

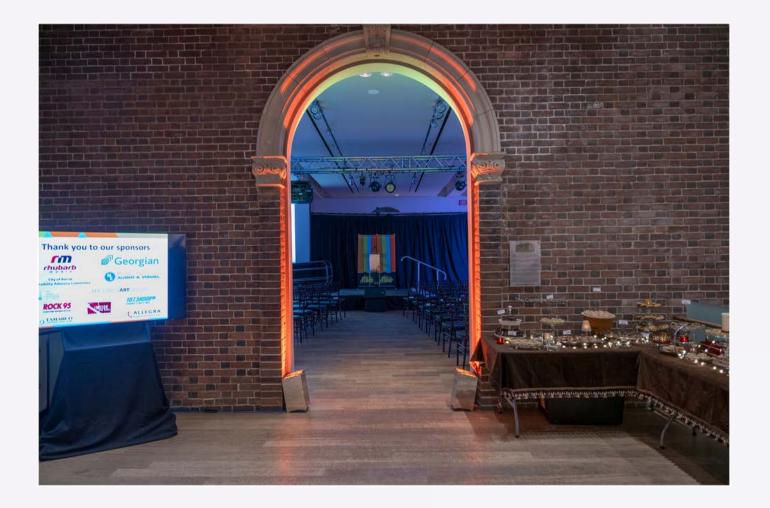
2022 Sponsorship Report for

Seniors & Accessibility Advisory Committee





Highlight of 2022 Gala



ite living with a continuous or recurrent physical disability that results in a restriction in their ability to work, care ives, or take part in community life.



Over 175 attendees 21 nominations 13 sponsors engaged 7 awards 5 performances









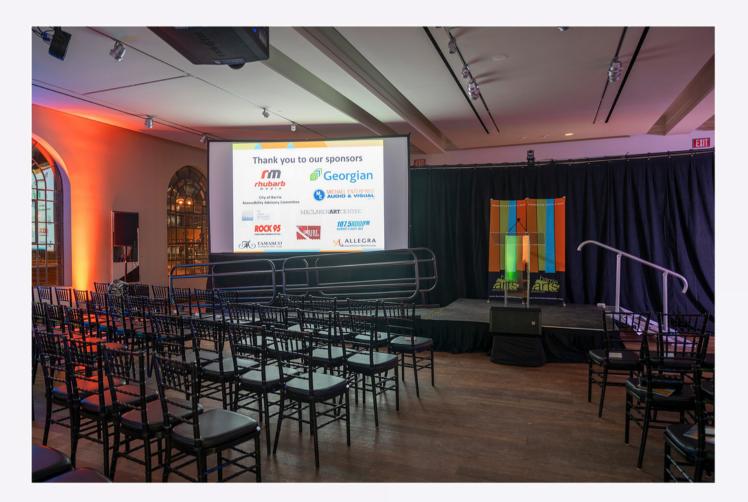














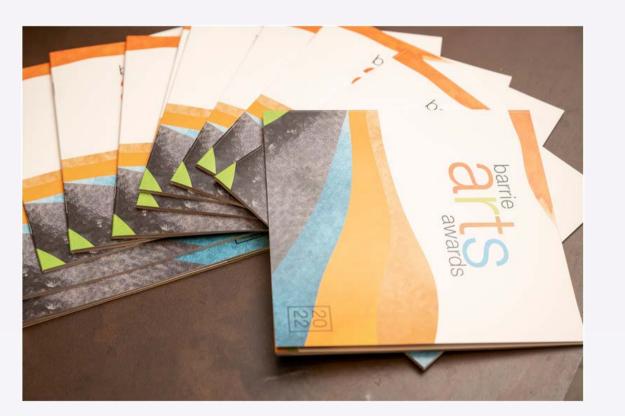
Sensing & Belonging

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Highlight of gala program

Our gala program has been nominated for the Promotional Award at the IEDC's 2023 Excellence in Economic Development Awards





View the full gala program



Highlight of promotions

- 200 posters distributed to all City facilities, libraries, downtown businesses, and partners
- 400 invitations mailed out to the community
- Digital ads run on all City facility screens for three weeks leading up to the event
- Newspaper ads in Barrie Advance's This Week in Barrie
- Radio ads on Kool FM and Rock 95, including at least 20 produced promotions
- Two large sponsor thank you signs on display at the event
- Social media posts across <u>Facebook</u>, <u>Instagram</u>, and <u>Twitter</u>



