

Transforming a City

Artful transformations

In Mississauga, half our residents were born in another country, and 110 languages are spoken.* The arts unite peoples like nothing else. Creative togetherness make lives worth living with strength of belonging in your new home.

Artists lift communities. And newcomers delight in festivals, entertainments that connect with hearts through a shared experience, enjoying arts and healing, while making a creative city that is fun and healthy for all.

Why support the arts?

Artists and groups can change the city for good, connecting residents to a wide variety of stimulating, inspiring experiences.

The Mississauga Arts Council (MAC), a 44-year-old registered charity is dedicated to uplifting professional artists from financial hardship. With artists' median income at \$26,400[^], it's an urgent mission.

MAC needs your help to put more artists to work by raising **\$250,000** to stimulate 100+ engagements, delighting residents all over the city.

Donate to MAC at macarts.ca/donate

MAC Empowers the Arts Economy by:



Creating opportunities to work



Connecting artists to audiences and each other



Celebrating artist's achievements



93%

of Ontarians believe that arts activities help enrich the quality of our lives. ~

* 2021 Census, Statistics Canada

^ Hill Strategies, "Statistical profile of the 2,800 professional artists in Mississauga," 2024.

~ Nanos Research, "Impressions of the impact of the arts on quality of life and well-being in Ontario," 2017.

Transforming Neighbourhoods with Murals

How do we feel at home? Do we feel represented here in our neighbourhood? Does something beautiful and ours make us feel better about where we live? Make us happier to be home.

YOU can contribute to creating a more beautiful, arts-friendly city with intriguing community connected murals in every neighbourhood.

Murals can be indoor or outdoor installations; hand-painted or vinyl wrap, on canvas or aluminum. And murals don't just live on walls - they can transform utility boxes too!



Murals with MAC

is a beautification project that brings identity into neighbourhoods, helping to reflect their residents with placemaking images that spotlight neighbourhood character or culture.

By initiating creative partnerships, MAC is helping to develop the visual identity of Mississauga one neighbourhood at a time.

[Learn more at macarts.ca/murals](http://macarts.ca/murals)



You can sponsor a lasting public art piece starting at \$1,500! Help us reach our goal of 100 artful installations!

88%

of Ontarians believe that the arts build a shared sense of community identity*



**Nanos Research, "Impressions of the impact of the arts on quality of life and well-being in Ontario," 2017.*



Transforming Lives with ArtsCare

In 2021, an ArtsCare workshop brought together 15 newcomer women, shy and reluctant to engage, after 5 weeks of assorted arts classes from dance to sculpture, they were laughing, sharing stories about what they did in speeches to their Mayor and local VIPs.

Loneliness shortens lives and ArtsCare combats this illness by bringing music and art classes to residents of subsidized long term care homes, boosting spirits and resilience with sparkling live entertainment, giving them something special to look forward to.

Worldwide research shows creative therapies are effective, low-cost, non-pharmacological

treatments that prevent illness, increase wellness, and reduce healthcare costs. **This is ArtsCare:** a program to bring mental wellness to vulnerable groups by providing joy through accessible creative experiences.

ArtsCare builds confidence, nourishes the soul, and supports artists with meaningful professional work. MAC is a national leader in ArtsCare, piloting a social prescription program to integrate ArtsCare with arts and social service agencies.

Your support ensures those who need it most can access free ArtsCare programs.

ArtsCare projects starting at \$3,000.

Visit artscare.ca to learn more



“What a treat for my clients. Everyone loved the music — one participant said it was the highlight of their year. Being able to provide such quality entertainment means the world to me.”

— Nicole Dorey, Hospice Mississauga



Transforming Careers with MicroGrants

She was a hard-working singer dreaming of leaving her day job to pursue music full-time. With a MAC MicroGrant, she expanded her music skills and achieved her goal to be a full time performer.

MAC's MicroGrant program provides seed funding to artist-led projects that benefit artists *and* residents.

From concerts to exhibitions, and film screenings, to spoken word, MicroGrants support diverse artists bringing creative events to all corners of Mississauga.

