

THE MARTYS 20  
26  
mississauga arts awards

# sponsorship package

**Mike Douglas**  
Executive Director  
Mississauga Arts Council  
[mike@macarts.ca](mailto:mike@macarts.ca)  
(647) 929-9381



THE MARTYS

mac  
Mississauga Arts Council

# THE MARTYS 2026

## mississauga arts awards

### sponsorship opportunities



#### about the mississauga arts awards

The Mississauga Arts Awards (The MARTYS), presented by the Mississauga Arts Council, honour the artists, creatives, and cultural leaders who shape Mississauga's vibrant arts community. Canada's most comprehensive civic arts awards, The MARTYS celebrate the passion, dedication, and impact of those who bring art and culture to life across our city.

Now in its 31<sup>st</sup> year, The MARTYS are Mississauga's signature red-carpet arts event, celebrating emerging and established artists in a vibrant evening dedicated to creativity and excellence. Since 1994, more than 400 artists and arts patrons have been recognized for their contributions to shaping and strengthening Mississauga's artistic and cultural identity.

#### benefits of sponsorship

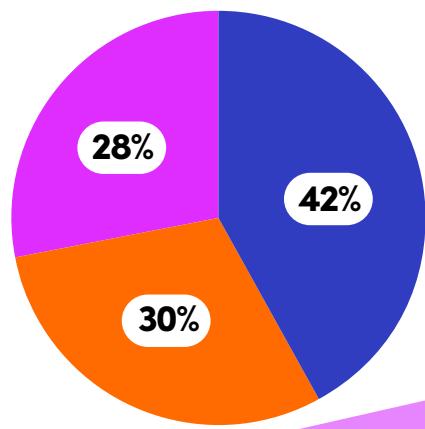
Sponsoring The MARTYS connects your organization with Mississauga's creative community, directly supporting the artists who shape the city's cultural sector.

Your investment helps recognize artistic excellence and ensures local artists continue to be celebrated and valued.

#### who attends?

500 guests including:

- Artists and Support Groups
- Leaders and Dignitaries
- Sponsors



#### when:

Thursday, June 18, 2026  
6 PM Red Carpet Reception  
7 PM Dinner & Awards Show

#### what:

The 31<sup>st</sup> MARTY Awards!  
Award presentations with gourmet dinner and entertainment

#### where:

Mississauga Convention Centre  
75 Derry Rd W, Mississauga

#### dress:

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

#### contact:

Mike Douglas  
Executive Director  
Mississauga Arts Council  
[mike@macarts.ca](mailto:mike@macarts.ca)  
(647) 929-9381

# support the martys



## visionary sponsor

**\$10,000**

- **Sponsor Category Exclusivity**
- Introduced by Mayor as Visionary Sponsor
- Representative on-stage to present the Lifetime Achievement MARTY Award
- 2-minute corporate video played during dinner
- Table of ten (10) with preferred seating at The MARTYS
- Professional portrait photo with the Mayor
- Full-page company advertisement on back cover of event program
- Individual sponsor recognition on MAC social media channels (3.4 M impressions)
- Weighted logo recognition in:
  - Event Press Release(s) - sent to 150+; MAC social media - reach of 36,200+; MAC website; event program, event screens and event signage

## champion sponsor

**\$6,000**

- Introduced by the host as Champion Sponsor
- Eight (8) tickets with preferred seating at The MARTYS
- Professional portrait photo with the Mayor
- Full-Page company advertisement in event program
- Individual sponsor recognition on MAC social media channels (3.4 M impressions)
- Weighted logo recognition in:
  - Event Press Release(s) - sent to 150+; MAC social media - reach of 36,200+; MAC website; event program, event screens and event signage

## resounding sponsor

**\$4,000**

- Four (4) tickets to The MARTYS
- Professional portrait photo with the Mayor
- Half-Page company advertisement in the event program
- Weighted logo recognition in:
  - MAC social media - reach of 36,200+; MAC website; event program, event screens and event signage

**celebrate bigger!  
host your own table**

If your sponsorship comes with complimentary tickets, you can upgrade to a table!

Contact Susan Durnin at [susan@macarts.ca](mailto:susan@macarts.ca) to add tickets to your sponsorship.

