

JAN 21 2017

ART + SOUL

In support of the Winnipeg Art Gallery
Sponsorship Opportunities

Winnipeg Art Gallery

Now into its second century, Canada's first civic art gallery has emerged as the country's sixth largest gallery with an international reputation that triggers widespread pride and loyalty in Winnipeg and beyond.

Home to the world's largest collection of contemporary Inuit art, the WAG boasts an ever-changing and intriguing exhibition schedule of work by national and international artists. The WAG's unique range of artistic and entertainment programming each year creates engaging and enriching experiences for art aficionados and neophytes alike.



Message from the Director & CEO

Art & Soul is one of the WAG's unique themed events for Winnipeg's young professionals. As a premier fundraiser in the city for over 20 years, Art & Soul has seen exponential growth in attendance, now welcoming close to 800 guests every year.

Support generated through Art & Soul is critical, helping the WAG provide more youth programs and initiatives, such as art lessons, summer camps, school programs, family art activities, and special exhibitions.

Please consider joining us as an **official sponsor** of Art & Soul 2017. In doing so, you will assist the WAG advance its mission to make art accessible to all Manitobans.

Stephen D. Borys
Director & CEO



Art & Soul: Beyond Tomorrow

Over the past two decades, **Art & Soul** has become the must-attend event on Winnipeg's social calendar, where the city's bold, beautiful, and creative come to see and be seen. Renowned for delivering an original and engaging new theme every year, the exclusive event transforms four floors of the WAG building with eye-popping décor, DJs, theme bars, and over 800 guests in fabulous costumes.

Art & Soul: Beyond Tomorrow on January 21, 2017 was inspired by the coming events, exhibitions, and exciting new plans at the WAG. The futuristic theme encourages us all to look ahead at what is to come at the WAG and in Winnipeg's arts and culture scene.

Guests will have free movement through the WAG's featured exhibitions throughout the evening and will enjoy a showcase of what's to come in the world of music, art and culture.

Art & Soul: Beyond Tomorrow will deliver fun and surprise in every corner of the Gallery. This is a fundraising event not to be missed!



Sponsorship Opportunities

The success of Art & Soul relies each year on support from our corporate sponsors. **Partnering with Art & Soul holds rich opportunities** for any company wishing to introduce or reinforce its brand with Winnipeg's young professionals.

Art & Soul is proud to boast a loyal base of **close to 800 enthusiastic guests** year after year, mainly comprised of the sought-after **20 to 35** age group. Guests include leaders in the business, legal, and arts communities. These are guests who not only recognize the generosity of our corporate sponsors, but who also show a high propensity to seek out and engage with the sponsoring brands after the event.

Beyond traditional brand recognition through Art & Soul promotional material and media, each sponsor also has the opportunity to delve deeper and integrate their brand and product into the event's themed décor. It's creative brand recognition on a whole new level.





