

An evening celebrating Italian art in support of the
Vancouver Art Gallery

SPONSORSHIP PACKAGE



ORO Sponsor

\$45,000

ARGENTO Sponsor

\$25,000

BRONZO Sponsor

\$15,000

THE EVENT

When

Saturday, March 11 7:00 pm to 12:00 am

Where

Vancouver Art Gallery

750 Hornby Street

Tickets

\$100

Dress Code

Formal. Dress to stand out.

IL ARTE ITALIANA is an event to celebrate Italian art, from an Italian Renaissance painting by the master Sandro Botticelli to a Haute Couture dress by Dolce&Gabbana. Italy has always been the centre of history, culture and art of the world so there's no better country to pay homage to on this incredible event.

There will be a fashion show with high-end Italian designers, a exhibition with the Vancouver Art Gallery's entire Italian archive and a special performance by the famous Italian classical singer Andrea Bocelli. This will be followed by a cocktail and a big party with an international DJ.

All the profit will help fund Vancouver Art Gallery new location. We are expecting around 500 guests from the arts and entertainment communities of Vancouver.



VANCOUVER ART GALLERY

The Vancouver Art Gallery (VAG) was founded in 1931 at its old 1145 West Georgia Street location. Later in 1983 it moved to Hornby Street, on the former provincial courthouse and it was designed by architect Arthur Erickson.



Currently it's the fifth-largest art gallery in Canada and the largest in Western Canada. Its permanent collection has about 10,000 artworks, including more than 200 major works by Emily Carr, the Group of Seven, Jeff Wall and Marc Chagall.

After more than a decade of research and planning for a new Gallery, VAG's moving forward with the project to create an innovative and inspiring visual art museum that enriches lives and plays a pivotal role in enhancing Vancouver and British Columbia's reputation as a vibrant, creative, and desirable place to live, work and visit. The new location is at West Georgia and Cambie Streets and Swiss firm Herzog & de Meuron is the responsible for the design.



HOLT RENFREW

Holt Renfrew is a national retail specialty store of international renown and the headquarters for the world's most prestigious brands and innovative designers. It was founded in 1837, by Irish-born merchant William Samuel Henderson, originally as a hat shop in Quebec City. In 1860, G. R. Renfrew became a partner in the business and 7 years later, John Holt joined the firm,

creating the modern Holt Renfrew brand. Later, in 1986, the business was acquired by the Weston family from Selfridges group and since then it has become Canada's foremost destination for luxury shopping experiences. It currently operates seven stores, located in Toronto, Montreal, Calgary, Edmonton and Vancouver.



SPONSORSHIP BENEFITS

Please note that these sponsorship packages are negotiable to meet your marketing, promotional or publicity goals.

ORO \$45,000

Direct Benefits

- A charitable tax receipt
- Your company will be recognized as the primary presenter for Il Arte Italiana
- 7 Complimentary Tickets to the event
- Corporate Citizenship: Your contribution will help raise money for the new location of Vancouver Art Gallery and help us support art and fashion

Media Exposure

- Recognition in any media coverage of the event, including online publications, social media and ads on Xtra West, The Georgia Straight and the Saturday Style section of The Globe and Mail
- Direct hyperlink to your company website will go out with every photo in Facebook and Vancouver Art Gallery website. There will be professionally edited photos of all the guests, performers and the fashion show. Along with all tagged and shared photos taken by the event's guests who will reach a large amount of people.

On-Site Exposure

- Logo exposure at entrance

- Premier placement on the photo wall, runway area and all event signage
- Premier placement of your logo on the program, brochures, pamphlets, and other print collateral

Recognition and Acknowledgement

- Your company will receive recognition and thanks on the event
- Formal email thank you to guests explaining how your company helped us raise money for the Vancouver Art Gallery new location while celebrating Italian art and fashion.

ARGENTO \$25,000

Direct Benefits

- A charitable tax receipt
- 4 Complimentary Tickets to the event
- Your company will be recognized as the presenter of the fashion portion of the evening
- Corporate Citizenship: Your contribution will help raise money for the new location of Vancouver Art Gallery and help us support art and fashion

Media Exposure

- Recognition in any media coverage of the event, including online publications, social media and ads on Xtra West, The Georgia Straight and the Saturday Style section of The Globe and Mail

On-Site Exposure

- Logo exposure at entrance

- Logo placement on the photo wall
- Logo placement in the main area and runway during fashion portion of the evening
- Premier placement of your logo on the program, brochures, pamphlets, and other print collateral

Recognition and Acknowledgement

- Your company will receive recognition and thanks on the event
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BRONZO \$15,000

Direct Benefits

- A charitable tax receipt
- 2 Complimentary Tickets to the event
- Your company will be recognized as the presenter of the music portion of the evening
- Corporate Citizenship: Your contribution will help raise money for the new location of Vancouver Art Gallery and help us support art and fashion

Media Exposure

- Recognition in any media coverage of the event, including online publications, social media and ads on Xtra West, The Georgia Straight and the Saturday Style section of The Globe and Mail

On-Site Exposure

- Logo exposure at entrance
- Logo placement on the photo wall and main area during music portion of the event
- Placement of your logo on the program, brochures, pamphlets, and other print collateral

Recognition and Acknowledgement

- Your company will receive recognition and thanks on the event
- Formal email thank you to guests explaining how your company helped us raise money for the Vancouver Art Gallery new location while celebrating Italian art and fashion.

For more information, or to discuss terms of sponsorship, please contact:

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