



FOCUS on SIMCOE is an annual cultural festival aimed at generating tourism in the downtown cores of the various cities and towns throughout Simcoe County. The Photography Festival will be during the month of June. The intent is to partner businesses to photographers so that they can host a showing of local photography. The exhibits will be marketed through catalogues, festival maps as well as local radio and newspaper ads.

As a sponsor, your organization receives exceptional promotional exposure and branding through extensive marketing and communication opportunities leading up to, and during the event. All materials - signage, the festival catalogue, exhibit map, and website - are of the highest quality, ensuring your company's message not only looks good, but is noticed. We would be happy to meet with you to discuss sponsor opportunities in greater detail.

A Few FOCUS on SIMCOE Promotional Activities

- **Festival Catalog (5000)**
 - the festival catalog will be high gloss with each exhibitor having their own page with the artist bio/statement, a sample of their photography and information on where the exhibit will be held.
- **Pocket Guide (10,000)**
 - A pocket guide will give an overview and location of each exhibit and reception
- **Festival Website and Social Media**
 - We will market sponsors and photographers/venues online
- **Signage**
 - All exhibits/venues as well as any festival event will be clearly marked with festival signage
- **Sponsor Signage**
 - will be on display at the Feature Exhibit and Juried Exhibit
- **Advertising and PR**
 - radio, newspaper etc.
- **Opening and Closing Ceremonies**
 - includes receptions for the Feature Exhibit and Juried Exhibits.
- **Workshops and Lectures**
 - Various workshops and lectures will be hosted throughout the year
- **Student Outreach**
 - student exhibit costs subsidized to allow an affordable registration rate

Levels & Benefits	\$5,000 Cash/GIK	\$2,500 Cash/GIK	\$1,250 Cash/GIK	\$1,000 Cash/GIK	\$750 Cash/GIK	\$500 Cash/GIK	\$250 Cash/GIK	\$100 Cash
Ad Size in FoS Catalogue & Value	Full page (\$1,000)	1/2 page (\$600)	1/3 page (\$500)	1/4 page (\$300)	Bus Card (\$350)	Supporter list	Advocate list	Friend list
Sponsor recognition page FoS Catalogue	Logo	Logo	Logo	Logo	List	List	List	List
Logo & Link on FoS website	✓	✓	✓	✓	Link	Link	Link	List
Logo Placement in all print ads	✓	✓	✓	✓	✗	✗	✗	✗
Acknowledgment at all Public Events	✓	✗	✗	✗	✗	✗	✗	✗
Free registration Corporate Sponsored Exhibit (Value \$500)	✓	✗	✗	✗	✗	✗	✗	✗
Attend films, talks, exhibit openings	Tickets x4	Tickets x4	Tickets x2	✗	✗	✗	✗	✗
Staff volunteer opportunities	✓	✓	✓	✓	✓	✓	✓	✓
PR opportunities	✓	✓	✓	✗	✗	✗	✗	✗
Cross-marketing opportunities	✓	✓	✓	✗	✗	✗	✗	✗
Hard-Cover copy of FoS catalogue	✓	✓	✓	✗	✗	✗	✗	✗
Framed photograph from the Showcase or Juried exhibit	✓	✗	✗	✗	✗	✗	✗	✗
*cash sponsor only								

Customized Branding Opportunities

Have an idea on how we could partner? We'd love to hear about it. Contact us today to share your idea. We have several unique sponsorship opportunities in addition to the outline above.

- **Title Sponsor - \$10,000/year – 3-year commitment Cash only**
 - Have your company tied to the festival for a 3-year term. Your company will have its logo at everything festival related as well as public acknowledgements.
- **Feature Exhibit Sponsor - \$5000 Cash only**
 - Our feature exhibit will be the hub of the festival. Have your logo prominently displayed with public acknowledgment
- **Juried Exhibit Sponsor - \$3000 Cash only**
 - The juried exhibit will be a competition amongst photographers. This will be a themed exhibit and the top 30 images will be selected for display.
- **Festival Catalog – \$10,000 Cash only**
 - The festival catalog will be a high gloss collector's item. Each exhibitor will have an artist statement/bio, location of their exhibit, reception information and a select image. This will be circulated throughout the festival
- **Pocket Guide Sponsor - \$2000 Cash only**
 - Pocket Guide will be distributed throughout the festival with details on the various exhibits, receptions and photographers.

Contact us to discuss sponsorship opportunities. Thank you for being involved.

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For more information on the festival check out our website. www.focusonsimcoe.com