

Igniting Rural Communities



Symposium for Performing Arts in Rural Communities

**Thursday, October 27 – Sunday, October 30, 2016
Pinestone Resort & Conference Centre
4252 County Rd. #21, Haliburton, Ontario K0M 1S0**

SPONSORSHIP PROSPECTUS

Symposium Overview

The symposium, the only one of its kind in Canada, will focus on the *business* of performing arts in a rural setting, and feature three streams of exploration – creation, production and presentation – across four disciplines of the performing arts – Dance, Theatre, Music and Media Arts.

Partnering Organizations

Generous financial support has been received from the Canada Arts Presentation Fund, Department of Canadian Heritage, Ontario Trillium Foundation as well as support partner organizations Arts Council-Haliburton Highlands, #myhaliburtonhighlands, Dysart Cultural Resources Committee and Ticketpro Canada.

The Issues

Rural communities are often overlooked when examining the diverse richness of the performing arts in Canada and what the business of performing arts can do to reinvigorate community and encourage economic development. Those who create, produce or present the performing arts in rural settings face unique opportunities and challenges. Accessibility to resources, travel distances, availability of public transportation, access to corporate and philanthropic funding, access to grants, options for venues, professional support for the performing arts and the business model are often different in rural communities than in urban centres. At the same time the rural nature of a community can nurture and support creativity in ways that are not available to urban centres. The limited availability of resources (human, capital and otherwise) can be a catalyst for rural communities to find ways to collaborate, share resources and knowledge and invent creative methods to implement big ideas with limited finances. Tourism is an important aspect of many rural economies and the performing arts also play a significant role in attracting tourists to rural areas. Creativity is the economy of the 21st Century.

The Symposium will recognize the unique opportunities and challenges faced by those who create, produce or present the performing arts in rural settings. It will provide a dynamic professional forum to explore issues of sustainability, attracting new audiences, creative approaches to cultural tourism and to sharing knowledge and resources. It will provide opportunities for developing strategic partnerships.

The Symposium will advance discussions about how we can create and nurture supportive networks, increase the profile of rural performing arts, and provide opportunity for:

- professional development opportunities that address the specific interests and needs of rural creators, producers and presenters.
- face-to-face networking and information exchange among rural performing arts peers.
- discussing strategies to attract new audiences.
- exploring and updating innovative approaches that ensure sustainability and performing arts organization methods.
- Funders and other service networks to learn about rural differences.
- discovering creative approaches to implement cultural tourism.
- articulating the connection between rural performing arts and the health and vitality of rural communities.
- investigating best strategies for using the shared knowledge – to inform public perception, policy and economic development, and inform SPARC's future advocacy efforts for rural concerns.
- strengthening an ongoing network of performing arts creators, producers and presenters in rural Ontario.

It will provide a forum for rural performing arts creators, producers, presenters and amateurs to spark inspiration, exchange knowledge, learn new skills, network and develop partnerships.

An Exceptional Opportunity

SPARC provides an exceptional opportunity for you, through sponsorship and/or advertising, to enhance your visibility within the presenting arts community, the cultural tourism community and the public, while supporting leading-edge discussions around what the business of performing arts can do to reinvigorate community and encourage economic development.

Symposium marketing and promotional materials will be distributed to over 500 carefully chosen organizations and institutions, as well as thousands of members of the performing arts sectors within Ontario and across Canada. Over 120 key influencers and decision-makers are expected to attend the event itself, which will offer 3 keynote plenary sessions and over 20 carefully selected workshops.

SYMPOSIUM FOR PERFORMING ARTS IN RURAL COMMUNITIES
“Igniting Rural Communities Through Performing Arts”

Benefits of Supporting the Symposium

Support of this ground-breaking event affords your company or organization a unique opportunity to reach leaders in the sector, build name recognition, and demonstrate your understanding of and commitment to the value, benefits and impact of performing arts in rural communities.

