



HAMILTON ARTS COUNCIL



HAMILTON ARTS WEEK

JUNE 14 - 21, 2019

Presented by The Hamilton Arts Council with support from The City of Hamilton

History of Arts Week

“Art enables us to find ourselves and lose ourselves at the same time.”

- Thomas Merton, No Man Is an Island

The Arts Week festival highlights Hamilton’s continually growing arts and cultural community. Hamilton Arts Week is designed to raise awareness and increase engagement with artistic and cultural activities in Hamilton. We aim to recognize the contribution creative practitioners make in the community and the arts as essential building blocks that support positive city building.

Aligning with the City of Hamilton’s Cultural Plan, we value:

- Creativity for all community members
- Raising the profile of Hamilton’s rich arts community
- Strengthening community networks
- Prospecting and building relationships across multiple sectors
- Advocacy on behalf of artists and creative practitioners
- Creating city-wide events and attractions to increase audience patronage and tourism opportunities



In 2018, Hamilton Arts Week included a total of 8 days, launched by an Official Kick-Off Celebration at the Cotton Factory which drew nearly 2,000 attendees. A pre-festival event took place at the Art Gallery of Hamilton in an effort to acknowledge and thank our partners, sponsors and volunteers. The Hamilton Arts Council presented fourteen very successful Signature Events. Overall, there were a total of 120 events presented throughout the city during the week, representing all forms of artistic practice.

Who We Are

Connecting Artists • Creating Community • Inspiring Change

The **HAMILTON ARTS COUNCIL** exists to strengthen the role of arts and culture in the City of Hamilton by making the arts accessible and relevant to the entire community. We value all members of Hamilton's diverse creative communities and believe arts and culture in Hamilton is made stronger through collaboration.

We have a **50 year history** of supporting local arts and culture through publication, advocacy and community partnerships. Formed in 1969 through a task force put in place by the Chamber of Commerce, the Hamilton and Regional Arts Council has evolved over the years to meet the ever-changing needs of our community.



OUR PUBLICATION

Our highly popular **Culture Guide** (20,000+ annually) is distributed throughout the region via newspaper distribution, the City of Hamilton's Tourism office, the Hamilton Public Library and at various creative industries establishments and businesses around the area. In addition to the printed guide, in 2019 we will be offering a digital issue available for those who prefer to go paperless.

Our programs are made possible through the generous support of:

As of 2019, we will be producing a new digital **Arts Week Guide**, with an accompanying print run of guides to be made available at our signature event locations, especially the Cotton Factory Launch, affinity partnership businesses, local cafes and participating venues. *Limited opportunities available so that your business can really stand out! Purchasing ads in both Guides up front will provide you with a 10% discount off of your Culture Guide ad purchase price.*

EMAIL US at artsweek@hamiltonartscouncil.ca for advertising rates.

Signature Events 2019

In Production

Friday June 14th

ArtCrawl • Pop-ups • Dance #HamOnt

Saturday June 15th



Arts Week Launch: Family Zone, Music, Vendors,
Art, Dance, Film & Evening Party

Sunday June 16th

Father's Day Special Event • Literary Showcase

Tuesday June 18th

Wellness through Art & Creativity

Wednesday June 19th

Strawberry Social at Hamilton Regional Indian Centre
Indigenous Music Event: All Ages Concert

Thursday June 20th

Special Indigenous Music Showcase + Film @Art Gallery of Hamilton
Building Cultural Legacies Reception and Mural Launch@Hamilton Library

Friday June 21st

National Indigenous Peoples Day Music & Dance Celebration
Indigenous Concert in partnership with ArtsFest and The Westdale
Cinema: Amanda Rheume & Susan Aglukark

Your Sponsorship will make these events come to life!

With an increase in programming partners, overall programming grew from 50 partner events in 2017 to 120 in 2018, a 140% year over-year growth. There were over 34 art exhibitions, 30 live music events, 12 theatre presentations, 7 literary events, and 21 workshops. In addition 15 Youth and Family focused activations took place.

We hope you join us for the adventure!



Sponsorship Level Benefits

DIAMOND LEVEL

- Sponsor booth space (outdoor marketplace) at Arts Week Kick Off Special Event at Cotton Factory (Saturday, June 15)
+ Stage presence/welcome+ Artist performance introduction
- Large “Hamilton Arts Week” banner to include your Logo
- Logo on Arts Week signage at city-wide venues and in print media buys
- Two-page advertisement in Arts Week guide (digital/print) and on individual print on demand schedules (PDFs)
- Sponsor recognition on HAC website, social media and any other published listings
- One year honorary HAC organization membership (up to 200 employees)

\$10,000

PLATINUM LEVEL

- Sponsor booth space (outdoor marketplace) at Arts Week Kick Off Special Event at Cotton Factory (Saturday, June 15),
+ Artist performance introduction
- Logo on Arts Week signage at city-wide venues
- Full page advertisement in Arts Week guide (digital/print) and on individual print on demand schedules (PDFs)
- Sponsor recognition on HAC website, social media and any other published listings
- One year complimentary HAC organization membership (benefits for up to 20 employees)

\$5,000

GOLD LEVEL

- Sponsor booth space (outdoor marketplace) at Arts Week Kick Off Special Event at Cotton Factory (Saturday, June 15)
- Logo on Arts Week signage at Cotton Factory
- 1/2 page advertisement in Arts Week guide (digital/print)
- Sponsor recognition on HAC website, social media and any other published listings
- One year complimentary HAC organization membership (benefits for up to 10 employees)

\$2,500

SILVER LEVEL

- 1/4 page advertisement in Arts Week guide (digital/print)
- Sponsor recognition on HAC website, social media and any other published listings
- One year complimentary HAC organization membership (benefits for up to 5 employees)

\$1,500

BRONZE LEVEL

- 1/8 page or banner advertisement in Arts Week guide (digital/print)
- Sponsor recognition on HAC website and social media
- One year complimentary HAC individual membership

\$750



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Hamilton Arts Council
51 Stuart Street
Hamilton, ON
L8L 1B5

**Thank you for considering our
request for support.**

Sincerely,

Deborah McIvor
Executive Director

David Hudson
Community Engagement Officer

For more details:

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Phone: **905-481-3218**

Website: www.hamiltonartscouncil.ca

[@hamartscouncil](https://www.facebook.com/hamartscouncil)

 5k+ Followers

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