



macSQUERADE

Disco Inferno!

Groovin' for the Arts

NOVEMBER 28, 2024
LE TRÉPORT WEDDING & CONVENTION CENTRE

macarts.ca/macsquerade

mac
Mississauga Arts Council

MACSQUERADE

Disco Inferno!

Groove is in the Art!



We're so excited, and we just can't hide it! Join us for *The MACsquerade Disco Inferno!*

Mississauga Arts Council (MAC) invites you to our Disco-themed fundraising gala featuring live and silent auctions, musical performances, dancing, gourmet food, an open bar, and the presentation of the 6th Annual Arts for Mental Health Award. Your sponsorship directly benefits MAC's artist programs, including MicroGrants and Sauga Arts HUB, fostering creativity and professional development for local artists.

This entertaining fundraising event brings together Mississauga's creative and political VIPs to celebrate good times in support of the arts. MACsquerade Sponsors are recognized by arts, business, and political leaders from across Mississauga at *The MACsquerade Disco Inferno!* Together, we are building a more creative and vibrant Mississauga for everyone.

WHEN:

Thursday, November 28, 2024

5:30 PM Doors

6 PM Red Carpet Reception

7 PM Dinner and Program

WHAT:

The MACsquerade Disco Inferno! Fundraiser
Spectacular live performances, dancing, live and silent auctions, and the presentation of the Arts for Mental Health Award

WHERE:

Le Tréport Wedding and Convention Centre
1075 Queensway E, Mississauga

DRESS:

Black-tie with a Disco twist

ABOUT THE MISSISSAUGA ARTS COUNCIL

The Mississauga Arts Council (MAC) is a registered charity dedicated to fostering the growth of the arts sector by cultivating creative opportunities and connections between artists and residents of Mississauga and beyond. MAC is dedicated to providing service-based programming to artists, funding artist-led programs, and growing awareness of the arts to build a vibrant and thriving cultural community.



Make an impact on the lives of professional artists!

Funds raised from *The MACsquerade Disco Inferno!* will support MAC and our mission to empower Mississauga's arts economy by creating impactful opportunities and capacity for local artists.

Create

FUNDING ARTIST-LED PROJECTS

MAC MicroGrants provided \$154,000 in funds to 50 artist-led projects in 2023.

Launched in 2024, *SNAP!*, connected artists and communities, investing over \$80,000 into all 11 city wards!

Connect

ARTS FOR MENTAL HEALTH

ArtsCare is a pilot program that employs professional artists to run arts for wellness workshops accessible to residents of Mississauga who need them the most.

Celebrate

THE MARTY AWARDS

The MARTYS, MAC's prestigious annual award show dazzles 500 guests, celebrating artistic accomplishments across all disciplines with 21 winners in 2024!

BEAUTIFYING MISSISSAUGA

In 2024, Murals with MAC will provide over \$100,000 to artists to create beautiful public art installations across Mississauga.

DEVELOPING "ARTPRENEURS"

TD Culture Lab engaged over 600 artists in 2023 with opportunities to learn, network with experts, and improve their professional business skills.

MEANINGFUL ARTIST PROMOTION















Sauga Arts HUB platform promotes over 1,300 artist events, activities, and opportunities. In 2023, MAC and member initiatives garnered over 2.7 million digital impressions!



Sponsorship Benefits




















PRE-EVENT MARKETING

PRESENTING SPONSOR	VISIONARY SPONSOR	CHAMPION SPONSOR	RESOUNDING SPONSOR	FRIENDS OF THE ARTS
\$25K	\$15K	\$10K	\$5K	\$3K

	PRESENTING SPONSOR	VISIONARY SPONSOR	CHAMPION SPONSOR	RESOUNDING SPONSOR	FRIENDS OF THE ARTS
Sponsor category exclusivity					
Corporate logo/name as title sponsor on all promotional materials					
Weighted recognition in event press release(s) (sent to 150+)					
Weighted recognition on MAC's social media (31,000+ followers/subscribers)	 *				
Weighted recognition of MAC's website					

*Exclusive post on social media

EVENT PRESENCE

	PRESENTING SPONSOR	VISIONARY SPONSOR	CHAMPION SPONSOR	RESOUNDING SPONSOR	FRIENDS OF THE ARTS
Tickets to <i>The MACsquerade Disco Inferno!</i>	10	10	10	10	10
Preferred VIP seating				 ^	
Logo on red carpet images of guests (200+ photos of 450 guests)					
2-minute speech or corporate video demonstrating why your company supports the arts					
Onstage sponsor recognition					
Weighted logo recognition on event signage					
Weighted recognition in printed event program and screens					

^Preferred VIP Seating - Subject to availability



macsQUERADE *Become a Sponsor!*

Exclusive!

Groove is in the Art Presenting Sponsor

\$25,000

- Sponsor category exclusivity
- Corporate logo/name as title sponsor on all promotional materials
- Exclusive logo placement on photo booth images (200+ photos taken of 450 guests)
- Table of 10 to *The MACsquerade Disco Inferno!* with preferred VIP seating (value of \$1,500)
- 2-minute speech or corporate video demonstrating why your company supports the arts
- Onstage sponsor recognition
- Weighted logo recognition in:
 - Event press release(s) sent to 150+; Exclusive post on MAC social media - reach of 31,000+; MAC website; event program, event screens, and event signage

Visionary Sponsor

\$15,000

- Table of 10 to *The MACsquerade Disco Inferno!* With preferred VIP seating (value of \$1,500)
- 2-minute corporate video shown during dinner
- Onstage sponsor recognition
- Weighted logo recognition in:
 - Event press release(s) sent to 150+; MAC social media - reach of 31,000+; MAC website; event program, event screens, and event signage

Sponsor the MACsquerade

Join us in making a positive impact in the arts!

If you are interested in being a sponsor, please reach out to
Mike Douglas at mike@macarts.ca or (647) 929-9381



MACSQUERADE

Make a Difference in the Arts!

Champion Sponsors

\$10,000

- Table of 10 to *The MACsquerade Disco Inferno!* with preferred VIP seating (value of \$1,500)
- Onstage sponsor recognition
- Weighted logo recognition in:
 - Event press release(s) sent to 150+; MAC social media - reach of 31,000+; MAC website; event program, event screens, and event signage

Resounding Sponsors

\$5,000

- Table of 10 to *The MACsquerade Disco Inferno!* with VIP seating* (value of \$1,500)
- Weighted logo recognition in:
 - MAC social media - reach of 31,000+; MAC website; event program, event screens, and event signage

**Based on availability*

Friends of the Arts

\$3,000

- Table of 10 to *The MACsquerade Disco Inferno!* (value of \$1,500)
- Weighted logo recognition in:
 - MAC website; event program, event screens, and event signage

Upgrade Your Guest List

Your sponsorship comes with 10 tickets (a full table) to *The MACsquerade Disco Inferno!*

Looking to add additional tickets?
Contact Susan Durnin at susan@macarts.ca

Benefit from our Digital Reach

Mississauga Arts Council and Sauga Arts HUB prides itself on its robust digital communications channels to uplift the arts in Mississauga.

2,700,000+

total impressions
across platforms in 2023

31,000+

total fans/followers/subscribers
as of July 2024



9,500+ likes/follows

917K+ impressions in 2023



5,300+ followers
15K post reactions in 2023



6,700+ followers
214K impressions in 2023



6,600+
HUB Highlights
e-newsletter
subscribers



159,000
page views in 2023

Press Releases sent to **150+**
media contacts across Ontario

79,000+ site users in 2023