



s m i t h e r s
ART GALLERY

Sponsorship Package

2017

image: Pashan Bassett

*Celebrating the Arts
in the Bulkley Valley*

About the Gallery

The Smithers Art Gallery is a community-based, non-profit organization that has served as a vital link between the visual arts and the local community since 1971. Located in the historic Central Park Building, we strive to be a hub for the celebration of the arts. Our exhibition gallery serves as a venue to showcase the work of local and regional visual artists. The Gallery also provides educational opportunities for adults, older youth and children through workshops, lectures and demonstrations, summer art camps, free drop-in art activities, and school group visits.



The presence of an art gallery enriches the Bulkley Valley community, helping to create a sense of belonging among our citizens, as well as to develop an awareness of our creativity and cultural diversity. Not only does the Smithers Art Gallery help to draw visitors to our area, it encourages them to stay.

The Gallery changes exhibitions every 5 weeks, profiling local and regional artists in solo or group shows, at no cost to the public. Highlights of our exhibitions in 2016 include:

- **a community show of fabric art** including quilts, felted work, sewn art, painted silk, rug hooking and sculptural objects
- **the Valley Youth Show** showcasing artwork by Gr8-12 students being educated in the Bulkley Valley between Hazelton & Houston
- **the 6x6 Auction**, an exhibition and fundraiser which over 300 artists from the community participated in and donated their artwork to, and which received 750 visitors over four days.



We also hold special fundraisers each year which focus on community participation and have become popular annual events, such as **Wintergold Arts & Crafts Fair**, **One-of-a-Kind Artisan Christmas Gift Shop**, and **Divas & Friends** concert.



Why sponsor the Smithers Art Gallery?

The Gallery is operated and run almost entirely by volunteers who donate thousands of hours every year, demonstrating a solid commitment from the community to having an art gallery. From strategic planning, to hanging exhibitions, organizing opening receptions, assisting with fundraising events and opening the gallery to the public, volunteers are vital to keeping the Smithers Art Gallery a centre for the visual arts. The Gallery is fortunate to receive a grant-in-aid from the Town of Smithers and raises the remainder of its annual operating costs through grants, fundraisers, sponsorships, memberships, and art sales. *Corporate sponsorships are vital to the Gallery's continued operation, constituting around 5% of our revenues.*

What benefits are there to being a sponsor?

- Supporting a creative and proven non-profit enterprise whose goal is to nurture a healthy, vibrant, and creative cultural community
- Helping to attract new residents to our area
- Being recognised as a sponsor in the Gallery's marketing and promotion materials and strategies
- Increasing your visibility to the public in a positive, community-oriented context, helping you to foster community relationships.

STANDARD BENEFITS PACKAGE

All sponsors enjoy the following:

- Company logo on exhibition and event posters, flyers and sandwichboard and road sign posters
- Recognition in the Gallery's electronic mailings and promotion
- Recognition at exhibition opening receptions
- Recognition in a framed notice in the Gallery throughout the exhibition/event featuring your company name and logo
- Recognition on the Gallery's website and Facebook page
- Recognition in the Gallery's Annual Report

Sponsorship Opportunities 2017

- \$200-Level**
- Exhibition Sponsorships (x7)
 - Spring Kids' Workshop
 - Wintergold Arts & Crafts Fair
 - One of a Kind - Artisan Christmas Gift Shop
- \$500-Level**
- Canada 150+ project: exhibition & workshops
 - Summer Art Camp
 - Saturday Art Activities for Kids
 - Spring & Fall Workshops Series
- \$1000-Level**
- *Divas & Friends Variety Show fundraiser*

\$200-LEVEL SPONSORSHIP OPPORTUNITIES

Sponsors receive the Standard Benefits Package (p.2)

Exhibition Sponsorships (\$200)

7 exhibitions

Exhibition sponsorship subsidizes the cost to the Gallery of promoting and marketing each new exhibition to the local and regional community through printed materials, press releases, and online events calendars. There are 7 monthly exhibitions for sponsorship in 2017 - *see the back page to choose your exhibition!*



Spring Kids' Workshop (\$200)

March-April

New program this year! Local artist Michelle Gazely will be instructing a four-session workshop for 8-12 year-olds who have a keen interest in art . This will be a great opportunity for them to learn new techniques and improve their skills. The workshops will be held in March and April.

