

# VIVID

ARTS • CULTURE • MEDIA

September 21-23, 2024


proudly presented by:  Tenaris

## Partnership Opportunities 2024

VIVIDARTFEST.CA

 [j.ingram@cityssm.on.ca](mailto:j.ingram@cityssm.on.ca)

 @vividartfest

 705-989-5288

 @artsandcultureSSM

2022 TOP FINALIST FESTIVAL & EVENT



ONTARIO'S  
CHOICE  
AWARDS



## WELCOME • BONJOUR • BIINDIGEN!

VIVID is an arts & music festival that reawakens the spirit of Bawating and our sense of place.

**VIVID** features the creation of large-scale murals combined with musical performances and other community programming to celebrate our powerful location as a meeting ground and look to the future of what we know we can become.

Above all else, this is an inclusive event intended to celebrate all cultures, genders, ages and abilities, and recognize Sault Ste. Marie's rich diversity of voices and traditions.

In 2024 the name and date have been moved for two key purposes:

- 1) The name **VIVID** can be applied to all art disciplines, cultures and identities - allow for a brand that can easily and holistically acknowledge everyone.
- 2) Moving our date to September allows the festival to align with Ontario Culture Days - and will allow us to advertise more FREE culture offerings that Sault Ste. Marie and the Algoma region have to offer!

By sponsoring **VIVID**, you are helping to revive and transform the community through arts, culture and collaboration. We thank you for your support and partnership.



ARTS

CULTURE

MEDIA

## LET'S COLLABORATE

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Becoming a partner with **VIVID** provides a unique opportunity to be connected with Northern Ontario's newest festival that will reawaken our unique spirit of place through art and music.

As a sponsor, you are helping to revitalize Sault Ste. Marie's downtown, support our local arts & culture sector and provide opportunities for youth.



### ARTS

Both local and out of town artists will beautify Sault Ste. Marie's downtown, while mentoring youth co-creating a sense of place.

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### CULTURE

Throughout the festival, some of our nation's fiercest emerging musicians will put it all out there to captivate audiences with their talent.

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### MEDIA

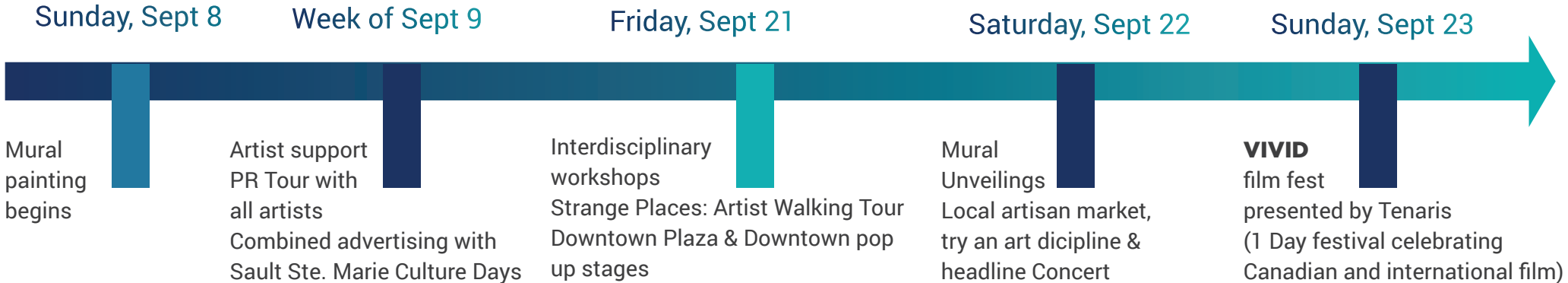
We will elevate each other and celebrate our community's arts, culture and heritage through a series of cross-cultural, youth-focused workshops and programs.

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# EVENT SCHEDULE

See artists in action all week leading up to a jam-packed day of live music and celebration.



# OVERVIEW - PREVIEW



The purpose of the festival is:

- 1)** To create annual sustainable multi-discipline public arts, culture & heritage programming (festivals/events/arts projects/etc.) that will attract and engage visitors as well as local users to explore the city and discover the unique local history/ culture existing therein. Supporting tourism, economic diversification and arts sector development in the city.
- 2)** To create a more welcoming and inclusive community for all through increased representation by creating multi-discipline public arts, culture & heritage programming (festivals/events/arts projects/etc.) that foster cross-cultural relationships between indigenous and non-Indigenous peoples through shared experiences, cultures and programming. Promoting culture heritage and diversity and fostering a sense of pride, place, ownership and inclusion in the community.
- 3)** To create opportunities for youth through the arts, culture & heritage communities to engage, support each other, and provide youth with access and a voice in the future development of the arts sector in the city. Supporting youth engagement, mentorship, opportunities & retention in the community.
- 4)** To create multi-disciplinary public art projects that will provide arts students (elementary to post-secondary) and artists/arts professionals experiential learning opportunities for skills development, networking, professional mentorship, portfolio building, project development and funding as well as the developing of potential career paths. Supporting on-going professional development in the arts at all levels.





