



Mississauga Arts Council (MAC) invites you to *The MACsquerade Black Tie & Versailles,* our signature fundraising gala in support of the arts. Proceeds from this elegant evening help our charity deliver artist-focused development programs like MicroGrants, and ArtsCare, which advocates for and funds arts for mental health programming.

Inspired by the grandeur of Versailles, the MACsquerade features live and silent auctions, captivating performances, dancing, gourmet food, an open bar, and the presentation of the 7<sup>th</sup> Annual Arts for Mental Health Award.

Join the Mayor and many of Mississauga's political, business, and cultural leaders in celebrating the transformative benefits of the arts. As a MACsquerade sponsor, you help create lasting impact for artists and residents, making Mississauga a more vibrant and creative place to live. Sponsors are recognized on MAC's media channels with 35,000 subscribers.

# WHEN:

Thursday, November 20, 2025

5:30 PM Doors

6:00 PM Cocktail Reception

7:00 PM Dinner and Program

### WHERE:

Luxe Convention Centre (Hyatt Place Toronto/Mississauga)

5787 Hurontario Street, Mississauga

# WHAT:

The MACsquerade Black Tie & Versailles Fundraiser

MAC's gala fundraiser with spectacular live performances, dancing, live and silent auctions, and the presentation of the Arts for Mental Health Award

# DRESS:

Black-tie formal. Feel free to include Baroque or French Royal influences!

# ABOUT THE MISSISSAUGA ARTS COUNCIL

The Mississauga Arts Council (MAC) is a registered charity dedicated to fostering the growth of the arts sector by cultivating creative opportunities and connections between artists and residents of Mississauga and beyond. MAC is dedicated to providing service-based programming to artists, funding artist-led programs, and growing awareness of the arts to build a vibrant and thriving cultural community.

CRA Charitable Registration Number: 131275711 RR0001





# CREATE LASTING IMPACT FOR ARTISTS & RESIDENTS



By sponsoring *The MACsquerade Black Tie & Versailles,* you directly invest in the future of Mississauga's professional artists—helping to overcome income insecurity while building a vibrant, inclusive arts community.



### CHAMPION MENTAL WELLNESS THROUGH ART

ArtsCare employs professional artists to lead arts-for-wellness workshops, offering hope and healing to Mississauga residents who need it most.



Through MAC MicroGrants, local artists are given the funding to grow their practices by bringing meaningful projects to life city-wide.





# CELEBRATE ARTISTIC ACHIEVEMENT

The MARTY Awards shine a spotlight on Mississauga's best and brightest talent, inspiring both artists and audiences with the city's creative excellence.

# **BRING BEAUTY TO PUBLIC SPACES**

Murals with MAC invests in vibrant public art, transforming everyday spaces in sources of joy, inspiration, and community pride.





# **BUILD SUSTAINABLE CAREERS FOR ARTISTS**

TD Culture Lab workshops and webinars provide artists with the skills, knowledge, and connections to turn their passion into profession.

# SPONSORSHIP BENEFITS

SOLD OUT! PRESENTING VISIONARY CHAMPION RESOUNDING FRIENDS OF PRE-EVENT SPONSOR SPONSOR **SPONSOR SPONSOR** THE ARTS MARKETING \$25K \$15K \$10K \$5K \$3K Sponsor category exclusivity Corporate logo/name as title sponsor on all promotional materials Weighted recognition in event press release(s) (sent to 150+) Weighted recognition on MAC's social media (35,000+ followers/subscribers) Weighted recogniton of MAC's website SOLD OUT! \*Exclusive post on social media VISIONARY RESOUNDING PRESENTING CHAMPION FRIENDS OF SPONSOR SPONSOR **SPONSOR SPONSOR THE ARTS** EVENT PRESENCE \$25K \$15K \$10K \$5K \$3K Tickets to The MACsquerade 12 12 12 10 10 Black Tie & Versailles! **Preferred VIP seating** Logo on red carpet images of guests (200+ photos of 400 guests) 2-minute speech or corporate video demonstrating why your company supports the arts Onstage sponsor recognition Weighted logo recognition on event signage

Weighted recognition in printed event program and screens

<sup>^</sup> Preferred VIP Seating - Subject to availability

# LIFTING SPIRITS WITH THE ARTS

# **BECOME AN INSPIRING SPONSOR**



Join the Mayor in the movement to lift the arts in Mississauga!

Interested in being a sponsor? Please reach out to Mike Douglas at mike@macarts.ca or (647) 929-9381



# PRESENTING SPONSOR

\$25,000

- Sponsor category exclusivity
- Corporate logo/name as title sponsor on all promotional materials
- Exclusive logo placement on photo booth images (200+ photos taken of 400 guests)
- Table of 12 to The MACsquerade Black Tie & Versailles with preferred VIP seating (value of \$1,800)
- 2-minute speech or corporate video demonstrating why your company supports the arts
- Onstage sponsor recognition
- · Weighted logo recognition in:
  - Event press release(s) sent to 150+; Exclusive post on MAC social media –
     reach of 35,000+; MAC website; event program, event screens, and event signage

# VISIONARY SPONSORS

\$15,000

- Table of 12 to *The MACsquerade Black Tie & Versailles* with preferred VIP seating (value of \$1,800)
- 2-minute corporate video shown during dinner
- Onstage sponsor recognition
- Weighted logo recognition in:
  - Event press release(s) sent to 150+
  - MAC social media reach of 35,000+
  - MAC website, event program, event screens, and event signage



# **CHAMPION SPONSORS**

\$10,000

- Table of 12 to The MACsquerade Black Tie & Versailles with preferred VIP seating (value of \$1,800)
- · Onstage sponsor recognition
- Weighted logo recognition in:
  - Event press release(s) sent to 150+
  - MAC social media reach of 35,000+
  - MAC website, event program, event screens, and event signage

# **RESOUNDING SPONSORS**

\$5,000

- 10 tickets to The MACsquerade Black Tie & Versailles with VIP seating\* (value of \$1,500)
- · Weighted logo recognition in:
  - MAC social media reach of 35,000+
  - MAC website, event program, event screens, and event signage

# FRIENDS OF THE ARTS

\$3,000

- 10 tickets to The MACsquerade Black Tie & Versailles (value of \$1,500)
- · Weighted logo recognition in:
  - MAC website, event program

# Your sponsorship includes 10-12 tickets (assigned seating at tables of 12) to The MACsquerade Black Tie & Versailles! Looking to add additional tickets? Contact Susan Durnin at susan@macarts.ca

<sup>\*</sup>Based on availability

# BENEFIT FROM OUR DIGITAL REACH

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

3,100,000+

total impressions across platforms in 2024

35,000+

total fans/followers/subscribers



10,000+ likes/follows
1.2 M+ impressions in 2024





10,000+ followers 236K impressions in 2024



**7,500+** 

HUB Highlights e-newsletter subscribers

Press Releases sent to 150+
media contacts across Ontario



**136,000** page views in 2024

67,000+

site users in 2024