



SPONSORSHIP PACKAGE

HAPPENING Multicultural Festival

May 29th to June 1st, 2019 at 918 Bathurst Media, Arts & Cultural Centre

HAPPENING Multicultural Festival is a four-day multidisciplinary festival that will engage more than 60 artists/performers who have self-identified as people of diverse communities, immigrants, newcomers and refugees. The festival features traditional and contemporary music, dance, visual arts, story-telling, poetry, crafts and food. **HAPPENING** will take place at 918 Bathurst Arts, Media & Cultural Centre in Toronto.

HAPPENING is a multicultural celebration, a Festival created to promote inclusion, where the work of diverse, immigrant, newcomer and refugee communities takes centre stage and their contribution to the cultural and artistic fabric of Toronto is embraced and recognized.

In addition to the planned performances and exhibitions during **HAPPENING** Multicultural Festival, we are creating professional development opportunities for artists interested in working with communities, as well as for organizations engaging newcomer communities to network with artists and communities.

HAPPENING Multicultural Festival is the result of collaboration, unity and generosity.

[#Happening2018 Video](#)



a.k.a **Sick Muse Arts** seeks to engage local residents, communities and organizations with immigrant, newcomer and refugee artists to promote love for the arts, inclusion, solidarity and community-building.

At Muse Arts, we believe in the importance of fostering and building connections between artists, communities and organizations. We give the spotlight to immigrant, newcomer and refugee artists who come to Canada with a wealth of skills, knowledge and talents often undermined by general stereotypes or assumptions of “what they need”.

HAPPENING Festival is the result of collaboration and solidarity.

TORONTO, ONTARIO - March 16, 2019

Dear Dreamers, Creators and Doers;

You are all welcome to join us at this edition of **HAPPENING Multicultural Festival** , we know that the work we do and the goals we want to achieve , are only possible when we call our communities to help us making it happen.

There are several ways that you can help us support our work and be part of **HAPPENING**.

- Become a **sponsor** as outlined in the enclosed sponsorship package.
- **Purchase** event tickets (individual or group). **Tickets for Professional Development** opportunities range from \$30 to \$100. You can also purchase these tickets to support artists who may be interested in attending. **Tickets to shows** start at \$10.
- You can support **HAPPENING Festival** in additional ways by making a monetary or gift-in-kind donation. This is an opportunity for you to identify your company during the Festival.

We will engage more than 60 artists/performers who have self-identified as people of diverse communities, immigrants, newcomers and refugees, we have events that engaged arts and non-arts organizations. We expect over 1500 people to participate in the different events at **HAPPENING Multicultural Festival**.

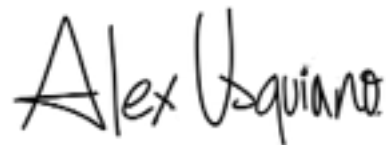
Sponsorship levels can be purchased by connecting with us at community@musearts.ca or by clicking [HERE : Sponsor Tickets](#) . **Tickets** and **Prize donations** can also be donated , please send us an email so we can arrange that.

You can make a donation, purchase your tickets and get all the details about **#HAPPENING2019** online at www.musearts.ca

We are looking forward to your participation.



Paola Gomez , **Program Director**
HAPPENING Producer
Co-founder Muse Arts



Alex Usquiano , **Artistic Director**
HAPPENING Producer
Co-founder Muse Arts



Bronze EVENT SPONSOR / \$250

Your organization's name, logo and information will be displayed and included on all of the following:

- Event advertising material (online and print) Small LOGO .
- Website/ sponsors page and all our social media posts related to this event.
- Organization's information will reach over 500 social media groups all over Canada and Muse Arts social media community.
- Event brochure and posters which will be distributed (by mail, in community centres, libraries, restaurants, and many more) please refer to the print details file.
- In the thank you letters we send to our audience after the event you sponsored.

SILVER EVENT SPONSOR /\$500

Your organization's name, logo and information will be displayed and included on all of the following:

- Event advertising material (online and print) MEDIUM size LOGO.
- Website/ sponsors page and all our social media posts related to this event.
- Organization's information will reach over 500 social media groups all over Canada and Muse Arts social media community.
- Event brochure and posters which will be distributed (by mail, in community centres, libraries, restaurants, and many more) please refer to the print details file.
- Promotional video prior to the Festival and wrap- up video after the Festival.
- In the thank you letters we send to our audiences after the event you sponsored.
- Two reserved seats at the sponsored event and two tickets to Festival opening reception on May 29.

FESTIVAL SPONSOR / \$1,000 - 5,000

Your organization's name, logo and information will be displayed and included on all of the following:

- Event advertising material (online and print) SMALL to X-LARGE size LOGO
- Website/ sponsors page and all our social media posts related to this Festival.
- Active link for your website will be displayed on our website
- Organization's information will reach over 500 social media groups all over Canada and Muse Arts social media community.
- Event brochure and posters which will be distributed (by mail, in community centres, libraries, restaurants, and many more) please refer to the print details file.
- Promotional video prior to the Festival and wrap- up video after the Festival.
- Full inner page ad for your organization in the Festival's printed program.
- In the thank you letters we send to our audiences after the event you sponsored.
- Four reserved seats at the sponsored event.
- Verbal acknowledgment and recognition at the event opening and closing remarks.
- At the Festival location you will be given your space (1m x 1m) to distribute your advertising materials
- Invitation to the appreciation dinner

(Please review each option \$1,000 - 3,000 and \$5,000 at [Sponsor Tickets](#) description for specifics)

SUPPORTERS

We are happy to tailor the sponsorship to meet your company's needs or services and we value your contribution with your services or products that can help make HAPPENING Festival come alive.

For a personal conversation about the sponsorship opportunities available, please contact: Paola Gomez at community@musearts.ca or call us at (416) 731-2524.

