



Sponsor Benefits and Recognition

Partnership opportunities with the Governor General's Performing Arts Awards Gala begin at \$10,000. Below is a summary of the communications, advertising, and hosting opportunities available to our sponsors. For more information on sponsorship levels and benefits, please contact Holly Mohr at holly.mohr@nac-cna.ca or 613-947-7000 x591. *Please note that benefits and recognition opportunities will vary by partnership level.*

Brand Recognition and Visibility

- Logo in national and local marketing pieces (print and digital advertisements)
- Logo in the Awards Gala souvenir program
- Advertisement in the Awards Gala souvenir program
- Logo on the Awards Gala website
- Logo included in the sponsor thank you video during show intermission
- Opportunity to engage with NAC social media channels

Hosting and Hospitality

- Invitation to the press announcement of this year's laureates
- Invitation to the Speaker's Reception on Parliament Hill
- Invitation to the private Awards Ceremony at Rideau Hall
- Invitation to the Awards Gala at the National Arts Centre (NAC), including black-tie dinner, prime seating at the tribute show, and VIP receptions
- Invitation to VIP receptions held in honour of the Awards throughout the year (past receptions have been hosted in Montreal, Toronto, Winnipeg, Calgary, and Vancouver)

Year-Round Recognition at Canada's National Arts Centre

- Recognition in the NAC Annual Report
- Recognition on the NAC Foundation Donor Wall
- Recognition in *Prélude*, the official NAC magazine
- Exclusive invitations to NAC events and receptions year-round