



Dear Sponsors and Donors,

The Burlington Fine Arts Association (BFAA) invites you to be part of Burlington's premier celebration of art, 'The Artist's Mark'. This prestigious event is the BFAA's annual juried art exhibition which celebrates local artists and helps build important connections between sponsors/donors, artists and their art, to the community at large.

The Artist's Mark is made possible through BFAA's partnership with **Arts Burlington** and is proudly funded by the **City of Burlington's Arts and Culture Fund** and many **local sponsors and donors** such as you.

We are very pleased to announce this year's show will be held at a new venue, the recently renovated Burlington City Hall Gallery, located in the Burlington City Hall Mezzanine. The show will run from October 5th to 30th, 2024.

This year represents the 6th consecutive year of **The Artist's Mark** and we hope you will join us in making this year's event truly special.

Thank you in advance for your consideration. If you have any questions or comments, please feel free to reach out to myself or John Hutchison any time. Our contact information is noted below.

Warm regards,

Cathy Lorroway
The Artist's Mark Chair, 2024

Contact:

Cathy Lorroway – Chair

John Hutchison – Sponsorship

BFAA.TAM@gmail.com

johnhowardhutchison@gmail.com

QUICK FACTS

When: Exhibition to run from October 5 – 30, 2024
Event promotional period to run before & after the show)

Where: Burlington City Hall Gallery
426 Brant St., Burlington, ON L7R 3Z6
(located in the Burlington City Hall Mezzanine)

Sponsorship exposure opportunities (varies by sponsorship level)

- Social media and traditional news media
- Virtual / online exhibition
- Signage at month-long event including Opening Reception
- BFAA website
- Juror's Decision and Commentary Night – signage and recognition
- Online Artist Talk presentations by 6 selected participating artists
- Speech opportunities and formal recognition at the Opening Reception
- Congratulatory messages from City of Burlington dignitaries at the Opening Reception
- Signage at city hall provides exposure to all 890 full-time and 600 part-time City Hall employees and all visitors to City Hall for the duration of the exhibition

Donor versus Community Sponsor

You or your organization can contribute to The Artist's Mark as either a Donor or a Community Sponsor.

As a **Donor**, you would receive a charitable donation receipt and be acknowledged, with your permission, at our opening reception but would not be actively promoted during the promotional period.

Please click **here** to direct your e-transfer donation to Arts Burlington abguildstreasurer@gmail.com who as a registered nonprofit, **will provide you with a charitable donation tax receipt.**

As a **Community Sponsor**, your organization would be actively promoted within the Burlington Fine Arts Association and receive benefits such as but not limited to media exposure, online presence for announcements and virtual tour properties, news releases and event signage for example, throughout the event promotional period. (details below). **Your organization would not receive a charitable donation receipt.**

If you or your business is able to sponsor the Artist's Mark this year, please click **here** to have your funds sent via e-transfer directly to the Burlington Fine Art Association's Artist's Mark treasurer at BFAAfinance@gmail.com. See below for sponsorship opportunities and options.

We invite you to consider joining us in celebrating art and local artists, and in helping us to bring art to our community. Your support as a sponsor is essential to our success and is very much appreciated!

OPPORTUNITIES for SPONSORSHIP

Review the four sponsorship opportunities below and decide which one is right for your organization.

Once you have chosen which level of sponsorship is best for your organization, click **here** to e-transfer funds to BFAAfinance@gmail.com

If you are interested in supporting the Artist's Mark but still have questions, send us an email at BFAA.TAM@gmail.com and an Artist's mark committee member will reach out to you.



Cost: \$2000+

Details:

This is a **new customized sponsorship opportunity** where the sponsor and BFAA come together to develop unique and mutually beneficial ways of supporting the event and creating high-value and unique sponsorship opportunities.

Idea starters:

Creation of an event video where your business is prominently featured.

Title Sponsor status with sponsor logo prominently displayed on all promotional materials. A multi-year commitment may be required for Title Sponsor status.

Opportunity to speak and present the top award(s) at the Opening Reception presentation. Use the opportunity to create social media clips for your company.

Leverage The Artist's Mark sponsorship on your own website for strong community relations. Make this part of your on-going commitment to the local community or use the event to build a 'creative' brand association with your products or services. Opportunities for creative-related events for employees to support other internal initiatives.

For example, the sponsor could develop an annual best creative idea in the company award – tied to existing HR programs. The winner could receive a painting or other piece of art as the reward. (The cost for this art would need to be negotiated above the sponsorship cost)
BFAA art to be displayed (and offered for sale) at the sponsor's office.

*Let's sit
down and
discuss what is
best for
your
organization*



Cost: \$750+

Details:

- Prominent position of company logo on all marketing materials including media and event signage
- Opportunity to present an award at the Opening Reception awards presentation
- Formal thank you at all events
- Logo prominent with Sponsor level recognition on award certificates
- Logo with prominent Sponsor recognition in BFAA newsletter and website
- Logo featured prominently on the virtual tour



Cost: \$350+

Details:

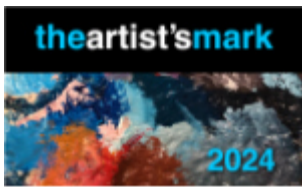
- Logo with Community Sponsor level recognition on award certificates
- Logo with Community Sponsor recognition in marketing materials/social media
- Credit listed with Community Sponsor recognition in BFAA newsletter and website
- Formal thank you at all events



Cost: \$150+

Details:

- Logo with Community Sponsor recognition in marketing materials/social media
- Credit listed with Community Sponsor recognition in BFAA newsletter and website



Thank you to our 2023 Partners and Sponsors!



Burlington
CENTRE

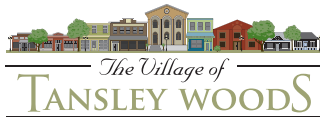


Our Gold Sponsors

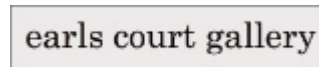


MARTIN & HILLYER
ASSOCIATES

John Restagno



Our Silver Sponsors



*“We would also like to extend our thanks to our donors.
We appreciate your generous support!”*