

For Love of The Arts!!!

macSQUERADE

Glam Ball '22

"THE MOST FUN GALA OF THE YEAR!"
MAYOR BONNIE CROMBIE



DINNER & DANCING | AUCTIONS FOR THE ARTS

**LE TREPORT WEDDING & CONVENTION CENTRE
1075 QUEENSWAY E, MISSISSAUGA**

THURSDAY DECEMBER 1, RED CARPET 6 PM



macSQUERADE GLAM BALL '22 OVERVIEW

The MACsquerade Glam Ball '22 is the signature fundraising gala for Mississauga Arts Council (MAC). Attendees include political, business, and arts leaders.

“It’s the most fun gala of the year!”
Mayor Bonnie Crombie, Honorary Chair

The MACsquerade Glam Ball '22 will attract Mississauga VIPs to glam it up for this special gala dinner and dance party, featuring live and silent auctions, musical performances, gourmet food, open bar, and the presentation of the 4th Annual Arts for Mental Health Award!

Funds raised will support new Arts for Mental Health programs, MAC MicroGrants, and artist-led initiatives that will lift the well-being of individuals in need. Key to these quality of life game-changers is the funding we raise from Gala Sponsors and Auction Donors.

Be part of an unforgettable celebration of love for the arts and the movement towards becoming a more creative city

About the MACsquerade Glam Ball '22

When:

Thursday, December 1, 2022
6:00 PM Red Carpet Reception
7:00 PM Dinner and Presentations

Where:

Le Treport Wedding
and Convention Centre

What:

MACsquerade Glam Ball '22!
Live performances, gourmet
dinner, dancing, auctions, and
the Arts for Mental Health Award

Dress:

Black Tie Formal



FOR LOVE OF THE ARTS, INVEST IN CREATIVE INFRASTRUCTURE

Enhance our fundraising efforts and create lasting impact for individual artists through our MicroGrant Program. Since 2019, MAC has awarded 100 artists with over \$200,000 in life-changing project funding. You can invest in diverse Mississauga artists and arts projects that enhance the creative infrastructure of our city.

Learn more at mississaugaartscouncil.com/microgrants

ENHANCE QUALITY OF LIFE, INVEST IN OPPORTUNITIES FOR ARTISTS TO HEAL

Building on the momentum of our first national Arts for Mental Health Conference, MAC needs your support to grow our ArtsCare initiatives. Therapeutic Arts Programs employ artists and heal communities through shared creative experiences. MAC is counting on your support to launch an ArtsCare Prescription Pilot Program in Peel Region that will lead the country in this initiative.

Learn more at artscare.ca

FOR LOVE OF ARTISTS, THE MISSISSAUGA ARTS AWARDS BUILD BELONGING

The most comprehensive civic arts awards in Canada, The MARTYS count on you to stand up for the arts and celebrate the incredible talent and achievements of Mississauga's Creatives. Now in their 28th year, these awards encourage artists to excel in their disciplines, inspire healthy competition, and generate a sense of belonging for the entire arts community.

Learn more at mississaugaartscouncil.com/events/the-marty-awards

“Our City Shines when our artists shine.”
Mayor Bonnie Crombie

25,000+!

SOCIAL MEDIA REACH

MississaugaArtsCouncil.com & MartysHUB.com

MAC's digital media channels deliver arts news as the communications engine for creatives and the public in Mississauga.



8,800+ likes/follows
3,000 clicks in 2021



5,300+ followers
125,000 impressions in 2021



3,900+ followers
6,100 posts likes in 2021



4,900+
HUB Highlights
E-Newsletter
Subscribers



500+ subscribers

Press Releases: Sent to 150+
media contacts across Ontario



4,500+
unique PAGEVIEWS/month

670+
ORGANIC followers
Since launch in October 2021

*mac***SQUERADE**

GLAM BALL '22 SPONSORSHIP BENEFITS

LOVE OF THE ARTS
PRESENTING SPONSOR
(\$25K)

















ARTS
CHAMPION
(\$15K)

ARTS
PATRON
(\$10K)

























ARTS
SUPPORTER
(\$5K)

FRIEND OF
THE ARTS
(\$3K)

PRE-EVENT MARKETING

Sponsor Category Exclusivity					
Corporate Logo/Name as title sponsor on all promotional materials					
Weighted Recognition in Event Press Release (sent to 150+)					
Recognition on MAC's social media (25,000+ subscribers)					
Corporate Logo weighted on MAC website					

