU!
FROM DRAG
PERFORMERS TO LIVE
PAINTING, MAKE THE
ART AUCTION YOUR
OWN!**



Photo: Chris Snow



Photo: Clara Zamith



Photo: Rubicon Photography

OUR REACH YOUR RECOGNITION

The **GIVE TO GET ART AUCTION's** marketing campaign launches in March and runs through to the end of May. We strategically leverage our social media platforms, digital screens, and media partners to get the word out about the event and our sponsor's impact. We want to make your presence and support known!

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. With our hundreds of Art Auction guests and thousands of visitors who come to the OAG each week, your gift will make a resounding impact on the arts community, and your recognition will have reach.



Photo: Clara Zamith



26K+ Instagram followers



160K+ unique annual website visitors



12K+ Facebook followers



5K+ LinkedIn followers



9K+ X (Twitter) followers



10K+ e-newsletter subscribers



Photo: Rubicon Photography



Photo: Amity Bradbury



Photo: Clara Zamith

THE IMPACT YOU MAKE

Your support strengthens and helps us to maintain our core activities:

We welcome sponsors who want to champion these six pillars.

Let us know what resonates with you!



Free Admission

We believe everyone should have access to art, therefore we make sure that our exhibitions and programming days are accessible to all



Professional Development

The OAG is here to empower emerging artists and arts professionals, from curators to creatives, to thrive in their careers



Exhibitions & Acquisitions

The making of new exhibitions and acquisitions that inspire and engage us all



Wellness programs

Support wellness programs that provide a safe space for self-expression



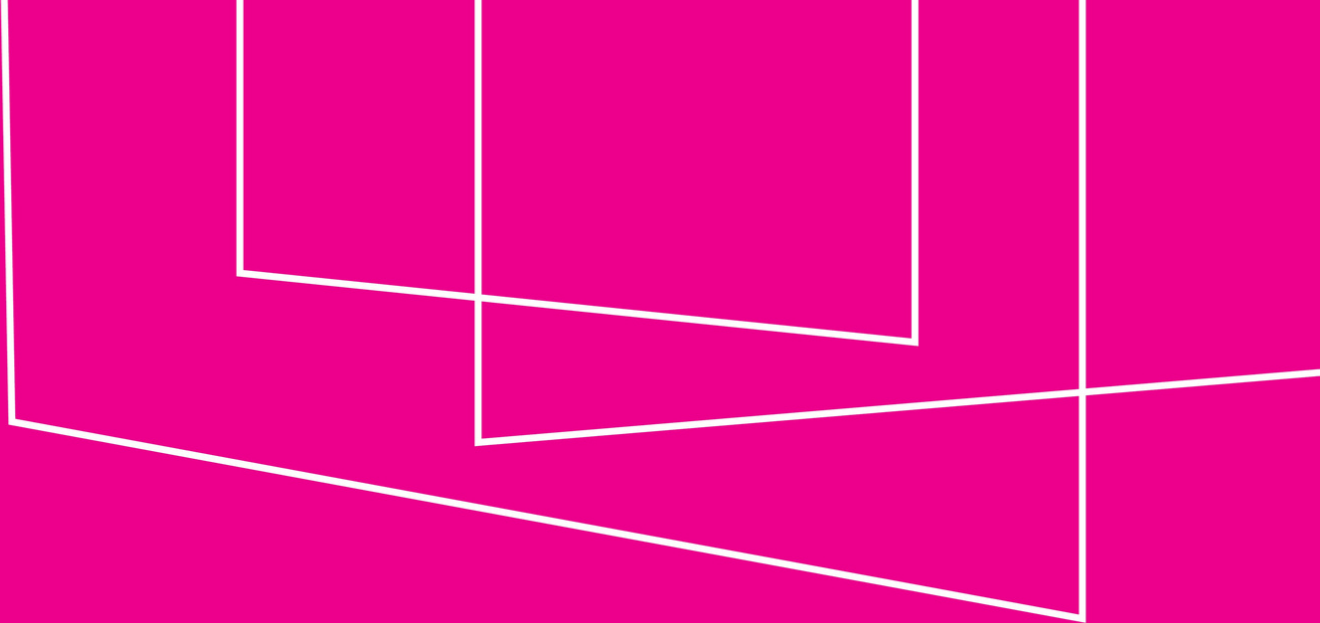
Public Programs

Give back by sponsoring our programs: Children's Art Camps, Creative Sundays, Toddler Mornings



Arts, Culture & Entertainment

Our goal is to transform downtown Ottawa into a vibrant hub for arts, culture & entertainment by investing in artist projects and connecting with businesses



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Charitable No. 137078960RR0001