Wintergold Arts & Crafts Fair (\$200)

Nov 24 & 25

Wintergold is one of the oldest Christmas craft fairs in Smithers (38 years!) and is a perennial favourite with the community - hundreds of people pour into the Central Park Building to attend the fair.

One-of-a-Kind: Artisan Christmas Gift Shop (\$200)

Nov 28 - Dec 23

In December the gallery becomes a gift shop of unique, handcrafted items by local artisans. Artisans love having the opportunity to sell direct to the public in a gift shop setting, and it has become the premier venue for people to buy exclusive gifts and shop local! In 2016, over 50 artisans had work for sale in the gift shop.



\$500-LEVEL SPONSORSHIP OPPORTUNITIES

Sponsors will receive the Standard Benefits Package (p.2), plus the following:

- 1 free workshop or art-camp registration of your choice
- One complimentary gallery space rental (single day or evening, subject to availability)
- Laminated sign for your business recognizing you as a sponsor

Canada 150+: What's Your Story? (\$500)

May-July



The Gallery is partnering with the BV Museum on a project to celebrate Canada's 150th anniversary of Confederation. "Canada 150+: What's Your Story?" will begin with a series of workshops for the public, helping them to preserve their own history or to represent their story of Canada creatively through a work of art, and will culminate in a 5-week community show which will be exhibited in both organisations. This hope of this project is to engage and bring together our diverse community to build a better understanding of our different experiences and our shared commonality.

Summer Art Camp (\$500)

July & August

In the summer the Gallery puts on kids' art camps with instruction by local artists. Sponsorship enables us to offer art camp at a very affordable rate for families by subsidizing the cost of materials and instruction. In 2017, we will be offering a minimum of one week of art camp in July and one week in August. One \$500 sponsorship covers both art camps.



Summer Art Camp 2016

Saturday Art Activities for Kids (\$500)

Saturdays 9am-12pm, May through August

Every Saturday morning during the summer the Gallery offers *free* drop-in art activities for children of all ages. The Gallery changes its regular open hours to coincide these art activities with the Farmers' Market so that parents can more easily take advantage of this fun educational opportunity for their children. Sponsorship subsidizes the cost of art supplies, advertising and promotion. Hundreds of children participate in these free art activities over the summer.



Saturday Art, 2016

Art Workshops Series for Adults & Youth (\$500 each series)

Spring & Fall

Our introductory-level spring and fall workshops series are geared towards adults and youth. Sponsorship enables the Gallery to offer the workshops at a much-reduced cost for participants, making them affordable and accessible to as wide a range of the community as possible. There are two workshop series available for separate sponsorship in 2017:



Spring Workshop, 2016

- **Spring Workshop Series:** *March-April*
- **Fall Workshop Series:** *Oct-Nov*

\$1000-LEVEL SPONSORSHIP OPPORTUNITIES

Sponsors will receive the Standard Benefits Package (p.2), plus the following:

- 4 VIP passes to the event
- One complimentary gallery space rental (single day or evening, subject to availability)
- Laminated sign for your business recognizing you as a sponsor
- The opportunity to meet with the public during the event

Divas & Friends Variety Show - Fundraising Event (\$1000)

Saturday April 22

Divas & Friends Variety Show is a popular spring tradition showcasing local and regional performing artists. *Divas* is usually a near sell-out and is very well received by the community. Our show in 2017 is being headlined by Mark Perry and will also feature some brand new performers. This year's theme is "This Town"! The concert will be held in the 300-seat Della Herman Theatre.



Divas 2016



Summer Art Camp



Gallery exhibition, 2016

