



ARTSPACE SPONSORSHIP PACKAGE 2024

HELP US CELEBRATE **ARTSPACE'S 50TH ANNIVERSARY** BY BOOSTING OUR CAPACITY FOR A MILESTONE YEAR OF EXHIBITIONS, EVENTS, COMMUNITY RESOURCE SHARING, AND SO MUCH MORE.

PETERBOROUGH'S ARTIST-RUN CENTRE



**I DIDN'T
GO TO ART
SCHOOL.**

**I WENT TO
ARTSPACE.**

JOELLEN BRYDON



ABOUT ARTSPACE

Founded in 1974, Artspace was one of the first artist-run centres in Canada and remains a vital hub for artists today. The centre has been serving Peterborough and surrounding communities while attracting respected talent from across the country for **50 years**.

Artspace is a charitable, non-profit, artist-run centre that assists artists with the presentation of new work and acts as a regional centre for professional development in the arts community. Our exhibitions and public programming foster a stronger appreciation for Canadian contemporary art and serve as a knowledge-building and community-building platform for artists and art appreciators alike.

Our programming is national in scope and regional in spirit. We strive to present thought-provoking exhibitions that engage with diverse perspectives through collaboration with artists at all career stages, and working in any medium. We also feature several popular annual events - our Book & Zine Festival, 50/50 Fun-Raiser, and Holiday Market - which bring the community face-to-face with artists of all stripes in celebration of creativity in Peterborough.



OUR 50TH ANNIVERSARY YEAR

50TH ANNIVERSARY EXHIBITION LINE UP

JAN 5 TO FEB 24

THROUGHLINES: 2024 JURIED MEMBERS' EXHIBITION

MAR 13 TO MAY 11

BIENES IMPORTADOS / IMPORTED GOODS BY ANAHÍ GONZÁLEZ

JUN 12 TO AUG 10

ININIGE GUEST CURATED BY LORI BEAVIS

SEP 13 TO NOV 16

FOUNDATIONS CO-CURATED BY JILLIAN ACKERT & PEG TOWN

2024 represents 50 years of artistic innovation and achievement at Artspace as a Peterborough cultural incubator. Our anniversary will be marked by special events, projects, and exhibitions bringing established and emerging figures in the art scene together.

Leading up to 2024, Artspace has given particular attention to the relationships that have built the centre over five decades. Our archive is a key focus this year as we draw out the stories of artists and arts workers over the decades to produce dynamic podcasts, walking tours, and social events.

2024 presents a unique opportunity for sponsors to be seen and appreciated by a larger audience than ever before!



SPONSORSHIP LEVELS & PERKS

ALL SPONSORS RECEIVE:

- Newsletter and social media announcements regarding sponsorship
- Logo on 2024 sponsors webpage & QR code on our gallery wall directing viewers to our sponsorship page
- Complimentary tickets to our 50/50/50 event and invitations to our 50th birthday party!



ANNIVERSARY PRESENTER \$2000 +

Perks include:

- Named as an Anniversary Presenter on our gallery wall
- Named as an Anniversary Presenter in online and printed marketing materials
- Your promotional materials at our sponsor table during events (receptions, talks, and special events)
- Verbal recognition as an Anniversary Presenter at all events
- Verbal recognition as a Seasonal Presenter at all events
- Your name and/or logo on all event graphics (digital and print), linked on all relevant event posts and web pages

PROGRAMMING PATRONS \$1000 +

Programming Patrons are in many ways our equipment sponsors, as they enable the purchase of tools and equipment on our wish list.

Perks include:

- Name/logo brandished on a newly purchased piece of equipment & presented at all applicable workshops where your sponsored equipment has been put to use
- Named as a Programming Patron in online and printed marketing materials
- Your promotional materials at our sponsor table during events (receptions, talks, and special events)
- Verbal recognition as a Programming Patron at all events



50TH ANNIVERSARY EVENTS LINE-UP

MAR 1-2

ANNUAL BOOK AND ZINE FEST

MAY 25 (W/ LEAD UP EXHIBITION MAY 17-25)

50/50/50: ARTSPACE'S ANNUAL FUN-RAISER AND ART EXTRAVAGANZA

SPRING – ONWARD

ARCHIVAL RECOVERY CONVERSATIONS SERIES

SUMMER

CROSSING PATHS: ARTSPACE WALKING & ROLLING TOUR



ARTS CHAMPIONS \$500 +

Our Arts Champions contribute to the cost of Artist Fees so that we can hire qualified artist-instructors to share their skills.

Perks include:

- Artspace will donate 2 party tickets to our 50/50/50 Fun-Raiser or complimentary workshop seats on your behalf



COMMUNITY SUPPORTER \$250 +

Community Supporters help us to keep our shelves stocked with art supplies and enable us to provide basic art materials to visitors for free.

Perks include:

- Two complimentary workshop seats for either your personal use or to be donated on your behalf

IN-KIND SPONSORSHIP

An excellent way for us to promote your business while you help to reduce our capital costs is the in-kind provision of goods or services. Because we are seeking light renovations and preparations in our Annex as well as new or used furnishings, helping us to procure these things is enormously helpful.

