

THE 28TH ANNUAL
**MISSISSAUGA
ARTS AWARDS**

SPONSORSHIP PACKAGE

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May 11th, 2023

Mississauga Convention Centre



mississaugaartscouncil.com/martys



THE 28TH ANNUAL MISSISSAUGA ARTS AWARDS

SUPPORT THE MOST COMPREHENSIVE CIVIC ARTS AWARDS IN CANADA

The Mississauga Arts Awards (The MARTYS) are the Mississauga Arts Council's annual award celebration honouring the outstanding individual and organizational contributions to arts and cultural activity in our city.

Each year, MAC recognizes honourees whose work helps transform and advance our communities through art. For the last 27 years, the MARTYS have been the city's most distinguished red carpet event for recognizing established and emerging artists.

In 2023, MAC will celebrate outstanding creative achievements in 22 award categories. Join an audience of 500 artists, civic leaders, dignitaries, and arts supporters, gathering to salute and encourage the winners and finalists, recognizing their outstanding achievements in 2022.

With your investment, the arts in Mississauga will continue to flourish, through recognition and celebration of artists' works.

About the 2023 MARTYS

When:

Thursday, May 11, 2023
6:00 PM Red Carpet Reception
7:00 PM Dinner & Award Show

Where:

Mississauga Convention Centre
75 Derry Rd W, Mississauga

What:

Award presentations
with a Formal Dinner
and entertainment

Dress:

Semi-Formal,
Business Formal, or
a creative dressy look!



MARTYS MEDIA REACH

As the communications engine for the arts in Mississauga, MAC's digital media channels deliver arts news about creatives to the public through MississaugaArtsCouncil.com and MartysHUB.com

1,000,000+

total impressions in 2022

25,000+

total fans/followers/subscribers



8,800+ likes/follows
726K impressions in 2022



5,300+ followers
125K impressions in 2022



3,900+ followers
143K posts likes in 2022



5,000+
HUB Highlights
E-Newsletter
Subscribers



INFORM | ENGAGE | INSPIRE

4,500+







































unique page views/month

**Press Releases: Sent to 150+
media contacts across Ontario**

24,000+

site users in 2022
(up 608% from 2021)

SPONSORSHIP BENEFITS

PRE-EVENT MARKETING	PLATINUM \$10K	GOLD \$6K	SILVER \$4K	AWARD \$2K	PERFORMANCE \$1K
Sponsor Category Exclusivity					
Weighted Recognition in Event Press Release (sent to 150+)					
Recognition on MAC's Social Media (25,000+ subscribers)					
Logo weighted on MAC website					
EVENT-PRESENCE (FOR 500 ARTISTS & CIVIC LEADERS)	PLATINUM \$10K	GOLD \$6K	SILVER \$4K	AWARD \$2K	PERFORMANCE \$1K
Tickets to attend the MARTYS	10 tickets	6 tickets	4 tickets	2 tickets	2 tickets
Recognized by Mayor as event sponsor					
Preferred Seating at the MARTYS					
1 year MAC Business Membership					
Weighted exposure on Event Screens and Signage					
Sign with exclusive logo at MARTYS					
Weighted logo in Event Program				 ^	
Representative on-stage to present MARTY Award	 ~				
Professional Photo with Award Winners in your selected Category					
Choice of Award Category*					
Company Advertisement in Event Program	Full page back cover	Full page	Half Page		

^Logo featured on award pages in program only

~The Lifetime Achievement Award

*First-come first-served, categories subject to change

Sponsorship opportunities can be customized to best suit the interests of your organization.

