



Artist Celebration Fund

Sponsorship Proposal 2012

Toronto Arts Foundation



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Toronto Arts Foundation (TAF) is a non-profit charitable organization and the sister organization of the Toronto Arts Council. We leverage the knowledge and experience of the Council in our initiatives to strengthen the arts sector, seeking to achieve increased social and economic benefits from the arts for our city, increased citizen participation in the arts, increased recognition of Toronto's artistic excellence and increased financial investment in the arts.

Toronto Arts Foundation is powered by a vision, Creative City: Block by Block – a commitment to connect every Toronto neighbourhood to the transformative power of artistic activity. TAF does this in a variety of ways, including connecting community engaged artists through its Neighbourhood Arts Network, and working to help artists and arts organizations build their capacity and expand their reach throughout the city. We are a knowledge centre, with a commitment to research and innovation, examining the benefits of the arts within our communities. Finally, we are a convener and catalyst at the forefront of collaborations between organizations committed to successful city-building.

TAF celebrates artistic excellence through its awards portfolio and is an advocate for the arts, promoting the message that the arts are an integral part of city building - that a growing, confident city is first and foremost, a creative one. Come join us as we build a better Toronto, one creative block at a time.

The Opportunity



International Event Series: TAF Presents Michael Snow at Jack Shainman Gallery, New York City



First Impressions Campaign, which was featured throughout Toronto's TTC system.

Support Toronto Arts Foundation's Artist Celebration Fund

Toronto Arts Foundation (TAF) is committed to celebrating Toronto's artists and their remarkable achievements at home and abroad, and the celebration doesn't end at the Mayor's Arts Awards Lunch. Help TAF continue the celebration year-round, by contributing to the Foundation's **Artist Celebration Fund**, designed to promote Toronto artists locally, throughout Canada and internationally.

Your generous gift of \$5,000* will help build and develop this exciting new fund, allowing TAF to promote Toronto's artists (across all disciplines) through a number of exciting platforms, including:

- An International Event Series
- Advertising opportunities
- Special marketing projects (e.g. 2011's *First Impressions Campaign*)
- Selected artist spotlights throughout the city

Your support will be celebrated on TAF's website, on selected marketing and advertising materials, in our annual report, as well as on Toronto Arts Online (<http://www.torontoartsonline.org/>)

"Toronto has some of the most vibrant and exciting artists in the world" said Claire Hopkinson, Executive Director, Toronto Arts Foundation. "This fund is designed to celebrate their artistic achievements, building profile for our artists both locally and on a global scale."

Toronto Arts Foundation is committed to celebrating Toronto's artistic excellence. Help us promote, support and celebrate Toronto's artists and their achievements by donating to the **Artist Celebration Fund** today.



*Fully tax-deductible.

For more information please contact:

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