

# ART AUCTION 2024

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SPONSORSHIP  
OPPORTUNITIES

SAAG

SOUTHERN ALBERTA ART GALLERY  
MAANSIKSIKAITSIITAPIITSINIKSSIN

# A MESSAGE FROM THE GALLERY

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**We are delighted to announce the return of Art Auction to the Southern Alberta Art Gallery Maansiksikaitsitapiitsinikssin on May 4, 2024!**

Art Auction is the Gallery's longest-running and much beloved annual fundraising gala. This exciting event offers a spectacular and unique evening filled with best-in-class art, food, entertainment, and of course, community.

Art Auction creates an important avenue for community leaders to contribute to the Gallery's efforts in making southern Alberta a place where contemporary art creates and supports vibrant communities. Funds raised annually through Art Auction are invested right back into delivering the Gallery's core mission by supporting our programming and exhibitions throughout the year.

Sponsorships are central to making this event a night to remember and a fundraising success. **We invite you to consider sponsoring Art Auction 2024 to provide key support to the Gallery while highlighting your brand at the event of the season!**

The following pages outline the various ways you can lend your support through sponsorships, donations, and advertising. Our team would love to sit down with you to share more about this special event and discuss how you can be a part of the magic.

On behalf of the Gallery, thank you for your ongoing support of the arts in southern Alberta; we look forward to connecting with you soon!

Warmest Regards,

**Cam Slomp**

*Fund Development Committee Chair*

**Su Ying Strang**

*Executive Director*



## ART AUCTION 2022 AUDIENCE PROFILE

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**146** | 2023 Attendees

**9,405** | Social Media Followers

**2,000** | Monthly Website Visitors

**1,400** | Digital Newsletter Subscribers

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Sponsors and community members have come to recognize Art Auction as a prestigious event that brings together artists, community leaders, avid collectors, and professionals across sectors. Not only are your guests and clients in store for an unforgettable evening of exceptional art and entertainment, but Art Auction is an event that creates new connections and strengthens communities.

As an Art Auction sponsor, you will spotlight your organization to Lethbridge's finest tastemakers, while connecting with the Gallery's broader audiences through ongoing mentions and logo placements across our communications channels. We are confident that your participation in our marquee fundraiser will create value and help position your organization as a creative and conscientious community leader in southern Alberta.

The Gallery serves communities across Alberta, while connecting this region to a national and international network of artists, arts lovers, and art institutions. Our audiences include professionals working across the city, K-12 and post-secondary students, visiting tourists, families, newcomers, retirees enjoying what their city has to offer, and more—these diverse audiences are valued stakeholders who are excited to engage in and share in the joy of art! For our audiences, the Gallery is a vital place of artistic expression, exploration, education, and connection. We aspire for the Gallery to be a gathering place for everyone who calls southern Alberta home, and we look forward to welcoming you and your communities to celebrate with us.

## IMPACT OF ART AUCTION

Proceeds from Art Auction provide critical funds for exhibitions and programming. Thanks to the generosity of artists, sponsors, donors and attendees, the 2023 event raised more than \$80,000!





# ART AUCTION 2023

PRESENTED BY

**DIAMOND**®



# OPPORTUNITIES TO SPONSOR ART AUCTION 2024

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## **PRESENTING SPONSOR | \$7,500**

- Front row table for eight at Art Auction, complete with a bottle of bubbly and a take-home gift for you and each of your guests.
- Opportunity to provide pre-recorded remarks via video, with verbal acknowledgements by the MC.
- Acknowledgement that the event is "Presented by [your organization name]" in all marketing materials and messaging.
- Logo and sponsorship recognition on the cover of the Art Auction program and a two-page spread inside.
- Logo and sponsorship recognition on event signage and print material, social media and website.
- Invitation to VIP preview event.
- A sponsored day at the Gallery, where the community receives complimentary admission to the Gallery, thanks to your generous support. Accompanying sponsorship recognition provided in all communications related to this event. Eligible on regular operating hours and days.
- Professional installation of any artworks purchased at Art Auction by our curatorial team.
- One full day facility rental of the Gallery during regular operating periods. The Gallery is an ideal venue for staff parties, formal meetings, and client outreach events.



### **GOOD TASTE SPONSOR | \$5,000**

- A table for eight at Art Auction.
- Invitation to VIP preview event.
- A full-page advertisement in the event program.
- Logo and printed recognition on event signage and print material, social media and website.
- 30 complimentary general admission passes for the Gallery's 2024 season.
- One half-day facility rental of the Creativity Centre or Art Library during regular operating periods. The Gallery is an ideal venue for staff parties, formal meetings, and client outreach events.