BECOME A 2023 MARTYS SPONSOR

PLATINUM SPONSOR

SPONSORSHIP OF \$10,000

- Sponsor Category Exclusivity
- Introduced by the Mayor as Platinum Sponsor
- Table of ten (10) with preferred seating at the MARTYS
- Sign with exclusive logo placement at MARTYS
- Full-Page Company Advertisement on back cover of event program
- Weighted Recognition in Event Press Release(s) - sent to 150+
- Recognition on MAC's Social Media - reach of 25,000+
- Weighted Logo recognition in event program, event screens and event signage
- Weighted logo recognition on MAC website
- 1 yr MAC Business Membership

GOLD SPONSOR

SPONSORSHIP OF \$6,000

- Introduced by the Mayor as Gold Sponsor
- Six (6) tickets with preferred seating at the MARTYS
- Sign with exclusive logo placement at MARTYS
- Full-Page Company Advertisement in event program
- Weighted Recognition in Event Press Release(s) - sent to 150+
- Recognition on MAC's Social Media - reach of 25,000+
- Weighted Logo recognition in event program, event screens and event signage
- Weighted logo recognition on MAC website
- 1 yr MAC Business Membership

SILVER SPONSOR

SPONSORSHIP OF \$4,000

- Four (4) tickets with preferred seating at the MARTYS
- Sign with exclusive logo placement at MARTYS
- Half-Page Company Advertisement in the event program
- Weighted Recognition in Event Press Release(s) - sent to 150+
- Recognition on MAC's Social Media - reach of 25,000+
- Weighted Logo recognition in event program, event screens and event signage
- Weighted logo recognition on MAC website
- 1 yr MAC Business Membership



A group of performers in yellow and orange traditional costumes are on stage with their arms raised in a celebratory gesture.

BECOME A 2023 MARTYS SPONSOR

Be a part of The MARTY Awards Show. Our Award Sponsors get to be on-stage and announce the winners! Your company will be recognized by 500 attendees as a supporter of the arts with extra photos and recognition.

AWARD CATEGORIES

- Dance
- Film/Video Arts
- Literary Arts
- Music – Group
- Music – Instrumental
- Music – Solo Vocalist
- Theatre Arts
- Visual Arts – Multimedia Arts
- Visual Arts – Public Art
- Visual Arts – Traditional Forms
- Community Arts
- Group/Collective of the Year
- Festival of the Year
- Hazel McCallion Volunteer of the Year Award
- The Mayor's Lifetime Achievement Award*

AWARD SPONSOR

SPONSORSHIP OF \$2,000

- Two (2) tickets at the MARTYS
- Representative on-stage to present MARTY Awards for your choice* of Award Category
- Portrait Photo of your representative with the Award winners in your category
- Recognition on MAC's Social Media – reach of 25,000+
- Logo recognition in event program on pages associated with selected award category
- Weighted logo recognition on MAC website

**Award Category choice based on availability.*

Categories will be matched with sponsors on a first-come basis.

SPONSOR OUR ARTISTS



PERFORMANCE SPONSOR

SPONSORSHIP OF \$1,000

- Two (2) tickets to the MARTYS
- Recognition on MAC's Social Media - reach of 25,000+
- Weighted Logo recognition in event program and event screens
- Weighted logo on MAC website

SPONSOR A TABLE

SPONSORSHIP OF \$1,000

- Sponsor a full table (10 tickets) for artists to attend the MARTYS
- Logo recognition as "friend of the MARTYS" on website and event program
- 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

SPONSOR THE MARTYS

Sponsorship opportunities can be customized to best suit the interests of your organization.

Please contact Mike Douglas at mike.douglas@mississaugaartscouncil.com or call (905) 615-4215 to discuss how MAC can develop a mutually beneficial partnership.

ADVERTISE WITH US AT THE MARTYS

Show your company's support of the arts!

The MARTYS Program will be seen by 500 attendees at the MARTY Awards on May 11, 2023. Be recognized as a leading arts supporter in Mississauga with an ad in the program.

Full page ad: 5.5" x 8.5"

Half page ad: 5" x 3.875"

Third page ad: 5" x 2.375"

Contact Mike Douglas at (905) 615-4215
or mike.douglas@mississaugaartscouncil.com
to secure your spot in our program.



Program page size is 5.5" x 8.5"

PURCHASE ADDITIONAL MARTYS TICKETS

Join MAC at the MARTY Awards on May 11, 2023 at the Mississauga Convention Centre! Your Sponsorship comes with complimentary tickets. Looking to fill up your table of ten?

Contact Susan Durnin at admin@mississaugaartscouncil.com to add additional tickets to your sponsorship.

