



Partners  
in Art

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# ART RAGE OUS

SPONSORSHIP PACKAGE

# Strengthening Toronto's Arts Communities







## ARTrageous

Partners in Art's biennial fundraiser is an event with site-specific expertly-curated art, art performances, music, libations, dancing, mingling and so much more. Most importantly, **ARTrageous is a fundraiser that focuses on supporting our artists and strengthening arts communities in Toronto.**

**This year, ARTrageous will be raising essential funds for a newly created Artist-Direct Grant**, which will provide grants directly to artists in the GTA to cover supplies, materials, production costs for exhibitions and to pay themselves for their time and labour. These grants aim to address the lack of funding for artists, recognizing that the barriers they face in Toronto are abundant and growing.

With the soaring cost of living, shortage of studio spaces, and reduced opportunities for artists to create and showcase their work, this looming crisis poses an urgent threat to our arts community. This will have far-reaching consequences for our cultural sector and local economy. **Artists need our support more than ever.**

## PIA's Artist-Direct Grant will support excellent, contemporary art projects in the GTA, and bolster artists' ability to live, work, experiment, and prosper in Toronto.

This grant will also empower artists to:

**Be Innovative** Create cutting-edge art works that redefine contemporary art.

**Increase Exposure** Showcase their work to new audiences through valuable exhibition opportunities.

**Better Support** Cover studio expenses, materials, and increased living costs.

**Increase Visibility** Leverage PIA's social media and press releases to promote and showcase their work.

**Make Progress** Advance their careers through audience development and educational opportunities.

Artist-Direct Grant emphasize emerging and mid-career artists, individuals from IBPOC communities, and other under-represented groups in the cultural sector.

[Learn More About PIA's Artist-Direct Grant](#)







# WHO \ ARE WE?

**Partners in Art (PIA)** is a Canadian charitable organization committed to funding and championing contemporary art through collective philanthropy, volunteerism, and education. Our vision is to lead in arts philanthropy, advancing awareness and appreciation of contemporary art and artists. **Since our establishment in 2002, PIA's collective philanthropy model has funded over 118 bold and innovative contemporary arts projects, raising more than 5.4 million.**

The city of Toronto benefits immensely from the cultural capital generated by the artists and organizations supported by PIA.

For more information on PIA, please click **HERE**.

For a list of all Partners in Art members, please click **HERE**.

## TESTIMONIALS



**Candice Hopkins**  
**Senior Curator, Toronto Biennial of Art**

"Partners in Arts is an extraordinary organization. They are not afraid to fund risk-taking projects and art that pushes the boundaries. We were thrilled to partner with them in 2019 for the inaugural Toronto Biennial of Art."



**Maureen Gruben**  
**PIA-Supported Artist**

"PIA has been pivotal in my career. PIA supported my first large-scale land installation for Landmarks Reperes2017 when my practice was still largely unknown, which connected me with audience across Canada and led to numerous further opportunities. PIA's consistent endorsement of my practice has meant a great deal to me personally and professionally and I am grateful for their incredible hard work and generosity of their members."



**Sean Lee**  
**Director of Programming, Tangled Art Disability**

"It is a privilege to work with Partners in Art! The support we have received has been invaluable in bringing unapologetically Mad, Deaf and Disabled artistry to the forefront of arts and culture. We are grateful that PIA has taken up this important role in nurturing critical and emerging arts practices."



**Shary Boyle**  
**PIA-Supported Artist**

"Partners in Art have stepped up to support two of my most ambitious international projects, providing solid ground for me to grow as an artist. Their ongoing curiosity and evolving allyship models generosity, as we deepen and widen our social understanding of creativity."



# THE EVENT

**Date** Wednesday, October 16, 2024  
**Location** Historic Great Hall  
(1087 Queen Street West, Toronto)

ARTrageous is PIA's signature biennial fundraising event. As a sponsor or donor, you play a pivotal role in directly supporting artists, promoting the creation of new and exciting contemporary art, and strengthening Toronto's arts communities.

