



FIREWORKS RETURNS

Monday, June 26, 2023

**Sponsorship
Opportunities**

FIREWORKS RETURNS to Art Windsor-Essex

On Monday, June 26, experience the dazzling 65th Edition of the Ford Fireworks from the awe-inspiring surroundings of Art Windsor-Essex. It's an exciting time for the gallery as we host our first major gathering and fundraising event since 2019. Join us to experience a unique evening celebrating extravagant, vivid displays of colour and light outside our windows – and inside our galleries – like you've never seen before.

Event Date: Monday, June 26th, 2023

Time: 8pm - 11pm

Rain Date: Tuesday June 27, 2023

Location: Art Windsor-Essex 401 Riverside Dr. W, Windsor, ON

Attire: Formal – Glitter, colour, light!

Visit <https://artwindsor-essex.ca/fireworks2023> for more information about this premiere fundraising event.

Bring your brilliance and wear your most extravagant, explosive attire. Together we'll shimmer the night away and celebrate a glorious return to gathering.

Tickets are limited, so don't miss your opportunity to purchase today!



Why Sponsor FIREWORKS RETURNS?

All funds raised go towards the Art Windsor-Essex Fund for the Future, which supports AWE's efforts to become an art gallery for the 21st Century, through innovative education, digital and arts and wellness activities.

Bringing back one of the gallery's signature events, AWE is ready to celebrate in a big way. As our first major event since 2019, Fireworks Returns will be a high-profile, special night to remember as it coincides with one of Windsor's favourite nights of the year.



What is the Value Proposition?

By sponsoring *Fireworks Returns*, you:

- Receive high visibility as an event sponsor and will be included in all promotional materials – print and digital – related to the event.
- Receive recognition year-round as a key supporter of Art Windsor-Essex
- Provide critical financial support for Art Windsor-Essex, helping to deliver the artistic end education programs our community yearns for.
- Offer a unique experience for your employees and/or clients.
- Are championing the gallery's work, and building community pride in Windsor's downtown

How Much Are We Asking For? And Why?

AWE is grateful for the government funding we receive, but support from the private and business sectors is critical to the gallery's ongoing operations. As one of the cultural pillars of downtown Windsor, your contribution to AWE also supports the vibrancy of our community. We believe in the power of art to bring people together and open their minds and hearts to new ideas. We know your organization shares this belief and is dedicated to helping our community thrive and grow.

Our thanks to the Fireworks Returns Event Committee

Event Chair: **Phillip Olla**

Event Committee Members: **Wendy Furtado-Pressacco, Maryam Safarzadeh, Towela Okwudire, Jonathan Armstrong**

PLATINUM LEAD SPONSOR (\$25,000)

Exclusive opportunity

Support AWE’s Fund for the Future as the exclusive Platinum Lead Sponsor. Sponsor contributions will go towards innovative education programming and digital and arts wellness activities. Take heart knowing that your company’s funds will support meaningful arts activities that will make a difference in the community.

Fireworks Returns presented by: [Your Company Name]

- 50 exclusive event tickets (exclusive access to a 2nd level private room overlooking the Detroit River)
- Invitation for 50 to a pre-event private exhibition tour with AWE’s Executive Director, Jennifer Matotek and AWE’s Head of Exhibitions and Collection, Emily McKibbin
- Exclusive, private viewing room on 2nd floor – closed to all other event attendees
- Appetizers & gourmet dinner food stations throughout the evening
- Private open bar for 50 exclusive guests
- All signage at the event featuring your company name and logo as platinum lead sponsor.
- Logo recognition on all marketing and communications around the event
- Premium exposure on the event webpage – including link to your website, and option to provide
- An opportunity to play a corporate video and/or personal message at the event

PLUS

- Exclusive, private back-of-house tour of AWE including the vaults for 10 people with Executive Director Jennifer Matotek (valid for one year)
- One complimentary AWE venue rental (valid for one year)
- 50 passes for admission to the gallery or AWE program (valid for one year)

GOLD LEAD SPONSOR (\$15,000)

- 30 event tickets
- Appetizers & gourmet dinner food stations throughout the evening
- All signage at the event featuring your corporate branding
- Logo recognition on all marketing and communications around the event
- Prominent exposure on the event webpage – including link to your website

PLUS

- Exclusive, private back-of-house tour of AWE including the vaults for 10 people with Executive Director Jennifer Matotek (valid for one year)
- One complimentary AWE venue rental (valid for one year)
- 30 passes for admission to the gallery or AWE program (valid for one year)



SILVER SUPPORTING SPONSOR

(\$10,000)

- 10 event tickets
- Appetizers & gourmet dinner food stations throughout the evening
- All signage at the event featuring your corporate branding
- Logo recognition on all marketing and communications around the event
- Exposure on the event webpage – including link to your website

PLUS

- Exclusive, private back-of-house tour of the AWE including the vaults for 10 people with Executive Director Jennifer Matotek (valid for one year)
- One complimentary AWE venue rental (valid for one year)

BRONZE SUPPORTING SPONSOR

(\$5,000)

- 5 event tickets
- Appetizers & gourmet dinner food stations throughout the evening
- All signage at the event featuring your corporate branding
- Logo recognition on all marketing and communications around the event
- Exposure on the event webpage – including link to your website

PLUS

- One complimentary AWE venue rental (valid for one year)

By the numbers

Brand Impressions

Social Media DMs:

240

146

Published Posts

Click-through Rate

General Public:

5%

Donor:

18%

Email Open Rates

General Public:

42%

Donor:

85%

Website Visits

11,892

pageviews

86,234

2022

social media



4,300,791
impressions
(158% increase over 2021)

117,186
engagements
(113.4% increase over 2021)

31,049
post-link clicks
(264.1% increase over 2021)

149,597
video views
(510% increase over 2021)

23.3%
audience growth
(in 2022 over 2021)



For event and sponsorship inquiries please contact
Laura Service - Senior Coordinator, Director's Office & Development
lservice@artwindsoressex.ca / 519-977-0013 x152 or visit
<https://artwindsoressex.ca/fireworks2023>



Art Windsor-Essex respectfully acknowledges that we are located on Anishinaabe Territory – the traditional territory of the Three Fires Confederacy of First Nations, comprised of the Ojibway, the Odawa, and the Potawatomi. Today the Anishinaabe of the Three Fires Confederacy are represented by Bkejwanong. We want to state our respect for the ancestral and ongoing authority of Walpole Island First Nation over its Territory.