Sponsorship Opportunities

Visionary: \$10,000

- Complimentary preferred 10x10 exhibit space (includes 6’ skirted table)
- Verbal acknowledgement during Opening Plenary and other plenary sessions, with pre-agreed promotional wording
- Prominent visual recognition (with logo) on symposium banners and directional signs; recognition in all promotional and advertising materials as a Visionary sponsor
- Full-page sponsor recognition in online preliminary program and on-site magazine format final program; logo on SPARC website with a link to your organization's website
- Complimentary symposium registrations for four members of your company OR opportunity to create bursaries and be recognized for supporting four individuals who would otherwise be unable to attend

Champion: \$5,000

- Complimentary 10x10 exhibit space (includes 6’ skirted table)
- Verbal acknowledgement during Opening Plenary and other plenary sessions
- Visual recognition (with logo) on symposium banners and directional signs; recognition in all promotional and advertising materials as a Champion sponsor
- Half-page sponsor recognition in online preliminary program and on-site magazine format final program; logo on SPARC website with a link to your organization's website
- Complimentary symposium registrations for two members of your company OR opportunity to create bursaries and be recognized for supporting two individuals who would otherwise be unable to attend

Leader: \$2,500

- Complimentary 10x10 exhibit space (includes 6’ skirted table)
- Verbal acknowledgement during plenary sessions
- Visual recognition (with logo) on symposium banners and directional signs; recognition in all promotional and advertising materials as a Leader sponsor

- Quarter-page sponsor recognition in online preliminary program and on-site magazine format final program; logo on SPARC website with a link to your organization's website
- Complimentary symposium registration for one member of your company OR opportunity to create a bursary and be recognized for supporting one individual who would otherwise be unable to attend

Plenary Sponsor: \$2,500

There will be 3 prominent Plenary Sessions available for sponsorship during the Symposium.

- Verbal acknowledgement during introduction to sponsored Plenary Sessions
- Opportunity to display banner in room during sponsored Plenary Sessions (stand-up banner only, to be supplied by sponsor)
- Logo recognition on all print materials describing the sponsored Plenary Sessions
- Logo recognition on all web pages describing the sponsored Plenary Sessions
- Complimentary symposium registration for one member of your organization OR opportunity to create a bursary and be recognized for supporting one individual who would otherwise be unable to attend

Un-Gala Dinner & Showcase Sponsor: \$2,500 Exclusivity – one opportunity

- Verbal acknowledgement in Opening Plenary Session and 3-minute speaking opportunity at Un-Gala event, plus prominent visual recognition on symposium signage
- Name recognition in on-line preliminary program and on-site magazine format final program
- Name recognition on promotional and symposium materials and SPARC website
- Complimentary symposium registration for two members of your organization OR opportunity to create a bursary and be recognized for supporting one individual who would otherwise be unable to attend

Welcome Reception Sponsor: **SOLD** \$1,000 Exclusivity – one opportunity

- Three-minute speaking opportunity during Welcome Reception
- Name recognition in on-line preliminary program and on-site magazine format final program
- Name recognition on promotional and symposium materials and SPARC website
- Complimentary symposium registration for one member of your organization OR opportunity to create a bursary and be recognized for supporting one individual who would otherwise be unable to attend

Friends of SPARC: \$999 or less

- Name recognition in the on-site magazine format final program

To discuss any of the above opportunities further, please contact Rachel Gillooly at 705-454-8107 or rachel@sparcperformingarts.com

Program Advertising Opportunities

A limited number of advertisements will be included in the online Preliminary Program and in the magazine format on-site Final Program.

Online Preliminary and onsite Final Program

Size	Dimensions (width x height, in inches)	Cost
Full Page	7 x 9	\$ 250
Half Page	7 x 4.5	\$ 150
Quarter Page	3.5 x 4.5	\$ 75

Advertisement Specifications

Preferred fonts are Helvetica 45 Light and Helvetica 65 Medium.
Resolution should be 300 dpi.

You may submit your ad using any of the following formats:

- Acrobat PDF
- Jpeg
- TIFF
- EPS with transparency

Please send artwork rachel@sparcperformingarts.com