### **COCKTAIL HOUR SPONSOR | \$3,500**

- Four tickets to Art Auction.
- Invitation to VIP preview event.
- A full-page advertisement in the Art Auction event program.
- Logo and printed recognition on event signage and print material, social media and website.
- 20 complimentary general admission passes for the Gallery's 2024 season.

### **ENTERTAINMENT SPONSOR | \$3,500**

- Four tickets to Art Auction.
- Invitation to VIP preview event.
- A full-page advertisement in the Art Auction event program.
- Logo and printed recognition on event signage and print material, social media and website.
- 20 complimentary general admission passes for the Gallery's 2024 season.

### **PATRON OF THE ARTS SPONSOR | \$3,500**

- Four tickets to Art Auction.
- Invitation to VIP preview event.
- A full-page advertisement in the Art Auction event program.
- Logo and printed recognition on event signage and print material, social media and website.
- 20 complimentary general admission passes for the Gallery's 2024 season.



**BAR SPONSOR | \$2,500**

- Two tickets to Art Auction.
- Invitation to VIP preview event.
- Half-page advertisement in event program.
- Logo and printed recognition on event signage and print material, social media and website.
- 10 complimentary general admissions for the Gallery's 2024 season.

**RED CARPET SPONSOR | \$2,500**

- Two tickets to Art Auction.
- Invitation to VIP preview event.
- Half-page advertisement in event program.
- Logo and printed recognition on event signage and print material, social media and website.
- 10 complimentary general admissions for the Gallery's 2024 season.

**PHOTO BOOTH SPONSOR | \$2,500**

- Two tickets to Art Auction.
- Invitation to VIP preview event.
- Half-page advertisement in event program.
- Logo and printed recognition on event signage and print material, social media and website.
- 10 complimentary general admissions for the Gallery's 2024 season.

**AFTERPARTY SPONSOR | \$1,500**

- Two tickets to Art Auction
- Quarter-page advertisement in event program.
- Logo and printed recognition on event signage and print material, social media and website.

**SPARKLING SALUTE TO THE ARTISTS SPONSOR | \$1,500**

- Two tickets to Art Auction
- Quarter-page advertisement in event program.
- Logo and printed recognition on event signage and print material, social media and website.

# ADDITIONAL WAYS TO SUPPORT ART AUCTION 2024

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In addition to our cash sponsorship opportunities, organizations are welcome to purchase advertising in our event program. Sponsors may upgrade the size of their ad outlined in their sponsorship package by paying the difference between their allotted sponsorship ad and their preferred ad size. Please inquire about this opportunity when booking your sponsorship.

We also welcome the donation of goods and experiences for silent auction packages, and in-kind donations of products or services to be enjoyed at the event. Donations of cash are always greatly appreciated and help to further the Gallery's mission and fundraising goals.

Silent auction, in-kind contributions, and cash donors will be recognized by name on the Art Auction website and on select event signage. Donations complying with CRA receipting requirements will be eligible to receive a tax receipt for 2024.

**Please contact the Gallery at 403.327.8770 x 30 or [development@saag.ca](mailto:development@saag.ca) for more information.**





## ART AUCTION PROGRAM ADVERTISING

### Two-Page Spread | \$750

- Two-page spread in the event program.
- Invitation to VIP preview event.
- Name acknowledgement on the Art Auction webpage and on event signage.

### Full-Page Spread | \$500

- Full-page spread in the event program.
- Invitation to VIP preview event.
- Name acknowledgement on the Art Auction webpage and on event signage.

### Half-Page Ad | \$350

- Half-page advertisement in the event program.
- Name acknowledgement on the Art Auction webpage and on event signage

### Quarter-Page Ad | \$200

- Quarter-page advertisement in the event program.
- Name acknowledgement on the Art Auction webpage and on event signage.

**The Southern Alberta Art Gallery Maansiksikaitsitapiitsinikssin's mission is to foster the work of contemporary artists who challenge boundaries. We encourage broad public engagement and promote awareness and exploration of artistic expression. Our work extends to local, national, and international communities.**

**The Southern Alberta Art Gallery Maansiksikaitsitapiitsinikssin honours and acknowledges the Siksikaitsitapi peoples that have resided and cared for these lands since time immemorial. We recognize that these lands are home to many Indigenous peoples, including the Métis Nation of Alberta Region 3.**

Special thanks to media partner Pattison Outdoor Advertising.

We acknowledge the ongoing support of our generous funders, the City of Lethbridge, the Canada Council for the Arts, the Alberta Foundation for the Arts and the Government of Alberta.



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**SAAG** SOUTHERN ALBERTA ART GALLERY  
MAANSIKSAITAPITSIINIKSSIN

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