

HARDWARE!

G A L L E R Y

Sponsorship Package

BACKGROUND



Hardware Gallery, founded by the non-profit **Kentville Art Gallery Society (KAGS)**, will be located at 36 Cornwallis Street, at the corner of Cornwallis and Webster, in downtown Kentville. The mandate of the gallery is threefold:

1. To help boost the cultural environment in Kentville, in turn providing greater opportunity for economic growth and innovation, as well as increasing pedestrian traffic and vibrancy in the downtown core.
2. To provide emerging and established artists the opportunity to exhibit and sell their work.
3. To engage the public with the intention of providing greater exposure to contemporary and historical aesthetic practices.

KAGS, incorporated as a non-profit society in January 2017, boasts a board of directors comprised of artists, art administrators, economic and real estate developers, designers, and entrepreneurs. Working together, and in cooperation with the Town of Kentville (TOK), this group intends to be a unique and integral part of a movement that will transform and revitalize Kentville's downtown core and beyond. Partnering with other businesses will be essential in maintaining the operation of **Hardware Gallery**.

Businesses who invest in this endeavour will see a return that goes much further than the philanthropy of supporting a social enterprise. They will ultimately be part of an economic evolution that stems from a heightened cultural environment.

CULTURE AND ECONOMY



Research shows that a strong arts and culture sector directly influences a number of factors involved in economic development. Human capital, the skill and knowledge-based assets contributed by a population, is one of these factors. Individuals who work in the creative industries boost the potential of innovation, create possibilities of new business partnerships, and generally raise the value of an area's human capital. Communities with an active cultural environment are sought after because with culture comes a better quality of life, happier citizens, novel flourishing business, and a sense of place. Culturally active communities become destinations that attract new business, increase tourism, and draw locals out of their homes and into public spaces.

Hardware Gallery has already begun to make an impact on the cultural environment. The gallery organized and facilitated the Art Market at the 2017 Kentville Multicultural Fair, which was a great success overall. The gallery is also currently making efforts to bring an ongoing mural project to Kentville's Centre Square, inviting the participation of celebrated mural artists, which will enliven the atmosphere of the downtown core.

MARKETING AND PROMOTIONAL OPPORTUNITIES

Businesses who invest in **Hardware Gallery** will benefit from a number of marketing and promotional opportunities alongside the many other incentives associated with each sponsorship tier. The gallery will utilize a number of methods for reaching potential customer audiences, such as the gallery's downtown storefront, print advertising, posters, flyers, social media (our Facebook page currently has over 100 followers and growing steadily), public events, and more.

Here is an opportunity to add value to a business' marketing strategy. Sponsors will get regular exposure while simultaneously being recognized as supporters of an important and transformative social enterprise, helping to enhance arts and culture, and shaping a more vibrant downtown Kentville.

SPONSORSHIP TIERS AND BENEFITS

Hardware Gallery offers a variety of services to the general public, including art purchases, a rental program to display artwork in one's business or home on a temporary basis (with the opportunity to purchase at the end of a rental term), and the ability to rent the gallery space for special functions. The gallery will also regularly host evening openings for art exhibitions, which are traditionally very lively social events with food and beverages, and which give individuals a chance to speak with exhibiting artists. Sponsors will receive benefits related to these services as indicated in the table below. Also indicated are the marketing and advertising opportunities that are associated with each sponsorship tier.

Sponsorship Tier	Amount Donated	# of Free Gallery Rentals for Business Functions	Discount on Art Rentals	Discount on Art Purchases	VIP Passes to Exhibition Openings Indicating Sponsorship Tier	Marketing Opportunities	"I Support Hardware Gallery" Sticker and Window Decal
Platinum	\$10,000+	4	100%	35%	5	<ul style="list-style-type: none"> • 2 Exhibition Dedications • Exposure on all marketing materials including storefront 	✓
Gold	\$5,000 - \$10,000	2	50%	20%	3	<ul style="list-style-type: none"> • 1 Exhibition Dedication • Exposure on all marketing materials excluding storefront 	✓
Silver	\$2,500 - \$5,000	1	20%	10%	2	<ul style="list-style-type: none"> • Exposure on all marketing materials excluding storefront 	✓
Bronze	\$1,000 - \$2,500				1	<ul style="list-style-type: none"> • Exposure on website • Exposure on social media 	✓
Friend	\$500 - \$1,000				1	<ul style="list-style-type: none"> • Exposure on website 	✓



Hardware Gallery needs the support of businesses who share a passion to boost our cultural environment and to enjoy the benefits this kind of change can bring. We appreciate your consideration.

For more information or to make donation arrangements, please contact Sasha Nelson at

info@hardwaregallery.ca

or visit

www.hardwaregallery.ca

www.facebook.com/hardwareartgallery