## OUR AUDIENCE

ARTrageous draws a diverse and influential audience of up to 450 people, including high-net-worth business leaders, young entrepreneurs professionals, corporate executives, and our next generation of arts enthusiasts and supporters. It also attracts artists, designers, curators, gallerists, arts administrators, and others for a celebration of the importance of art.



## EVENING PROGRAM

ARTrageous will be an unforgettable evening with live entertainment featuring one of Toronto's popular DJs, art installations, and performances.

**VIP Reception 6 - 8 PM**

**Arts Performance 8 PM**

**Art Party 8 PM onwards**





# SPONSORSHIP OPPORTUNITIES

Align your brand with PIA's ARTrageous event and demonstrate your commitment to Toronto's arts communities. Your support will empower artists and inspire the creation of innovative artwork.

PIA will extend sponsors the largest possible tax receipt that adheres to CRA guidelines. Tax receipts will be issued in November or December 2024.

## PRESENTING SPONSOR \$50,000

- Exclusive 'ARTrageous presented by' designation.
- Prominent name and/or logo with first-tier placement on all media coverage, PIA website, mailings, invites, materials, and e-blasts.
- Prominent name and/or logo with first-tier placement on promotional signage at the event.
- Prominent name and/or logo with first-tier placement on event volunteers' shirts.
- Featured name and/or logo with first-tier placement on welcome banners.
- Opportunity to address event attendees.
- A private, exclusive, curated event with selected artists from PIA's 2024-25 Artist-Direct Grant for 50 people within one year of the event includes drinks and appetizers.
- Opportunity for a special artist studio visit for up to 15 of your employees or clients.
- Thank you video from selected artists supported by PIA's 2024-25 Artist-Direct Grant.
- Twenty event tickets.





## **PLATINUM SPONSOR**

### **\$25,000**

- Exclusive event sponsorship limited to two sponsors.
- Name and/or logo featured with second-tier placement on all media coverage, PIA website, mailings, invites, materials, and e-blasts.
- Name and/or logo with second-tier placement on promotional signage at the event.
- Name and/or logo with second-tier placement on event volunteer shirts.
- Featured name and/or logo with second-tier placement on welcome banners.
- A private, exclusive, curated event with selected artists from PIA's 2024-25 Artist-Direct Grant for 20 people within one year of the event.
- Thank you video from selected artists supported by PIA's Artist-Direct Grant.
- Ten event tickets.

## **GOLD SPONSOR**

### **\$10,000**

- Name or logo featured with third-tier placement on all media coverage, PIA website, mailings, invites, materials, and e-blasts.
- Name or logo with third-tier placement on promotional signage at the event.
- Name or logo with third-tier placement on event volunteer shirts.
- Featured name or logo with third-tier placement on welcome banners.
- Opportunity for an artist studio visit for up to 10 of your employees or clients.
- Six event tickets.



## **SILVER SPONSOR**

### **\$5,000**

- Name or logo with fourth-tier placement featured on the PIA website, mailings, invites, and e-blasts.
- Name or logo with fourth-tier placement on promotional signage at the event.
- Name or logo with fourth-tier placement on event volunteer shirts.
- Name or logo with fourth-tier placement on welcome banners.
- Opportunity to meet with two of PIA's artist grant recipients.
- Four event tickets.

## **BRONZE SPONSOR**

### **\$2,500**

- Name with fifth-tier placement featured on the PIA website.
- Name with fifth-tier placement featured on welcome banners at event.
- Two event tickets.

## **FRIENDS OF PIA**

### **\$1,500**

- Name featured on PIA website.
- Name featured on welcome banners at event.
- One event ticket.



# WHO TO CONTACT

For any inquiries about sponsorship opportunities or media requirements, please contact

## **Sponsorship**

Malka Greene

Jane Marrone

Elske Kofman

Farnoosh Talaei

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## **Media Enquiries**

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