MAC has supported 182 projects since 2019, providing \$460,750 in funding to local artists. But **only 1 in 5 qualified projects can be funded.**

With your support, our entrepreneurial Matchmaker MicroGrants will continue to lift local artists and their careers with the seed money they need.



182 projects supported city-wide since 2019



Learn more at macarts.ca/microgrants

MicroGrant Sponsorship Opportunities starting at \$1500.

“The encouragement and validation of receiving this grant has bolstered me immensely as an artist, and I truly appreciate this value placed on my work.”

— Leah, MicroGrant Winner (2020)

Transforming Excellence

And the winner is...

Creative excellence is celebrated at a red carpet gala awards dinner, bringing political and business leaders together in support of the artistic community. With over 500 guests celebrating the finalists in an unforgettable evening of support and inspiration.

The annual MARTY Awards celebrates outstanding achievements across 20 award categories, honouring outstanding Emerging and Established artists for winning performances and community achievements.

Sponsorship Opportunities

The MARTYS enable sponsors to connect with artists and celebrate their achievements. Sponsors are recognized alongside artists, bringing the whole community together in an unforgettable celebration of Mississauga's creative promise.

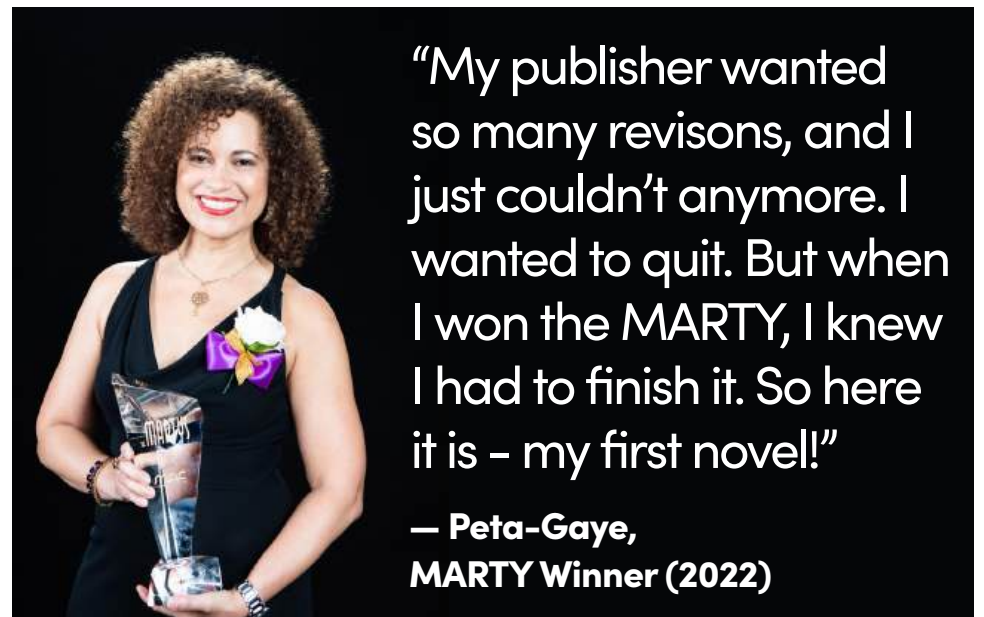


Learn more at macarts.ca/martys

Gala Event Sponsorship
\$4,000 to \$10,000
 Special Recognitions!

Award Sponsorship
\$2,500
 Includes presenting awards
 to winners on stage!

Artist Sponsorship
Starting at \$100
 Subsidized tickets for artists



“My publisher wanted so many revisions, and I just couldn't anymore. I wanted to quit. But when I won the MARTY, I knew I had to finish it. So here it is – my first novel!”

— Peta-Gaye,
MARTY Winner (2022)

Transforming Public Interest

- MAC's Communications turn stories into fuel for building a greater public appetite for the arts.
- MAC's Programs provide the stories and personalities that bring the arts to life in Mississauga.
- MAC's media channels recognize artists, sponsors and donors with 3 million+ impressions.

Here's how we support the arts with messages that work.

3,154,000+

total page and post impressions in 2024

32,900+

total digital followers, subscribers, fans



7,200+

HUB Highlights weekly subscribers



135,700

page views in 2024

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

67,400+

 site users in 2024