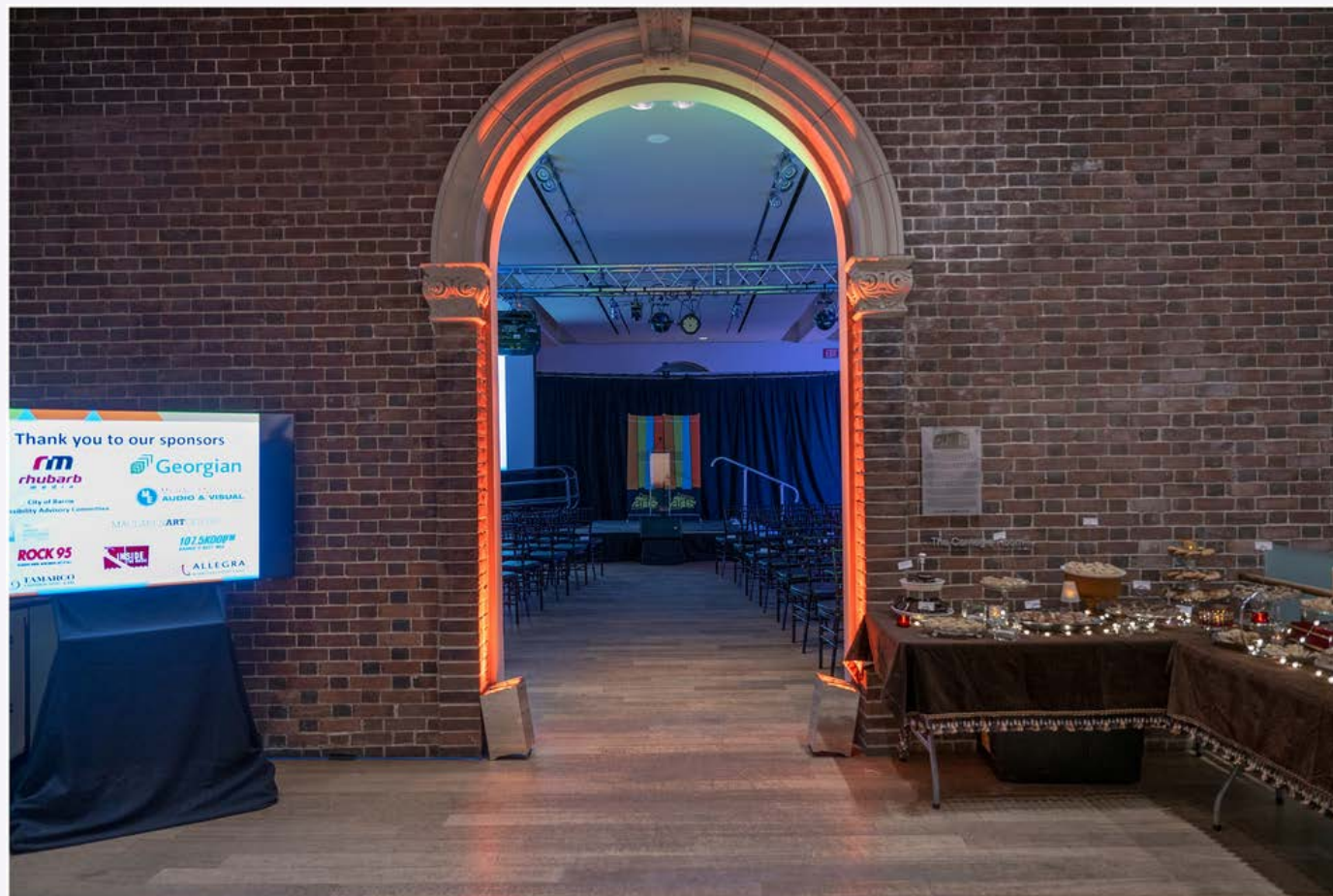




2022 Sponsorship Report for

Seniors & Accessibility Advisory Committee

Highlight of 2022 Gala



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





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](#)

