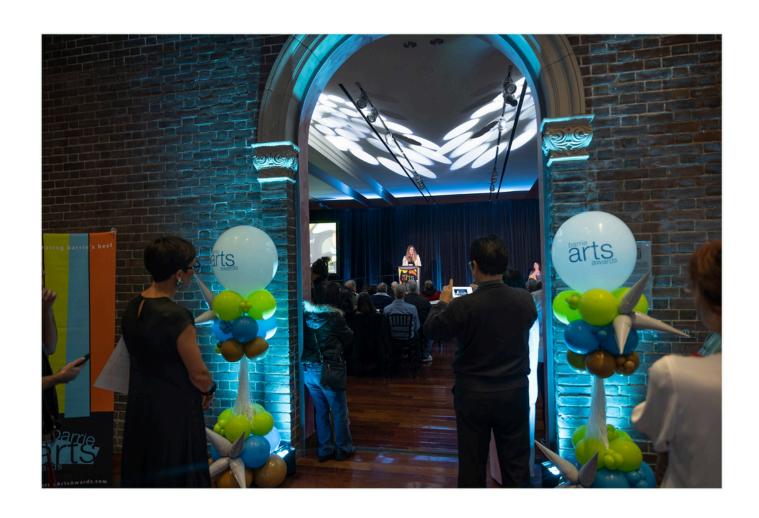
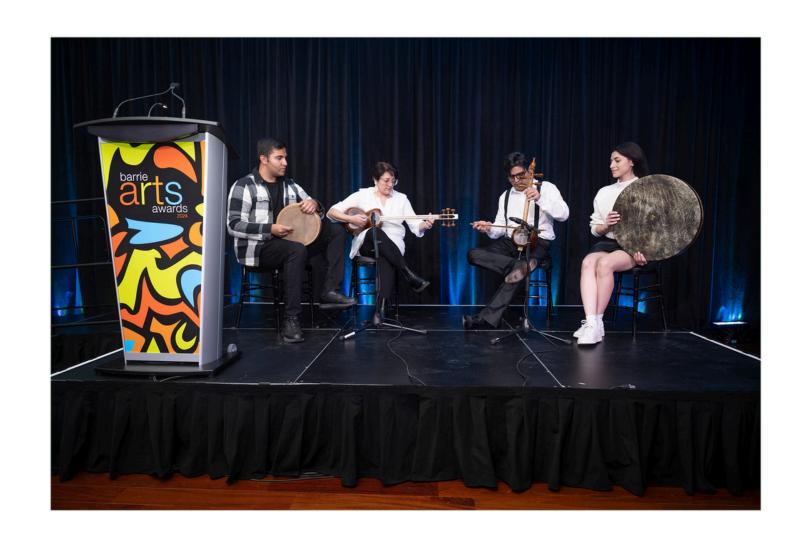


2024 Sponsorship Report



Highlights of the Gala





Almost 200 attendees 68 nominations 10 sponsors engaged 6 awards 4 performances





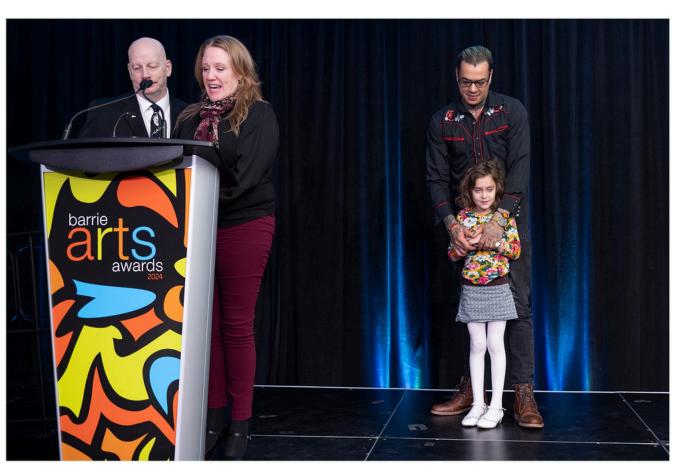












Highlights of gala program

Award sponsors listed alongside their respective categories in the program, which is provided as a digital download and distributed in hard copy to almost 200 attendees; a keepsake for many

Evening Agenda

MacLaren Art Centre | Tuesday, November 12



Cocktails + Appetizers

provided by Lazy Tulip & B'Spoke, performance by Lyric Dubee, photos by Elliott Impact Media

OO pm Welcome from MC

Rachel Detta from Rock95

05 pm Greetings from Mayor Alex Nuttall

Award Presentation

Most Promising Youth

Award Presentation

Emerging Artist presented by Georgian College DVA

Performance

Simcoe County Chinese Association

Award Presentation

Artist Beyond Barriers presented by City of Barrie Seniors & Accessibility Advisory Committee