Art & Soul 2017 • Sponsorship Benefits

INVESTMENT	SPONSOR STATUS	ON SITE OPPORTUNITIES	PROMOTIONS AND RECOGNITION
<p>\$5,000 cash</p> <p>Three available:</p> <p>Penthouse Gallery, 4th floor</p> <p>Skylight Gallery 3rd floor</p> <p>Eckhardt Hall Main floor</p>	Gallery Sponsor	<ul style="list-style-type: none"> • 10 complimentary tickets with an exclusive invitation to the Art & Soul 2017 VIP lounge (\$750 value) • 25% discount on room rental of one of the Muriel Richardson Auditorium, Eckhardt Hall, Rooftop Sculpture Garden or the WAG Boardroom (food, security, A/V and administrative costs not included) 	<ul style="list-style-type: none"> • Logo/name recognition as Gallery Sponsor on most media and marketing, including website, e-blasts, print ads, on site signage, and social media platforms • Corporate logo and URL link on artandsoul.wag.ca • Logo/name recognition on prominent signage in Eckhardt Hall for duration of event • Acknowledgement as Gallery Sponsor in <i>myWAG</i> magazine (5,000 hard copy and online), the WAG Annual Report (online), and on the Donor Board for 2016-2017
<p>\$2,500 cash or equivalent in kind</p>	Contributing Sponsor	<ul style="list-style-type: none"> • 5 complimentary tickets with an exclusive invitation to the Art & Soul 2017 VIP lounge (\$375 value) • 10% discount on room rental of one of the Muriel Richardson Auditorium, Eckhardt Hall, Rooftop Sculpture Garden or the WAG Boardroom (food, security, A/V and administrative costs not included) 	<ul style="list-style-type: none"> • Logo/name recognition as Contributing Sponsor in most media and marketing, including e-blasts, on site signage, and social media platforms. • Corporate logo and URL link on artandsoul.wag.ca • Logo/name recognition on prominent signage in Eckhardt Hall for duration of event • Acknowledgement as Contributing Sponsor in <i>myWAG</i> magazine (5,000 hard copy and online), the WAG Annual Report (online), and on the Donor Board for 2016-2017
<p>\$2,500 gift in kind</p>	VIP Lounge Sponsor	<ul style="list-style-type: none"> • 4 complimentary tickets with an exclusive invitation to the Art & Soul 2017 VIP lounge (\$300 value) • Opportunity to display corporate products during event 	<ul style="list-style-type: none"> • Logo/name recognition as VIP Lounge Sponsor on most media and marketing, including website, e-blasts, print ads, on site signage, and social media platforms • Corporate logo and URL link on artandsoul.wag.ca • Exclusive logo/name recognition on prominent signage in Lounge for duration of event • Logo/name recognition on prominent signage in Eckhardt Hall for duration of event • Acknowledgement as VIP Lounge Sponsor in <i>myWAG</i> magazine (5,000 hard copy and online), the WAG Annual Report (online), and on the Donor Board for 2016-2017



Art & Soul 2017 • Sponsorship Benefits

INVESTMENT	SPONSOR STATUS	ON SITE OPPORTUNITIES	PROMOTIONS AND RECOGNITION
\$1,000 cash or equivalent in kind	Supporting Sponsor	<ul style="list-style-type: none"> • 2 complimentary tickets with an exclusive invitation to the Art & Soul 2017 VIP lounge (\$125 value) 	<ul style="list-style-type: none"> • Logo/name recognition as Supporting Sponsor on most media and marketing, including website, e-blasts, on site signage, and social media platforms • Corporate logo and URL link on artandsoul.wag.ca • Logo/name recognition on prominent signage in Eckhardt Hall for duration of event • Acknowledgement as Supporting Sponsor in <i>myWAG</i> magazine (5,000 hard copy and online), the WAG Annual Report (online), and on the Donor Board for 2016-2017
\$500 cash or equivalent in kind	Friend Sponsor	<ul style="list-style-type: none"> • 1 complimentary ticket with an exclusive invitation to the Art & Soul 2017 VIP lounge (\$75 value) 	<ul style="list-style-type: none"> • Logo/name recognition as Friend Sponsor on most media and marketing, including website, e-blasts, on site signage, and social media platforms • Corporate logo and URL link on artandsoul.wag.ca • Logo/name recognition on prominent signage in Eckhardt Hall for duration of event • Acknowledgement as Friend Sponsor in <i>myWAG</i> magazine (5,000 hard copy and online), the WAG Annual Report (online), and on the Donor Board for 2016-2017
Up to \$350 gift in kind	Grand Prize Sponsor	<ul style="list-style-type: none"> • 1 complimentary ticket with an exclusive invitation to the Art & Soul 2017 VIP lounge (\$75 value) 	<ul style="list-style-type: none"> • Logo/name recognition as Grand Prize Sponsor most media and marketing, including e-blasts, on site signage, and social media platforms • Corporate logo and URL link on artandsoul.wag.ca • Logo/name recognition on prominent signage in Eckhardt Hall for duration of event • Acknowledgement as Grand Prize Sponsor in <i>myWAG</i> magazine (5,000 hard copy and online), the WAG Annual Report (online), and on the Donor Board for 2016-2017

Artwork and Logo

- Each sponsor entitled to logo recognition shall supply at its own cost finished artwork in vector (eps) format within print deadlines reasonably set by the WAG.
- WAG will seek approval from sponsors for name and/or logo placement in promotional materials, and sponsors will provide approval within a reasonable period of time.

To discuss these opportunities, please contact:

- Judy Slivinski, Director of Development
Winnipeg Art Gallery
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Tel: 204.789.1299, Email: jslivinski@wag.ca