EVENT PRESENCE

Tickets to MACsquerade Glam Ball '22	10	10	10	10	10
2-minute speech about why your company supports the art (live or video)					
VIP Invitation to Mayor's Circle Pre-Event Reception					
2-minute Corporate Video shown at event					
Seated in Mayor's Circle			 *		
Onstage Sponsor Recognition by Mayor					
Sign with company logo at exclusive location in event^					
Logo recognition in event program					
Weighted exposure on event screens and event signage					
Preferred Seating					

*Pending availability

^Based on level of sponsorship and location selected



BECOME A *MACSQUERADE* GLAM BALL '22 EVENT SPONSOR

Renaissance MACsquerade Ball 2017

MAYOR'S INNER-CIRCLE EVENT SPONSORS

FOR LOVE OF THE ARTS EXCLUSIVE PRESENTING SPONSOR \$25,000

- Sponsor category exclusivity
- Corporate logo/name as title sponsor on all promotional materials
- 2-minute speech about why your company supports the arts (live or video)
- Invitation to VIP Mayor's Circle Pre-Event Reception
- Table of 10 to the MACsquerade Glam Ball '22 in Mayor's Circle
- 2-minute corporate video shown during dinner
- Onstage sponsor recognition by Mayor
- Weighted recognition in event press release (sent to 150+)
- Weighted exposure on event screens, event signage, and video screens
- Recognition on MAC's social media (25,000+ subscribers)
- Weighted logo recognition on MAC website and event page
- Logo recognition in event program
- Your logo featured on the images of guests taken at the popular photo booth and featured on a large sign prominently displayed by the stage

ARTS CHAMPIONS \$15,000

- Invitation to VIP Mayor's Circle Pre-Event Reception
- Table of 10 to the MACsquerade Glam Ball '22 in Mayor's Circle
- 2-minute corporate video shown during dinner
- Onstage sponsor recognition by Mayor
- Weighted recognition in event press release (sent to 150+)
- Weighted exposure on event screens, event signage, and video screens
- Recognition on MAC's social media (25,000+ subscribers)
- Weighted logo recognition on MAC website and event page
- Logo recognition in event program
- Your logo prominently displayed on an exclusive sign near the stage as the dinner sponsor, entertainment sponsor, auction sponsor, VIP reception sponsor, or red carpet reception sponsor.



British Invasion MACsquerade Ball 2019



BECOME A *MACSQUERADE* GLAM BALL '22 EVENT SPONSOR

Motown MACsquerade Ball 2018

MAYOR'S EVENT SPONSORS

ARTS PATRONS \$10,000

- Table of 10 to the MACsquerade Glam Ball '22 with preferred seating
- Onstage sponsor recognition by Mayor
- Weighted recognition in event press release (sent to 150+)
- Weighted exposure on event screens, event signage, and video screens
- Recognition on MAC's social media (25,000+ subscribers)
- Weighted logo recognition on MAC website and event page
- Logo recognition in event program
- Your logo prominently displayed on an exclusive sign at the event as the AV sponsor, photography/videography sponsor, bar sponsor, program sponsor, decor sponsor, or social media sponsor.

ARTS SUPPORTERS \$5000

- Table of 10 to the MACsquerade Glam Ball '22 with preferred seating
- Onstage sponsor recognition by emcee/host
- Weighted recognition in event press release (sent to 150+)
- Weighted exposure on event screens, event signage, and video screens
- Recognition on MAC's social media (25,000+ subscribers)
- Weighted logo recognition on MAC website and event page
- Logo recognition in event program
- Your logo prominently displayed on an exclusive sign at the event as the coat check sponsor, cash table sponsor, or registration table sponsor.

FRIENDS OF THE ARTS \$3000

- Table of 10 to the MACsquerade Glam Ball '22 with preferred seating
- Weighted exposure on event screens, event signage, and video screens
- Recognition on MAC's social media (25,000+ subscribers)
- Weighted logo recognition on MAC website and event page
- Logo recognition in event program

**Sponsorship opportunities can be customized to best suit the interests of your organization.
Please contact Mike Douglas mike.douglas@mississaugaartscouncil.com
to discuss how MAC can develop a mutually beneficial partnership.**