

THE 27TH ANNUAL MISSISSAUGA ARTS AWARDS

MAY 19

MISSISSAUGA
CONVENTION CENTRE



SPONSORSHIP OPPORTUNITIES

The Mississauga Arts Awards (The MARTYS) are the annual awards celebration honouring outstanding individual and group contributions to the arts in our city. Each year we recognize honourees whose creative excellence helps transform Mississauga's arts sector. The MARTYS are Canada's most comprehensive Civic arts gala, recognizing established and emerging artists, and leading arts supporters.

PLATINUM DINNER SPONSOR

Sponsorship of \$10,000

- Introduced by the Mayor as Dinner Sponsor
- Weighted exposure on the event screens
- Company name and logo featured on the full back cover ad in event program
- 2-minute sponsor video during dinner
- Patron logo on MAC website, MARTYS web page and on social media to 24,000+ subscribers
- 10 tickets to The MARTYS
- MAC Business membership for one year

GOLD DESSERT SPONSOR

Sponsorship of \$5,000

- Cited as Dessert Sponsor by the Mayor
- Weighted exposure on the screens
- Sponsor is introduced from the stage
- Company name and logo featured on the full inside front cover of event program
- 1.5-minute sponsor video during dessert
- Patron logo featured on MAC website and on social media to 24,000+ subscribers
- 6 tickets to The MARTYS
- MAC Business membership for one year

SILVER RED CARPET SPONSOR

Sponsorship of \$3,000

- Cited by the Mayor, weighted exposure on event screens
- Half-page ad in event program
- Logo on MAC website & MARTYS web page
- MAC business membership for one year
- 4 tickets to the MARTYS

CATEGORY SPONSOR*

Sponsorship of \$1,500 -

**See below for Category options*

- Cited by Host as Category Sponsor for both Emerging & Established MARTY Awards
- Noted as sponsor of category in program
- Logo featured on MARTYS web page
- 2 tickets to the MARTYS

SELECT AN AWARD CATEGORY FOR SPONSORSHIP

Emerging Certificate of Excellence and MARTY Statues for Outstanding Established Performers

Dance

Film/Video Arts

Multimedia Arts

Music - Instrumental

Theatre Arts

Fashion/Beauty

Literary Arts

Music - Group

Music - Solo Vocalist

Visual Arts

**SPONSOR
THE MARTYS**

Questions or comments? Contact MAC Executive Director, Mike Douglas at (647) 929-9381 or by email, mike.douglas@mississaugaartscouncil.com

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mac

SPONSOR A PERFORMER

Sponsorship of \$1,000

- Patron logo featured on MAC website and on MARTYS web page
- Listed as a co-sponsor on screens
- 2 tickets to the MARTYS



SPONSOR A TABLE

Sponsorship of \$800

- Sponsor a full table (10 tickets) of artists to attend the MARTYS
- MAC Business membership for one year

SPONSOR AN ARTIST

Sponsorship of \$100

- Sponsor an artist to attend the MARTYS
- MAC Individual membership for one year

BE SEEN BY MAC'S 24,000+ DIGITAL SUBSCRIBERS!

MAC'S REACH*

- **Facebook:** 8,670+ likes/follows, 1,100 posts and 3,000 clicks in 2021
- **Twitter:** 5,290+ followers, 1,200 tweets and 125,000 impressions in 2021
- **Instagram:** 3,485+ followers, 187 posts and 6,100 post likes in 2021
- **YouTube:** 480+ subscribers
- **HUB Highlights Weekly Newsletter Subscriptions:** 4,900+
- **Press Releases:** Sent to 135 media contacts across Ontario

* As of March 2022

MARTYS HUB'S REACH**

- **MartysHUB.com:** Artists in the Directory: 365, viewers average 5 min per visit
- **Pageviews:** 2,990+ unique pageviews/month, with 350+ submitted Events, 355+ Posts/Articles submitted, 8 Tutorials, and 12 Interviews on MartysHUB.com
- **New Members:** 3-5 new members/month
- **Instagram:** 410+ followers and 581 posts likes since Oct 2021 - Feb 2022, 168 posts, and 27 Instagram Reels
- **Facebook:** 140+ followers, 72.4K reach

** As of January 2022

WANT TO SPONSOR THE MARTYS?

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mississaugaartscouncil.com/events/the-marty-awards