

Sponsorship Proposal

Clay Roots is a unique and exciting fundraising event to be held in-person and online, celebrating the Visual Art Centre's 75th anniversary. Founded in 1946, the Visual Arts Centre began as the Potters' Club, a women-run, ceramic-focused art collective. 75 years later, the Visual Arts Centre is now the largest bilingual independent art school in Canada, with a renowned contemporary art gallery (the McClure Gallery) and a dynamic outreach education program for youth and adults in difficult social or economic situations. Clay Roots will celebrate this history through an exhibition of artists who are part of our creative community. There will be hundreds of artworks celebrating the Centre's history, many of which will be inspired by the Clay Roots theme. All of the works will be available for auction online. Additionally, the Centre will launch the Clay Roots book, written by Victoria LeBlanc, which provides a rich visual and written exploration of this Centre's history.

The online and in-person exhibition will run from September 2 until September 15, 2021. On the evening of September 9th, following the launch and signing of the Clay Roots book, the online auction will open. The online and in-person events will bring together artists, friends, and eager buyers to admire and purchase art and celebrate and support this 75-year old artistic hub.

As a not-for-profit charitable organization, the Visual Arts Centre relies on fundraising to be able to continue to offer high quality art education programming. We are proud of our rich 75-year history and, with the support of our community, we are looking forward to continuing to nurture creative practices for the next 75 years!

The Visual Arts Centre invites you to contribute to the success of Clay Roots by providing valued sponsorship support. As a sponsor, your organization will be provided with an array of marketing opportunities that give you prominent visibility among an influential group of Montrealers. With over 55,000 annual visits to the Visual Arts Centre in recent years, 60,000 yearly visits to our website, 3,887 Facebook followers and 1,722 Instagram followers, as a sponsor, your company will have a high level of visibility in the community. It is also important to note that, depending on the level of the sponsorship, sponsors' names will be on the street-level window of the gallery, which faces onto Victoria Avenue and receives very high pedestrian traffic.

	\$7,500	\$5,000	\$3,000	\$1,000
Visibility: size of your logo in visual materials	XL	L	M	S
Your name/logo appears on a sponsorship board in the gallery for the duration of the exhibition, on posters and in email campaigns	✓	✓	✓	✓
Your name in the gallery window directly on Victoria Avenue	✓	✓	✓	
Your name/logo on the Visual Arts Centre's website for:	2 yrs	1 yr	1 yr	
Your company is identified as a sponsor on the online auction platform	✓	✓	✓	✓
Your company is thanked at the end of the 75th anniversary video	✓	✓		
Free online auction access codes	6	4	2	1
Corporate workshop for 12 of your employees	✓			
Dedicated posts on our social media accounts	3	2	1	

If you would like to sponsor the event at a different amount or if you have another visibility idea, please contact us to discuss the possibility of a tailored package.

Sponsorship Confirmation

YES, I would like to be a sponsor of Clay Roots and support the Visual Arts Centre's mission.

Name: _____

Company: _____

Address: _____

Email: _____ Phone: _____

I would like to sponsor Clay Roots at the following level:

- Forest Builder \$7,500
- Conservationist \$5,000
- Arborist \$3,000
- Seed Sower \$1,000

Signature: _____ Enclosed is my payment for \$ _____

Please make your cheque payable to CENTRE DES ARTS VISUELS and return it with this form to Cathy Ransom, Visual Arts Centre, 350 Victoria Avenue, Westmount QC H3Z 2N4. For more information, please contact Natasha Reid at 514-488-9558 (natasha@visualartscentre.ca).

I wish to support Clay Roots as an individual donor.

Individual Donor* Amount of \$ _____

Signature: _____ Enclosed is my payment for \$ _____

* Individual donors can receive a tax receipt.