# sponsor an 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 photos and recognition.

- Representative on-stage to present MARTY Awards for your choice of Award Category\*
- Two (2) tickets at the MARTYS + opportunity to sit among the finalists
- Portrait photo of your representative with the Award winner(s) in your chosen category
- Weighted logo recognition in:
  - MAC social media - reach of 36,200+; MAC website; event program (on pages associated with selected award category)

### award categories:

<ul style="list-style-type: none"><li>• Dance</li><li>• Film/Video Arts</li><li>• Literary Arts - Fiction &amp; Non-Fiction</li><li>• Literary Arts - Poetry</li><li>• Music - Group</li><li>• Music - Instrumental</li><li>• Music - Solo Vocalist</li><li>• Theatre Arts</li><li>• Visual Arts - Multimedia Arts</li></ul>	<ul style="list-style-type: none"><li>• Visual Arts - Traditional Forms</li><li>• Community Arts Group/ Collective of the Year</li><li>• Festival of the Year</li><li>• Hazel McCallion Volunteer of the Year</li><li>• Lifetime Achievement~</li></ul>
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\*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

# 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+)	!	!		
Individual sponsor recognition on social media channels (3.4 M impressions)	!	!		
Recognition on our social media channels (36,200+ 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	8	4	2
Representative on-stage to present Lifetime Achievement MARTY Award	!			
2-minute corporate video played during dinner	!			
Preferred seating at the MARTYS	!	!		
Recognized on stage as event sponsor	!	!		
Weighted logo exposure on event screens and in-person signage	!	!	!	
Professional portrait photo with Mayor	!	!	!	
Advertisement in event program	Full page, back cover	Full page	Half page	
Logo recognition in event program	!	!	!	!
Professional photo with award winner(s) in your category	!			!
Representative on-stage to present MARTY Award				!
Choice of award category*				!

\*Logo featured on finalist award pages of program

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

# sponsor the artists



## support mississauga's arts community in other ways!

To ensure The MARTYS are accessible to deserving artists, help remove financial barriers by sponsoring a performance, tickets, or a full table. Your sponsorship allows local artists to shine at The MARTYS, where they are able to celebrate their achievements with peers and leaders in Mississauga.

### **sponsor a performance** **\$1,000**

Showcase your support for local talent by sponsoring a performance.

- Your name written in the event program next to your sponsored performer and included on the MAC website.

### **sponsor a finalist** **\$500/5 finalists**

Sponsor deserving artists to attend The MARTYS free of charge.

**\$1,000/10 finalists\***

- Your name written in event program and included on the MAC website as "Friend of the MARTYS"
- Sponsor additional artists at \$100/artist
- \* *Bonus! Sponsor 10 artists and your logo will be featured on the sponsored table*

### **sponsor the martys**

Join us in making a positive impact in the arts! If you are interested in sponsoring this memorable award event, please reach out to Mike Douglas at [mike@macarts.ca](mailto:mike@macarts.ca) or (647) 929-9381.

Together we can nurture and celebrate local artists who call Mississauga home.



# advertise at the martys

## align your company with the arts in our program

The souvenir MARTYS program will be seen by 500 attendees at the awards show on June 18, 2026. Be recognized as a leading arts supporter in Mississauga with an ad in our commemorative program.

### FULL PAGE WITH BLEED

**5.75" x 8.75"**

### HALF PAGE 5" x 3.875"

### THIRD PAGE 5" x 2.375"

**full-page ad    \$400**

**half-page        \$200  
horizontal ad**

**third page        \$150  
horizontal ad**

Dimensions:  
5.75" x 8.75"\*

Dimensions:  
5" x 3.875"

Dimensions:  
5" x 2.375"

\*Trimmed to 5.5" x 8.5"

## secure your ad space!

Please contact Susan Durnin at  
[info@macarts.ca](mailto:info@macarts.ca) or (289) 902-4895 to  
secure your spot in our program.

## artwork details

Final file should be a print-ready CMYK PDF and sent to [info@macarts.ca](mailto:info@macarts.ca) by **Wednesday, June 3, 2026**.

# benefit from our digital reach

Mississauga Arts Council and Sauga Arts HUB enjoy robust digital communications channels to uplift the arts in Mississauga.

**3,400,000+**

total impressions  
across platforms in 2025

**36,200+**

total followers/subscribers



**10,000+** likes/follows  
**1.68 M** impressions in 2025



**11,000+** followers  
**1.63 M** impressions in 2025



**7,600+**  
e-newsletter  
subscribers

Press Releases sent to **150+**  
media contacts across Ontario



**288,000**  
page views in 2025

**197,000**  
site users  
in 2025