

# mississauga 20 arts awards 25 sponsorship package



## about the mississauga arts awards

The Mississauga Arts Awards (The MARTYS), organized by the Mississauga Arts Council, are Canada's most comprehensive civic arts awards, shining a spotlight on the brightest stars in Mississauga's arts and culture sector.

Marking 30 years in 2025, The MARTYS are the city's ultimate red-carpet event, where emerging and established artists take centre stage in a glamorous night of recognition and celebration. Since 1994, over 400 artists and arts patrons have been honoured for their extraordinary contributions to Mississauga's thriving cultural identity.

## benefits of sponsorship

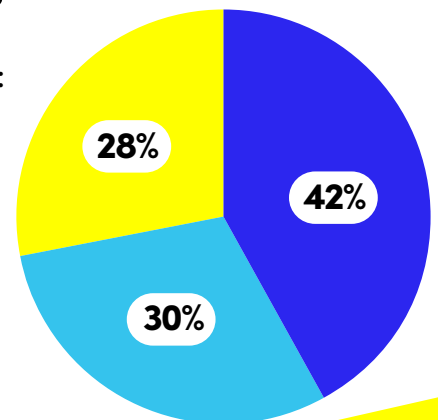
Supporting The MARTYS enables your business to align with Mississauga's arts economy while celebrating the excellence and significance of local artists' work.

With your investment, the arts in Mississauga will continue to flourish, through recognition and celebration of artists' excellence.

## who attends?

500 guests including:

- Artists and Support Groups
- Leaders and Dignitaries
- Sponsors



### when:

Thursday, June 19, 2025  
6 PM Red Carpet Reception  
7 PM Dinner & Awards Show

### where:

Mississauga Convention Centre  
75 Derry Rd W, Mississauga

### what:

The MARTYS Celebrate 30 Years!  
Award presentations with gourmet dinner and entertainment

### dress:

Semi-formal, business formal,  
or a creative, dressy look

### contact:

Mike Douglas  
Executive Director  
Mississauga Arts Council  
mike@macarts.ca  
(647) 929-9381

# support the martyts



## visionary sponsor

**\$10,000**

- **Sponsor Category Exclusivity**
- Introduced by Mayor as Visionary Sponsor
- Table of ten (10) with preferred seating at The MARTYS
- Full-page company advertisement on back cover of event program
- Weighted logo recognition in:
  - Event Press Release(s) - sent to 150+; MAC social media - reach of 32,900+; MAC website; event program, event screens and event signage

## champion sponsor

**\$6,000**

- Introduced by the host as Champion Sponsor
- Six (6) tickets with preferred seating at The MARTYS
- Full-Page company advertisement in event program
- Weighted logo recognition in:
  - Event Press Release(s) - sent to 150+; MAC social media - reach of 32,900+; MAC website; event program, event screens and event signage

## resounding sponsor

**\$4,000**

- Four (4) tickets with preferred seating at The MARTYS
- Half-Page company advertisement in the event program
- Weighted logo recognition in:
  - Event Press Release(s) - sent to 150+; MAC social media - reach of 32,900+; MAC website; event program, event screens and event signage

**celebrate bigger!  
host your own table**

Your sponsorship comes with complimentary tickets. Want to upgrade to a table?

Contact Susan Durnin at [susan@macarts.ca](mailto:susan@macarts.ca) to add tickets to your sponsorship!

# sponsor an artist award



## artist award sponsor

**\$2,500**

### be a part of the marty's award show!

Our Artist Award Sponsors get to be on-stage and announce the winners! Your gift will be recognized by 500 attendees as a supporter of the arts with photos and recognition.

