



**mississauga 20
arts awards 24**

sponsorship package

Madison Espie

Development Manager, Mississauga Arts Council

madison@macarts.ca

(289) 902-4957

mississauga 20 arts awards 24



about the mississauga arts awards

The Mississauga Arts Awards (The MARTYS) are Mississauga Arts Council's annual award celebration honouring the outstanding contributions of creatives, individuals, and groups within Mississauga's arts and culture sector. Now in its 29th year, The MARTYS are the city's most distinguished red carpet event for recognizing established and emerging artists.

who attends?

500 guests including artists, civic leaders of Mississauga and Ontario, dignitaries, arts supporters, stakeholders, and more. About 42% of attendees are artists and their support groups, 30% are local community leaders and arts supporters, and 28% are sponsors.

benefits of sponsorship

Supporting The MARTYS allows your business to align with supporting Mississauga's arts economy, and recognize the excellence and importance of artists' work here in Mississauga. With your investment, the arts in Mississauga will continue to flourish, through recognition and celebration of artists' work.

when:

Wednesday, June 26, 2024

6 PM Red Carpet Reception

7 PM Dinner & Award Show

where:

Mississauga Convention Centre

75 Derry Rd W, Mississauga

what:

The 2024 MARTYS!

Award presentations with a formal dinner and entertainment throughout the evening

dress:

Semi-formal, business formal, or a creative, dressy look

benefit from our digital reach

Mississauga Arts Council and Martys HUB prides itself on its robust digital communications channels to uplift the arts in Mississauga.

2,700,000+

total impressions
across platforms in 2023

28,900+

total fans/followers/subscribers
as of Jan 2024



9,100+ likes/follows

917K+ impressions in 2023



5,400+ followers
15K post reactions in 2023



6,500+ followers
214K impressions in 2023



5,900+
HUB Highlights
E-Newsletter
Subscribers



159,000
page views in 2023

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

79,000+ site users in 2023

sponsorship benefits

pre-event marketing	VISIONARY \$10 K	CHAMPION \$6 K	RESOUNDING \$4 K	ARTIST AWARD \$2.5 K
Sponsor category exclusivity	!			
Weighted recognition in event press release (sent to 150+)	!	!	!	
Recognition on our social media channels (28,900+ subscribers)	!	!	!	!
Name or logo displayed on MAC site	!	!	!	!
event presence	VISIONARY \$10 K	CHAMPION \$6 K	RESOUNDING \$4 K	ARTIST AWARD \$2.5 K
Tickets to attend the MARTYS	10	6	4	2
Recognized by host as event sponsor	!	!		
Preferred seating at the MARTYS	!	!		
Weighted logo exposure on event screens and in-person signage	!	!	!	
Logo recognition in event program	!	!	!	! ^
Representative on-stage to present MARTY Award	! ~			!
Professional photo with award winner(s) in your selected category	!			!
Choice of award category*				!
Advertisement in event program	Full page, back cover	Full page	Half page	

^Logo featured on finalist award pages of program

~The Lifetime Achievement Award is reserved for the Visionary Sponsor

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

support the martyrs!



visionary sponsor

\$10,000

- Sponsor Category Exclusivity
- Introduced by host as Visionary Sponsor
- Table of ten (10) with preferred seating at The MARTYS
- Full-Page Company Advertisement on back cover of event program
- Weighted logo recognition in:
 - Event Press Release(s) - sent to 150+; MAC social media - reach of 28,900+; MAC website; event program, event screens and event signage

champion sponsor

\$6,000

- Introduced by the host as Champion Sponsor
- Six (6) tickets with preferred seating at The MARTYS
- Full-Page Company Advertisement in event program
- Weighted logo recognition in:
 - Event Press Release(s) - sent to 150+; MAC social media - reach of 28,900+; MAC website; event program, event screens and event signage

resounding sponsor

\$4,000

- Four (4) tickets with preferred seating at The MARTYS
- Half-Page Company Advertisement in the event program
- Weighted logo recognition in:
 - Event Press Release(s) - sent to 150+; MAC social media - reach of 28,900+; MAC website; event program, event screens and event signage

**upgrade your
tickets to a table**

Your sponsorship comes with
complimentary tickets.
Want to upgrade to a table?

Contact **Susan Durnin** at
susan@macarts.ca to add
tickets to your sponsorship!

sponsor an artist award



artist award sponsor

\$2,500

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

- Two (2) tickets at the MARTYS + opportunity to sit among the finalists
- Representative on-stage to present MARTY Awards for your choice* of Award Category
- Portrait Photo of your representative with the Award winner(s) in your category
- Weighted logo recognition in:
 - MAC social media - reach of 28,900+; MAC website; event program (on pages associated with selected award category)

award categories:

- Film/Video Arts
- Music - Group
- Music - Instrumental
- Music - Solo Vocalist
- Performing Arts
- Visual Arts - Multimedia Arts
- Visual Arts - Traditional Forms
- Community Arts Group/Collective of the Year
- Festival of the Year
- Hazel McCallion Volunteer of the Year
- Lifetime Achievement~

**Award Category choice based on availability and are subject to change.*

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

~ The Lifetime Achievement Award is reserved for the Visionary Sponsor



sponsor the artists



You can support Mississauga's arts community in other ways! MAC tries to make The MARTYS as accessible as possible through artist sponsorships. You can help remove barriers by sponsoring local artists to attend The MARTYS where they are able to celebrate their achievements with peers and leaders in Mississauga.

sponsor a table of artists

\$1,000

Sponsor a table of 10 artists to attend The MARTYS free of charge.

- Your logo on the sponsored table
- Your name written in event program and included on MAC website

sponsor an artist

\$100/artist

Sponsor a deserving artist to attend The MARTYS free of charge.

- Your name written in event program and included on MAC website
- Sponsor additional artists at \$100/artist

sponsor the martys

Join us in making a positive impact in the arts! If you are interested in being a sponsor for this renowned arts award event please reach out to **Madison Espie** at madison@macarts.ca or **(289) 902-4957!**

We would love to engage with you. Together we can support local artists who call Mississauga home.

advertise at the martyys

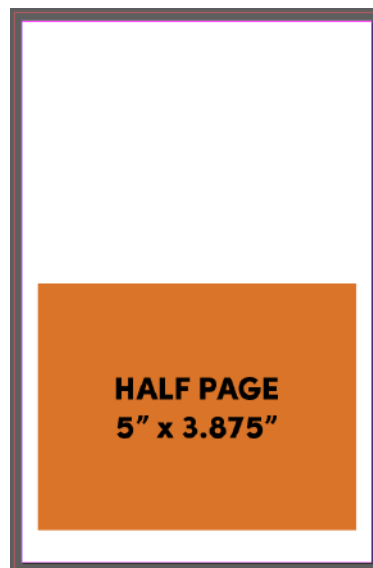
align your company with the arts in our program

The MARTYS program will be seen by 500 attendees at the awards show on June 26, 2024. Be recognized as a leading arts supporter in Mississauga with an ad in the program.



full-page ad \$400

Dimensions:
5.75" x 8.75"*



half-page horizontal ad \$200

Dimensions:
5" x 3.875"



third page horizontal ad \$150

Dimensions:
5" x 2.375"

*Trimmed to 5.5" x 8.5"

secure your ad space!

Please contact **Susan Durnin** at susan@macarts.ca or (289) 902-4895 to secure your spot in our program.

submission details

Final file should be a print-ready CMYK PDF and sent to **Sabrina Cunha** at sabrina@macarts.ca no later than **Friday, June 14, 2024**.