

Alberta

Alberta Arts Days

Provincial-level Sponsorship Package

Bringing Alberta Arts Days to life across the Province



Albertans are bold and creative people of many backgrounds. We value the opportunity to enhance our quality of life through participation in arts and cultural pursuits. We believe that culture connects us as individuals to our communities by fostering unity, a sense of belonging and caring for our fellow citizens. Alberta Arts Days was created based on these beliefs.

Spearheaded by the Government of Alberta and now in its third year, Arts Days has become a celebration of our artistic diversity and provincial pride. It is an opportunity to pay homage to our talented artists and creators, to promote the value of the arts and to share Alberta's story.

Widely embraced by many communities and organizations, this provincial celebration is quickly becoming a grass-roots initiative. Last year, 116 communities hosted 571 events and activities. Thousands of Albertans discovered, experienced and celebrated our unique blend of culture and passion through the arts.

National Culture Days

The success of Alberta Arts Days has helped spur the creation of National Culture Days – a pan-Canadian movement to raise the awareness, accessibility, participation and engagement of all Canadians in the cultural life of their communities. Our province's participation in National Culture Days is through Alberta Arts Days: September 17 to 19.

Telling Alberta's cultural story

Albertans and organizations are being encouraged to celebrate Arts Days in their own way. Communities are invited to organize events that profile Alberta artists and cultural activities and to partner with local non-profit organizations.

To kindle enthusiasm at the local level, the Government of Alberta and Alberta Foundation for the Arts (AFA) have established partnerships with five cultural sites:

- St. Albert's Arden Theatre
- The Banff Centre
- Red Deer's Bower Pond Stage
- Grande Prairie's Prairie Art Gallery
- Lethbridge's Southern Alberta Art Gallery

Each of the five Arts Days Feature Celebration Sites will host family-oriented entertainment throughout the weekend.

BECOME A CHAMPION FOR ARTS AND CULTURE – JOIN THE CELEBRATION!

Alberta Arts Days is your opportunity to send the message that you believe in the value of the arts to society – and that you share in the belief that access to culture for all is an important foundation for a healthy and vital Alberta.

Consider planning your own Alberta Arts Days event and partnering with a local community arts group or non-profit organization – or lend your support to one of the many Arts Days events being planned throughout the province. Opportunities are available for province-wide corporate sponsorship of Alberta Arts Days. Your donations can be directed through the Alberta Foundation for the Arts to assist in the province-wide campaign.

Alberta Arts Days offers potential sponsors:

- Increased awareness of your brand across the province in a variety of demographics.
- The ability to further your investment dollar, by being part of an event that will be heavily promoted between July and October – via various forms of advertising and media relations efforts.
- An opportunity to be visibly involved in a province-wide movement to support the arts! This can help position your brand as a strong community partner and an important part of Alberta's dynamic cultural identity.

Arts and Culture are part of what makes Alberta such a great place to live, work and raise a family. Help celebrate our vibrant cultural legacy.

SPONSORSHIP

Sponsorship opportunities can include, but are not limited to*:

- providing direct funding to an individual or group;
- providing print, radio, television and/or online advertising;
- providing a venue for an event;
- providing audio, video, lighting, or other equipment for an event;
- providing transportation to and from an event for limited mobility patrons;
- providing materials (e.g. craft items) for an event; and
- providing volunteers for an event from your paid staff (pay them to take part, or give them time off work in lieu).

*Please feel free to suggest other ideas on how you would like to become involved in Alberta Arts Days.

SPONSOR LEVELS

There are varying levels of recognition for sponsors, depending on the value of the contribution.

Platinum: \$100,000 + (cash or in-kind donation)

- name, logo recognition and link to sponsor website from the Alberta Arts Days website;
- name, logo recognition and link to sponsor website from the Arts Days Facebook page;
- name and logo recognition on provincial advertising and news releases for Alberta Arts Days;
- recognition in the Alberta Foundation for the Arts newswire;
- formal recognition from the Minister of Culture and Community Spirit during speaking engagements;
- name recognition in official Arts Days summary video, which will be posted on Arts Days website and various social media platforms; and
- recognition at a private reception.

Gold: between \$50,000 and \$99,999 (cash or in-kind donation)

- name, logo recognition and link to sponsor website from the Alberta Arts Days website;
- name, logo recognition and link to sponsor website from the Arts Days Facebook page;
- name and logo recognition on provincial advertising and news releases for Alberta Arts Days;
- recognition in the Alberta Foundation for the Arts newswire;
- formal recognition from the Minister of Culture and Community Spirit during speaking engagements; and
- name recognition in official Arts Days summary video, which will be posted on Arts Days website and various social media platforms.

Silver: between \$10,000 and \$49,999 (cash or in-kind donation)

- name, logo recognition and link to sponsor website from the Alberta Arts Days website;
- name, logo recognition and link to sponsor website from the Arts Days Facebook page;
- name and logo recognition on provincial advertising and news releases for Alberta Arts Days;
- recognition in the Alberta Foundation for the Arts newswire; and
- formal recognition from the Minister of Culture and Community Spirit during speaking engagements.

SPONSORSHIP ON A SMALLER SCALE

Community groups are being encouraged to work independently to obtain sponsors for their local events. If you wish to become a community level sponsor on a smaller scale, information on local events can be found by searching the Culture Calendar on the Alberta Arts Days website: www.AlbertaArtsDays.ca. This calendar is updated daily as information on new community events becomes available.

Alberta Arts Days
Sept 17-19 AlbertaArtsDays.ca
Discover Experience Celebrate
IN CELEBRATION OF NATIONAL CULTURE DAYS

Arts and culture are part of what makes Alberta such a great place to live, work and raise a family. Help Alberta communities celebrate our vibrant cultural legacy September 17, 18 and 19, 2010. From classrooms to concert halls, libraries to choir lofts and sidewalks to studios; with your help we can bring the very spirit of our beautiful province to life.

For more information about becoming an Arts Days Provincial Level Sponsor, contact:

Rick Walters, Alberta Arts Days Project Manager
780-643-1335 (dial 310-0000 for toll-free access)
rick.walters@gov.ab.ca