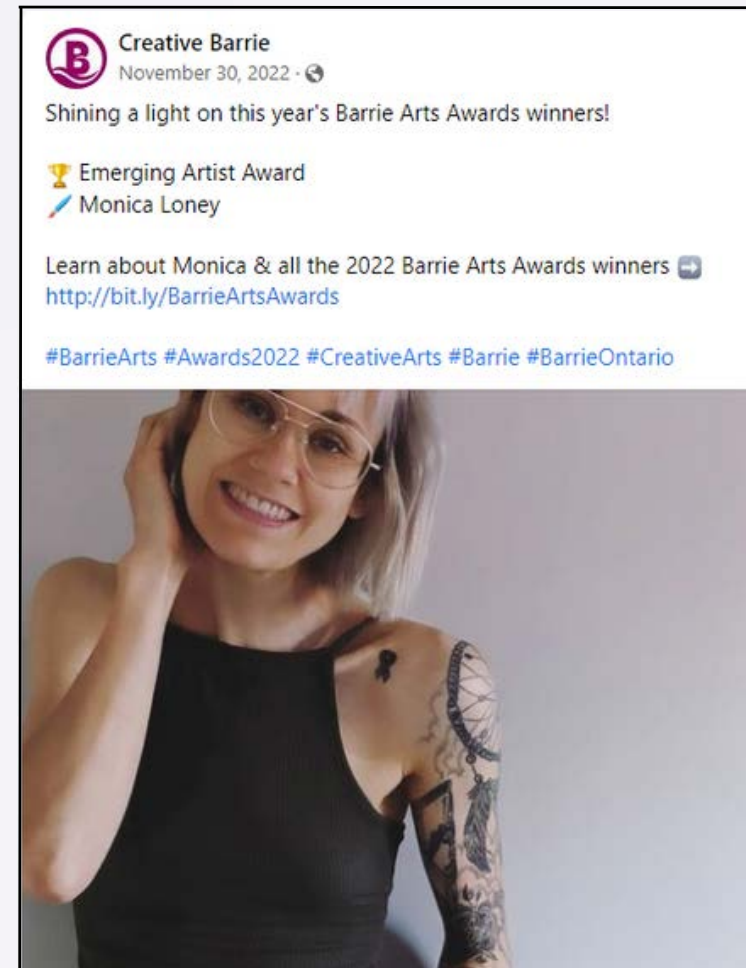
Highlight of promotions

- 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 [Facebook](#), [Instagram](#), and [Twitter](#)



Highlight of social media campaigns

A campaign with previous winners' testimonials to promote nominations, and a campaign celebrating the 2022 winners after the event



Highlight of data



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

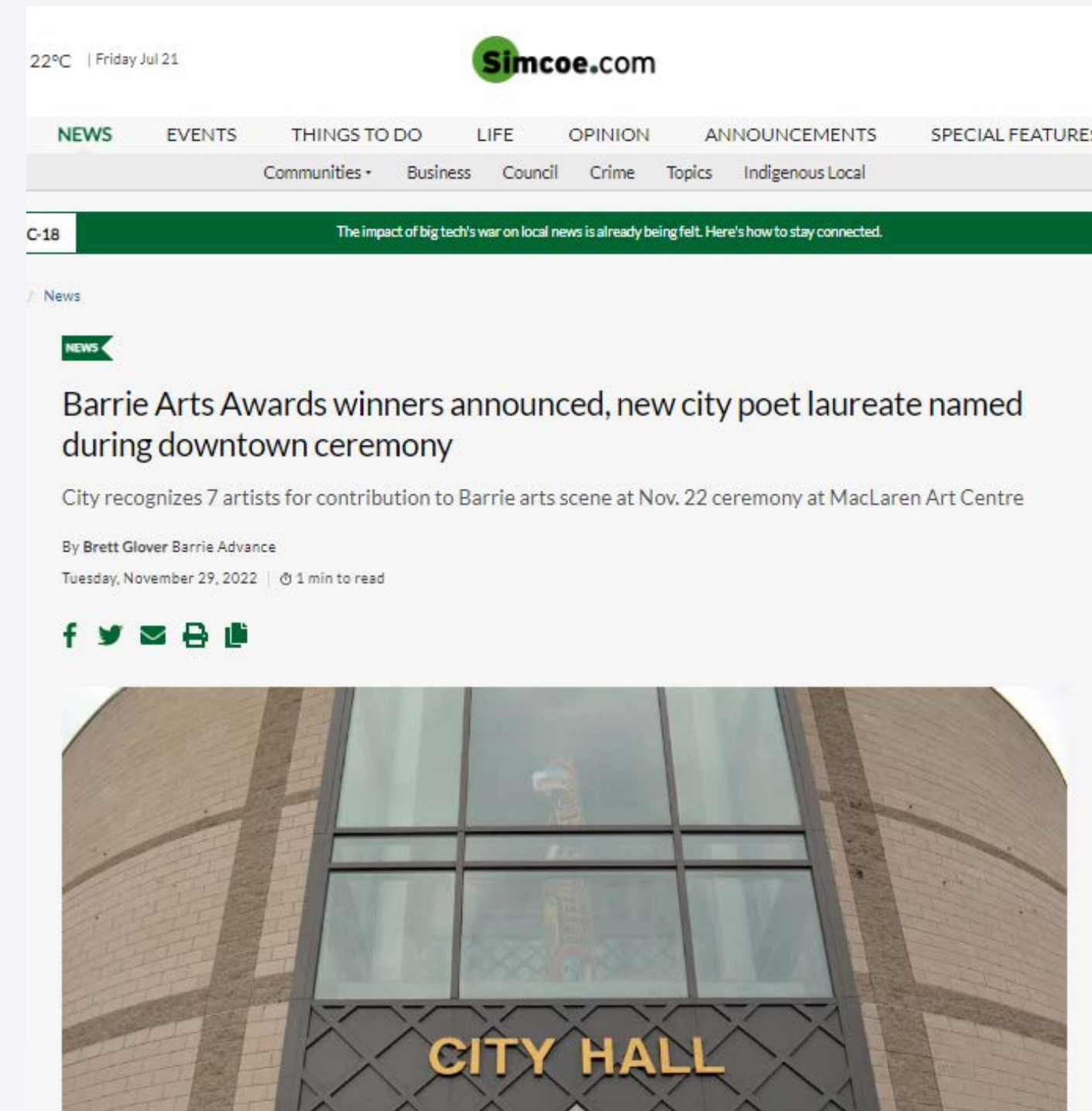


Earned media with a potential reach of 6.67 million, an advertising value equivalency of \$61,698



Through [Facebook](#), [Instagram](#), and [Twitter](#) combined, Arts Awards promotions had over 29k impressions and over 1.5k engagements.

Highlight of earned media



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