Performance

Tyneisha Thomas, Poet Laureate

Award Presentation

Business Champion

Award Presentation

Contribution to the Community

Performance

Iranian Folk Music Ensemble

Award Presentation

Excellence in the Arts

Performance

Choir Revolution



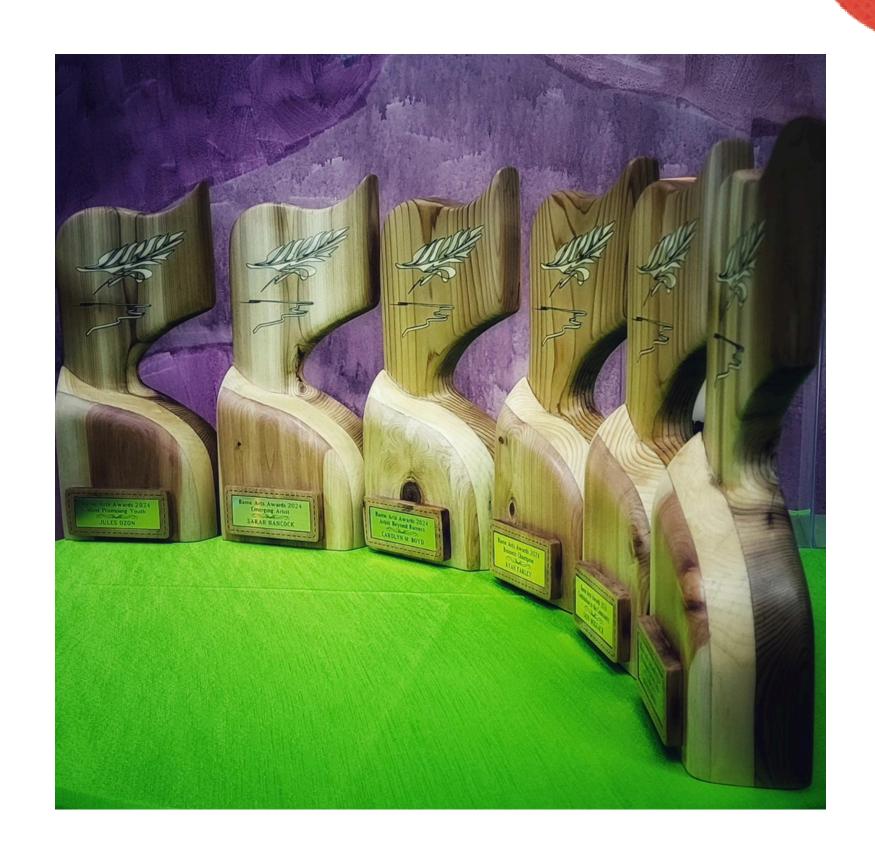


Highlight of award statuettes

Each year, a new visual artist is contracted to design and create the award statuettes, which are pieces of artwork themselves



2024 awards were designed and created by artist Aylan Couchie



Highlight of promotions

- Nominations shared widely with the community via media release, newsletters, social media, radio
- Digital invitations shared via Culture Pop newsletter (almost 600 subscribers)
- Digital ads run on all City facility screens for three weeks leading up to the event
- 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>X</u>



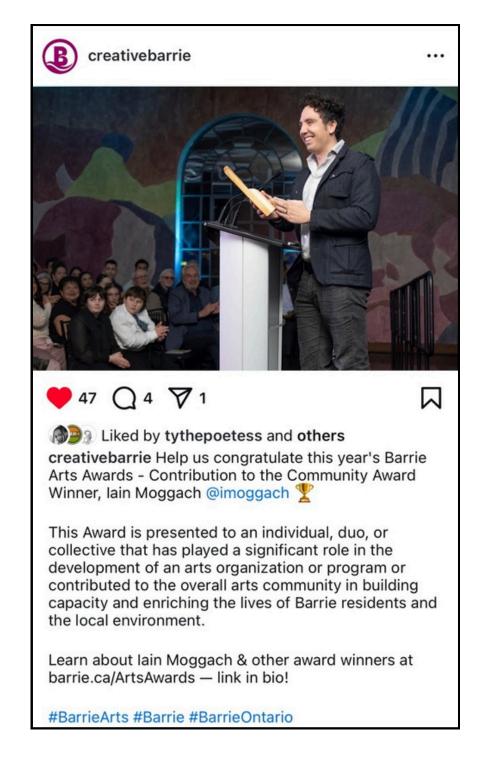
Highlights of social media campaigns

Campaigns to promote nominations, invite the community to the gala, celebrating the winners

and highlighting the event

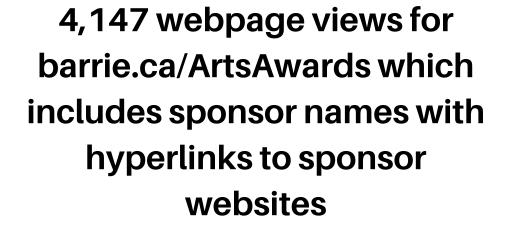






Highlights of online marketing data







Through <u>Facebook</u>, <u>Instagram</u>, and <u>X</u> combined, Arts Awards posts had almost 45K impressions and over 14K engagements.

Thank you

from all of us at



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