



## **The New Gallery (TNG) Sponsorship Information Package**

### **Overview:**

**The New Gallery** is an artist-run centre and non-profit, charitable society that has supported, promoted and presented contemporary visual art since 1975. We facilitate a thriving, diverse and growing community of local artists and provide numerous opportunities for the public to both participate in and experience the visual arts.

### **The Benefits of Partnering with TNG:**

Aside from being associated with one of the coolest galleries in Western Canada, partnering with TNG offers a superior range of opportunities for companies to achieve specific business objectives through sponsorship. Your sponsorship lets you:

- Connect directly with an active and vibrant consumer market
- Identify your brand with an gallery that is filling a void in the art market
- Distribute promotional materials with your logo present across Western Canada
- Access important tastemakers, primarily of the 18-35 demographic
- Strengthen your commitment to local arts and culture
- Establish relationships with prominent artists and cultural workers from across Canada

### **What Partnering with TNG means for the community:**

- Investing in Western Canadian culture
- Expand upon our already diverse community of visual and performing artists, educators, community workers, writers, activists, organizers, policy makers, social thinkers, curators and other movers and shakers

TNG will tailor an sponsorship agreement to reflect your individual needs. We can work to provide exclusivity where possible, and in areas where this is not possible, find a way to highlight your brand above others present in the venue or on our website. Interested? Contact Jessica McCarrel at [jessica@thenewgallery.org](mailto:jessica@thenewgallery.org).

**We are excited about where The New Gallery is headed – we hope you are too.**

### **The New Gallery**

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**Office/Main Exhibition Space Hours: Tuesday through Saturday, 11 AM to 5 PM (closed in August)**