- Representative on-stage to present MARTY Awards for your choice of Award Category\*
- Two (2) tickets at the MARTYS + opportunity to sit among the finalists
- Portrait photo of your representative with the Award winner(s) in your chosen category
- Weighted logo recognition in:
  - MAC social media - reach of 32,900+;
  - MAC website; event program (on pages associated with selected award category)



## award categories:





























- Dance
- Film/Video Arts
- Music - Group
- Music - Instrumental
- Music - Solo Vocalist
- Theatre Arts
- Visual Arts - Multimedia Arts
- Visual Arts - Traditional Forms
- Community Arts Group/Collective of the Year
- Festival of the Year
- Hazel McCallion Volunteer of the Year
- Lifetime Achievement~

*\*Award Category choice based on availability and are subject to change.*

*Categories will be confirmed with sponsors on a first-come basis.*

*~ The Lifetime Achievement Award is reserved for the Visionary Sponsor*

# sponsorship benefits

<b>pre-event marketing</b>	<b>VISIONARY \$10 K</b>	<b>CHAMPION \$6 K</b>	<b>RESOUNDING \$4 K</b>	<b>ARTIST AWARD \$2.5 K</b>
Sponsor category exclusivity				
Weighted recognition in event press release (sent to 150+)				
Recognition on our social media channels (32,900+ subscribers)				
Name or logo displayed on MAC site				
<b>event presence</b>	<b>VISIONARY \$10 K</b>	<b>CHAMPION \$6 K</b>	<b>RESOUNDING \$4 K</b>	<b>ARTIST AWARD \$2.5 K</b>
Tickets to attend the MARTYS	10	6	4	2
Recognized on stage as event sponsor				
Preferred seating at the MARTYS				
Weighted logo exposure on event screens and in-person signage				
Logo recognition in event program				 ^
Representative on-stage to present MARTY Award	 ~			
Professional photo with award winner(s) in your selected category				
Choice of award category*				
Advertisement in event program	Full page, back cover	Full page	Half page	

*^Logo featured on finalist award pages of program*

*~The Lifetime Achievement Award is reserved for the Visionary Sponsor*

*\*First-come first-served, categories subject to change*

# sponsor the artists



## support mississauga's arts community in other ways!

To ensure The MARTYS are accessible to deserving artists, help remove financial barriers by sponsoring a performance, tickets, or a full table. Your sponsorship allows local artists to shine at The MARTYS, where they are able to celebrate their achievements with peers and leaders in Mississauga.

## sponsor a performance **\$1,000**

Showcase your support for local talent by sponsoring a performance.

- Your name written in the event program next to your sponsored performer and included on the MAC website.

## sponsor a finalist **\$500/5 finalists**

Sponsor deserving artists to attend The MARTYS free of charge. **\$1,000/10 finalists\***

- Your name written in event program and included on the MAC website as "Friend of the MARTYS"
- Sponsor additional artists at \$100/artist
- \* *Bonus! Sponsor 10 artists and your logo will be featured on the sponsored table*

## sponsor the martyts

Join us in making a positive impact in the arts! If you are interested in being a sponsor for this memorable award event, please reach out to **Mike Douglas** at [mike@macarts.ca](mailto:mike@macarts.ca) or **(647) 929-9381**.

Together we can nurture and celebrate local artists who call Mississauga home.



# advertise at the martyrs

## align your company with the arts in our program

The souvenir MARTYS program will be seen by 500 attendees at the awards show on June 19, 2025. Be recognized as a leading arts supporter in Mississauga with an ad in our commemorative program.

**FULL PAGE  
WITH BLEED**

**5.75" x 8.75"**

**HALF PAGE  
5" x 3.875"**

**THIRD PAGE  
5" x 2.375"**

**full-page ad \$400**

**half-page  
horizontal ad \$200**

**third page  
horizontal ad \$150**

Dimensions:  
5.75" x 8.75"\*

Dimensions:  
5" x 3.875"

Dimensions:  
5" x 2.375"

\*Trimmed to 5.5" x 8.5"

## secure your ad space!

Please contact Susan Durnin at [info@macarts.ca](mailto:info@macarts.ca) or (289) 902-4895 to secure your spot in our program.

## artwork details

Final file should be a print-ready CMYK PDF and sent to [info@macarts.ca](mailto:info@macarts.ca) by Friday, June 6, 2025.