



Canada 150:
ART EXPRESS'D / ART EXPRIMÉ
PARTNERSHIP MATRIX

| INVESTMENT SPONSOR STATUS | ON-SITE OPPORTUNITIES | PROMOTIONS AND RECOGNITION |
|--|--|---|
| \$50,000 Lead Sponsor | <ul style="list-style-type: none"> • Speaking opportunity at all associated VIP events • 10 VIP invitations to all associated events • 50 exhibition passes • 8 Premium Corporate Membership cards | <ul style="list-style-type: none"> • Full-page colour ad in <i>myWAG</i> Magazine • Prominent logo placement in most associated promotional materials and on the three touring containers • Logo and link at www.wag.ca • Listing in the WAG Annual Report and on the Donor Board for 2016-2017 and 2017-2018 |
| \$25,000 Major Sponsor | <ul style="list-style-type: none"> • 8 VIP invitations to all associated events • 25 exhibition passes • 6 Premium Corporate Membership cards | <ul style="list-style-type: none"> • Half-page colour ad in <i>myWAG</i> Magazine • Logo placement in most associated promotional materials • Logo and link at www.wag.ca • Listing in the WAG Annual Report and on the Donor Board for 2016-2017 and 2017-2018 |
| \$15,000 Benefactor Sponsor | <ul style="list-style-type: none"> • 6 VIP invitations to all associated events • 15 exhibition passes • 4 Premium Corporate Membership cards | <ul style="list-style-type: none"> • Quarter-page colour ad in <i>myWAG</i> Magazine • Logo placement in most associated promotional materials • Logo and link at www.wag.ca • Listing in the WAG Annual Report and on the Donor Board for 2016-2017 and 2017-2018 |
| \$10,000 Patron Sponsor | <ul style="list-style-type: none"> • 4 VIP invitations to all associated events • 10 exhibition passes • 2 Premium Corporate Membership cards | <ul style="list-style-type: none"> • Quarter-page colour ad in <i>myWAG</i> Magazine • Logo placement in most associated promotional materials • Logo and link at www.wag.ca • Listing in the WAG Annual Report and on the Donor Board for 2016-2017 and 2017-2018 |
| \$5,000 Premium Sponsor | <ul style="list-style-type: none"> • 2 VIP invitations to all associated events • 6 exhibition passes | <ul style="list-style-type: none"> • Listing in <i>myWAG</i> Magazine • Logo placement in category of associated materials • Logo at www.wag.ca • Listing in the WAG Annual Report and on the Donor Board for 2016-2017 and 2017-2018 |

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Sponsorship Commitments

- Sponsorship commitments are made through the investment of cash and/or an in-kind contribution for the project production or for related programming.
- Once all the terms and conditions of the sponsorship are mutually agreed, a written Sponsorship Agreement will be created that clearly sets out the arrangement.

Recognition Period

- Promotion of **CANADA 150: ART EXPRESS'D / ART EXPRIMÉ** will begin in September 2016 and will continue until the end of October 2017.
- The recognition period for each sponsor begins on the day that a signed Sponsorship Agreement is executed and at least partial payment of funds is received.
- All sponsors will be recognized beyond the completion of the project through inclusion in sponsor listings in the 2017-2018 Annual Report and on the Donor Board.

Payment of Funds

- Payments can be made by cheque, credit card, or bank transfer.
- Sponsors of \$10,000 or higher may arrange to make payments in installments.
- An in-kind contribution must be supported by an invoice stating its fair market value.
- All receipts issued to sponsors must be in compliance with CRA guidelines. Any contribution that receives sponsor benefits(s) will be issued a receipt for the full proven amount of the contribution.

Ad and Logo Artwork

- Each sponsor shall supply at its own cost finished artwork relating to its name and logo in a format and within print deadlines reasonably set by the WAG.
- The WAG will seek approval from the sponsors for name and/or logo placement in promotional materials, and sponsors will provide approval within a reasonable period of time.