

"The most fun gala of the year!" – MAYOR BONNIE CROMBIE



*mac*SQUERADE

Glam Ball '23

For the Love of the Arts!

DINNER & DANCING • SILENT & LIVE AUCTIONS • LIVE PERFORMANCES
PRESENTATION OF THE ARTS FOR MENTAL HEALTH AWARD

THURSDAY, NOVEMBER 30, 2023

RED CARPET RECEPTION 6PM. DINNER, PRESENTATIONS, & DANCING 7PM

LE TREPORT WEDDING & CONVENTION CENTRE
1075 QUEENSWAY E, MISSISSAUGA

mac
Mississauga Arts Council



macSQUERADE Glam Ball '23

Overview

The MACsquerade Glam Ball '23 is the signature fundraising gala for Mississauga Arts Council (MAC) and 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 5th Annual Arts for Mental Health Award!

"The most fun gala of the year!"

— MAYOR BONNIE CROMBIE

Funds raised at the MACsquerade Glam Ball '23 will support our dynamic and impactful MicroGrant program, that provides vital funding for artist-led projects across all artistic practices and brings the arts to deserving communities throughout Mississauga. With your Glam Ball '23 sponsorship you will directly support local artists and bring the benefit of the arts to local communities.

Be recognized as MACsquerade Glam Ball '23 sponsor by the arts, business, and political leaders from across the city for an unforgettable celebration of love for the arts and the development of a more creative city.

WHEN:

Thursday, November 30, 2023

6 PM Red Carpet Reception

7 PM Dinner and Program

WHERE:

Le Tréport Wedding and Convention Centre

1075 Queensway E, Mississauga

WHAT:

MACsquerade Glam Ball '23!

Live performances, gourmet dinner, dancing, auctions, and the Arts for Mental Health Award

DRESS:

Black Tie Formal



"Our City shines when our artists shine."

— MAYOR BONNIE CROMBIE

Help fund our MicroGrants

Since 2019, MAC has awarded over \$290,000 in MicroGrant funding to 127 artist-led projects. These engaging projects from all artistic disciplines connect with the community and provide funding for artists to create and grow their careers. With your support we can change an artists' life and launch their career.

Learn more at mississaugaartscouncil.com/microgrants

Beautify Mississauga's neighbourhoods

From dull utility boxes to artistic landmarks, Murals with MAC transforms neighbourhoods into creative communities. In 2022, MAC commissioned 28 murals by 23 Mississauga visual artists and paid over \$82,000 in artist fees. Our 53+ murals and decorated utility boxes can be found throughout the city. Your support will grow this public art program with new installations celebrating Mississauga's 50th Anniversary in 2024.

Learn more at mississaugaartscouncil.com/muralswithmac

Support creative, therapeutic mental health programs

MAC's ArtsCare program provides participants with social benefits to improve their mental health. Participation connects people through shared creative experiences, and helps build healthier, more resilient communities. MAC needs your support to grow these important ArtsCare initiatives into a robust non-pharmacological offering.

Learn more at artscare.ca

"COLLABORATING WITH MURALS WITH MAC WAS ONE OF THE BEST CREATIVE EXPERIENCES I'VE HAD IN MY 25-YEAR ART CAREER."

— SANDRA CLARKE, VISUAL ARTIST

Our Digital 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

26,000+

total fans/followers/subscribers



8,800+ likes/follows

726K impressions in 2022



5,400+ followers

207K impressions in 2022



4,900+ 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)

MACSQUERADE Glam Ball '23

SPONSORSHIP BENEFITS

PRE-EVENT MARKETING

| | LOVE OF THE ARTS PRESENTING SPONSOR (\$25K) | ARTS CHAMPION (\$15K) | ARTS PATRON (\$10K) | ARTS SUPPORTER (\$5K) | FRIEND OF THE ARTS (\$3K) |
|---|--|-----------------------------|---------------------------|-----------------------------|---------------------------------|
| 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 (26,000+ subscribers) | | | | | |
| Corporate Logo weighted on MAC website | | | | | |

EVENT PRESENCE

| | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|
| Tickets to MACsquerade Glam Ball '23 | 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 | | | | | |
| Your logo displayed on in-person event signage ^ | | | | | |
| 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



macSQUERADE Glam Ball '23

Become a Sponsor!

Exclusive!

Love of the Arts Presenting Sponsor

\$25,000

- Sponsor category exclusivity
- Corporate logo/name as title sponsor on all promotional materials
- Invitation to VIP Mayor's Circle Pre-Event Reception
- Table of 10 to the MACsquerade Glam Ball '23 in Mayor's Circle
- 2-minute speech about why your company supports the arts (live or video)
- 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 (26,000+ 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 '23 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 (26,000+ subscribers)
- Weighted logo recognition on MAC website and event page
- Logo recognition in event program
- Your logo prominently displayed on an exclusive sign in a high traffic area of the event





MACSQUERADE
Glam Ball '23

Sponsor Us!

Arts Patrons

\$10,000

- Table of 10 to the MACsquerade Glam Ball '23 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 (26,000+ subscribers)
- Weighted logo recognition on MAC website and event page
- Logo recognition in event program
- Your logo displayed on a sign with other Arts Patron in a high traffic area of the event

Arts Supporters

\$5,000

- Table of 10 to the MACsquerade Glam Ball '23 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 (26,000+ subscribers)
- Weighted logo recognition on MAC website and event page
- Logo recognition in event program
- Your logo displayed on a sign with other Arts Supporters at the event

Friends of the Arts

\$3,000

- Table of 10 to the MACsquerade Glam Ball '23 with preferred seating
- Weighted exposure on event screens, event signage, and video screens
- Recognition on MAC's social media (26,000+ 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 at mike.douglas@mississaugaartscouncil.com or call (905) 615-4215 to discuss how MAC can develop a mutually beneficial partnership.