# ARTIST

Muralist are matched with a local artist to mentor. Past muralists include:



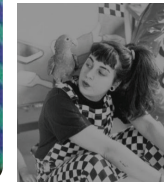
**Alexander Bacon**  
Canadian graffiti artist from Toronto

@vizsla\_bacon



**Milkbox**  
Illustrator, Muralist and Sculptor from Toronto

@addictedtomilkbox



**Peru 143**  
Peruvian-Canadian muralist and graphic artist based in Toronto

@peru143



**Chief Lady Bird**  
First Nations (Potawatomi and Chippewa) artist from Rama First Nation

@chiefladybird



# ARTIST

Muralist are matched with a local artist to mentor. Past muralists include:



## Philip Cote III

Artist, Activist, Historian and Ancestral Knowledge Keeper from Moose Deer Point First Nation: Shawnee, Lakota, Potawatomi, and Ojibway.

@philipcote1



## Planta Muisca

Colombian Canadian street artist and illustrator based in Toronto

@\_muisca\_



## Tyler Toews

Artist specializing in large scale murals based in Nelson, British Columbia

[www.canadianmurals.com](http://www.canadianmurals.com)



## Que Rock

Anishibaabe street, b-boy and hip-hop artist from Nipissing First Nation, currently based in Toronto

@que\_rock\_





# SPONSORSHIP OPTIONS

Presenting Sponsor	Music Sponsor(s)	Film Fest Sponsor(s)	Mural Sponsor(s)
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<b>SPONSORED!</b>	<b>\$15000</b>	<b>SPONSORED!</b>	<b>\$7500</b>
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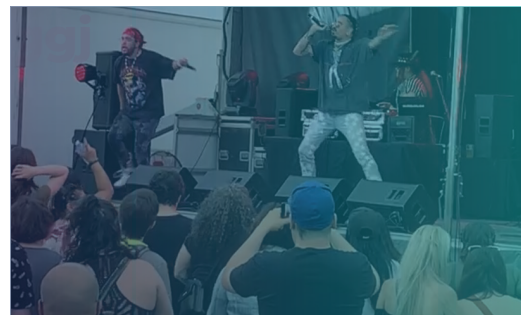
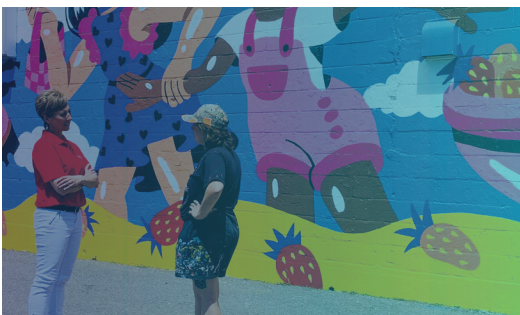
Naming rights for specific programming and inclusion of logo on all event materials	●	●	●	●
Meet and geet with organization members with artist(s)	●	●	●	●
Large scale banner with your logo + tagline displayed on main stage	●		● <i>*digital logo on film screen</i>	
Signage with your logo at the mural site + your logo on permanent mural plaque. Hashtag and @ featured on all applicable social media	●	●		●
Your logo and/or name and level of support featured in concert guide. Recognition at DTA 2025 AGM for efforts to revitalize the downtown	●	●	●	●
Recognition of your sponsorship and contribution on main stage prior to headlining act preformance Logo + recognition on <b>VIVID</b> and DTA website and social media	●	●		●
Opportunity to be involved in festival development and artist mentorship process	●	●	●	●





# BENEFITS

- Your logo displayed as a partner/sponsor on the **VIVID** and Sault Downtown Association websites
- Coverage and exposure on the **VIVID** and Sault Downtown Association social media accounts (combined following of over 12,000)
- Your logo on permanent mural plaque at site
- Opportunity to be involved/volunteer in festival development and implementation
- Opportunity to be involved in youth mentorship/engagement process
- Opportunity to place banners on scaffolding and on site during project
- Opportunity to set up displays and participate in unveiling activities
- Laminated sign for your business recognizing you as a partner/sponsor
- Recognition at DTA 2025 AGM for efforts to revitalize the downtown
- Professional photo of organization members with artist in front of the mural + artist meet and greet



# MIIGWETCH MERCI THANK YOU

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**SAULT  
STE. MARIE**