Perks include:

- Your name will be displayed at the Annex entrance, listed online and in printed marketing materials as an Annex Launch Sponsor, with a logo (if applicable) on our website's Sponsors page
- QR code on gallery wall directing viewers to the website Sponsor page
- Invitations and complimentary tickets to events
- An announcement featuring your sponsorship via our mailing lists and social media followers



OUR WISH LIST

- A new vacuum cleaner
- Five gallons of paint (colours TBD) plus rollers/brushes etc
- Lighting solutions for our office and gallery spaces including task lighting
- 20 stackable chairs
- A long board room table and/or multiple foldable tables
- Archive shelving
- A research workstation for spreading out archive and reading materials
- A computer workstation
- A full-size refrigerator
- Kitchen accessories (please inquire about these)

ANNEX LAUNCH SPONSORSHIP

\$15,000/YEAR FOR THREE YEARS

Perks include:

- Naming privileges of the Artspace Annex for each year of your support as a Sustaining Sponsor (e.g. "The Diesel Family Annex")
- Your name will also be listed online and in printed marketing materials as our Annual Sustaining Sponsor, with a logo (if applicable) on our website's Sponsors page
- QR code on gallery wall directing viewers to the website Sponsor page
- Invitations and complimentary tickets to all our events
- An announcement featuring your sponsorship via our mailing lists and social media followers



OUR MAKER SPACE

In early 2023, Artspace expanded its existing Media Lab into a much more substantial Maker Space, making new tools and studio space available at a low cost. The new studio setup includes resources for printmaking, bookbinding, zine printing, vinyl cutting, hand and machine sewing, drawing and painting with a variety of materials, and of course a larger and more accessible studio space, furniture, and task lighting.

As always, our objective is to teach people how to use the tools and equipment in the Maker Space **for free**.

To do that, we rely on your donations:



1

To make tools and technology accessible to the artists in our community;

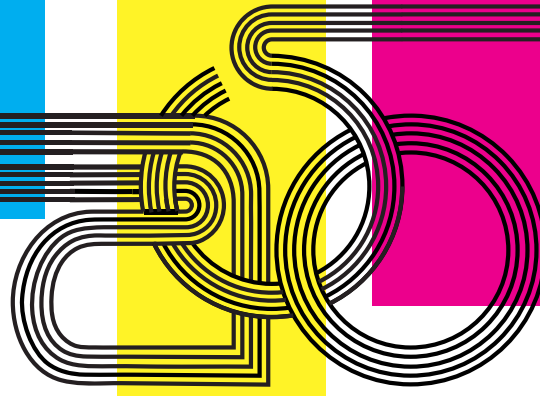
2

To hire skilled artist-instructors to deliver workshops;

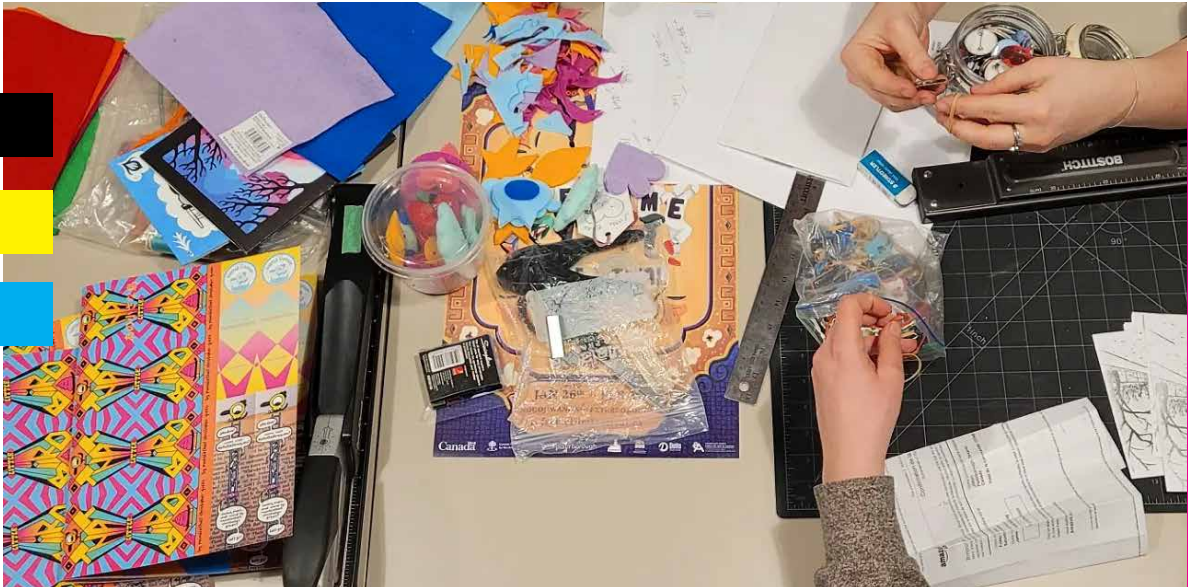
3

To ensure the Maker Space is stocked with quality art-making materials.





CELEBRATING 50 YEARS OF ART



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Package **Plus** inc.
Peterborough, Ontario



NOTES:

**INTERESTED IN SPONSORSHIP?
CONNECT WITH US TODAY!**

Reach out to our Artistic Director Leslie Menagh



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artspaceptbo.ca



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scan to visit our website