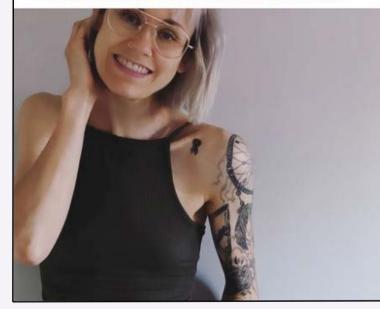
Highlight of social media campaigns

A campaign with previous winners' testimonals to promote nominations, and a campaign celebrating the 2022 winners after the event Creative Barrie November 30, 2022 · Shining a light on this year's Barrie Arts Awards winners!

Y Emerging Artist Award Monica Loney

Learn about Monica & all the 2022 Barrie Arts Awards winners
http://bit.ly/BarrieArtsAwards

#BarrieArts #Awards2022 #CreativeArts #Barrie #BarrieOntario





creativebarrie Barrie, Ontario

Today, I have transitioned into working full time as a documentary filmmaker and editor. I have made two short documentary films for CBC Gem, worked on projects for all of the major streaming platforms in Canada, and this September a film that I cut, Buffy Sainte-Marie:Carry It On, will premiere at the Toronto International Film Festival. Needless to say, none of these achievements would have been possible without the support of my community.

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Liked by tiffsartcollection and others
 creativebarrie T Most Promising Youth, 2013
 Brina Romanek brinaromanek.com... more

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Liked by tiffsartcollection and others
 creativebarrie T Most Promising Youth, 2013
 Brina Romanek brinaromanek.com

We're catching up with previous Barrie Arts Awards winners! Do you know someone who should be recognized for the Most Promising Youth award?

Most Promising Youth: Must be 19 years of age or younger and currently enrolled in a secondary or post-secondary institution. This youth will have demonstrated superior ability in their art form.

Nominate them by September 19!

Barrie.ca/ArtsAwards

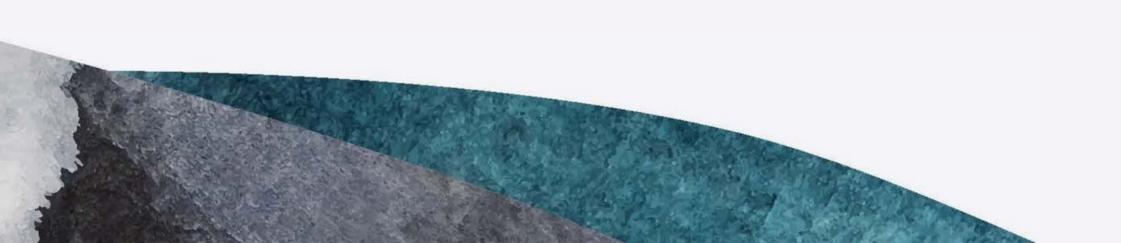
Highlight of data





Over 1.7k webpage views, listing sponsor with hyperlink to sponsor website

Earned media with a potential reach of 6.67 million, an advertising value equivalency of \$61,698





Through Facebook, Instagram, and Twitter combined, Arts Awards promotions had over 29k impressions and over 1.5k engagements.

Highlight of earned media

BARRIETODAY

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City announces arts awards winners, new poet laureate

Tyneisha Ternent named poet laureate at Nov. 22 event

BarrieToday Staff Nov 23, 2022 3:15 PM



Jul 21
EVENTS
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during downtown ceremony

City recognizes 7 artists for contribution to Barrie arts scene at Nov. 22 ceremony at MacLaren Art Centre

By Brett Glover Barrie Advance Tuesday, November 29, 2022 | 👌 1 min to read

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THINGS TO DO OPINION ANNOUNCEMENTS SPECIAL FEATURE: I IFF munities - Business Council Crime Topics Indigenous Local

The impact of big tech's war on local news is already being felt. Here's how to stay connected.

rds winners announced, new city poet laureate named

Summary of 2022 sponsorship benefits Artist Beyond Barriers Award Sponsorship (\$2000)

- Opportunity to present the Artist Beyond Barriers award
 - Presentation recognized in print material
 - Presence on stage at the event







Thank you

from all of us at



To discuss this year's event and further sponsorship opportunities, please contact Amanda.Dyke@barrie.ca or 705-739-4220 ext. 4593

