



Champagne reception
Midsummer Ball Weekend, 2018

BANFF
CENTRE
FOR ARTS AND
CREATIVITY

Banff Centre Midsummer Ball Weekend

40th Anniversary | July 19-21, 2019
Sponsorship Opportunities

Engage with artists and community leaders.
See the creative process firsthand.
Expect the unexpected!

In support of Banff Centre's Artists' Fund

Canada's premiere arts fundraising weekend, the Midsummer Ball showcases the best of Banff Centre's programming, and is a must on the social and philanthropic calendars of Canada's most dedicated arts supporters.

Hosted in July every year, this highly anticipated social and cultural event provides sponsors with unparalleled hosting opportunities, outstanding brand visibility, and networking with an exceptional guest list of industry, government, and community leaders. Fulfill your organization's community investment goals by supporting the creativity and innovation at Canada's leading arts and leadership institution.

Celebrating 40 years

Banff Centre's Midsummer Ball Weekend is an unforgettable fusion of intimate performances, conversations with artists, and outstanding cuisine - all in support of the talented artists who attend Banff Centre's world-class arts programs.

In 2019, this event celebrates 40 years of bringing together artists, supporters, business, government, and the community. All proceeds benefit Banff Centre's Artists' Fund, which provides vital scholarship funding to artists and arts program participants.

"I would recommend this event to anyone with an interest or curiosity in the arts as a wonderful opportunity to get to know Banff Centre and the incredible breadth of programming it supports."

2018 Banff Centre
Midsummer Ball attendee

Every year, the Midsummer Ball Weekend brings over 300 influential leaders, arts supporters, and philanthropists to Banff Centre's stunning campus on Treaty 7 territory in the Canadian Rockies.

For three full days, guests enjoy world-class performances and cuisine, matched only by our inspiring setting within a UNESCO World Heritage Site.



\$1.2 Million

(net) raised at Ball Weekend 2018

40 years

established 1979

300+

influential community leaders
and philanthropists

75%+

repeat attendees

\$3,000

average cash donation per guest

100+

art, travel, and lifestyle items
donated to silent auction

1,000+

silent auction bids

\$300,000+

silent auction revenue

Guest Experience

90%+

would refer Ball Weekend to a
friend or associate

80%+

said their overall impression of
Banff Centre was outstanding
and exceeded expectations

75%+

said their Midsummer Ball
experience influenced them to
make a financial commitment to
Banff Centre

source: survey of 2018 Banff Centre
Midsummer Ball attendees

“Need six tickets
for next year.
That says it all.”

2018 Banff Centre
Midsummer Ball attendee

2019 Ball Weekend at-a-glance

Banff Centre's Midsummer Ball Weekend invites guests to experience our impact and power of place through eye-opening exchange of ideas, unique artistic encounters, and interaction with fellow arts supporters and community leaders.

Friday, July 19

- Walter Phillips Gallery Exhibition
- Welcome Reception
- Friday Night LIVE! Culinary Festival & Silent Auction
- Friday Night LIVE! Showcase Performances
- After-Party

Saturday, July 20

- Early Morning Nature Walk
- Musical Mountaintop Breakfast
- Morning Studio Spotlights
- Vistas Lunch with Banff Centre Artistic Directors
- Afternoon Studio Spotlights
- Champagne Reception
- Midsummer Ball Gala

Sunday, July 21

- President's Brunch
- Afternoon Shaw Amphitheatre Concert

2019 Midsummer Ball Sponsor Benefits & Recognition

Brand Visibility & Recognition

	Visionary \$100K+	Luminary \$50K+	Creator \$35K+	Innovator \$25K+	Mentor \$15K+
Advertisement in Weekend Program Guide <i>Artwork provided by sponsor</i>	✓	✓			
Naming Rights to a Ball Event	See Property Grid				
Advance ticket access	✓	✓	✓	✓	✓
Outdoor logo recognition (Kinnear Centre banner and campus signage)	✓	✓	✓		
Ball Website & Video Recognition Screens	✓	✓	✓	✓	✓
Invitation, Program Guide, signage, and name in Banff Centre's Annual Report	✓	✓	✓	✓	✓

Hosting & Ball Weekend Tickets*

Customized Ball Weekend VIP Hosting Experience	✓				
Opportunity to have an artist sit at your table	✓	✓			
Premium Seating at Friday Night LIVE & Gala	✓	✓	✓	Gala Only	
Ball Weekend Tickets and Accommodation <i>Value: \$3,600 per couple</i>	10 guests	4 guests	4 guests	2 guests	2 guests
Invitation to an Exclusive Donor Appreciation Event	✓	✓	✓	✓	✓
Banff Centre Experience Package(s) - 2 tickets to a performance & 1 night accommodation (excluding Ball) <i>Value: \$200 per package</i>	5	3	2	1	1
Additional cost to complete a Gala table of 10 <i>Includes additional paid tickets and accommodation for two nights. Cost is an estimate that may fluctuate based on accommodation needs.</i>	\$0	\$10,800 (6 guests)	\$10,800 (6 guests)	\$14,400 (8 guests)	\$14,400 (8 guests)
Total Costs for Sponsorship & Gala table of 10	\$100K	\$60,800	\$45,800	\$39,400	\$29,400

*Ball Weekend Tickets include all activities, and food and beverages throughout the Ball Weekend. Tickets are \$1,500 per guest with on-site accommodation available for \$300 a night at double occupancy.

Activation Opportunities

Midsummer Ball Weekend is a valuable opportunity for sponsors to foster a new and bold community investment vision by supporting the Artists' Fund. Host your guests at this special weekend, and connect your brand to world-class artistic talent and content.

We look forward to building a tailored sponsorship and experience package to meet the unique needs of your organization.

Property	Price
Welcome Reception / Gallery Opening	\$25,000
Friday Night LIVE! Culinary Festival	SOLD
Friday Night LIVE! Showcase Performances	SOLD
Friday Night LIVE! After Party	SOLD
Musical Mountaintop Breakfast	SOLD
Morning Artists' Spotlights <i>Two available</i>	SOLD
Vistas Lunch with Banff Centre Artistic Directors	SOLD
Afternoon Artists' Spotlight	SOLD
Champagne Reception	SOLD
Red Carpet Photos	PENDING
Gala Dinner	SOLD
Gala Showcase Performances	SOLD
Scotch Bar	SOLD
President's Brunch	\$25,000
Shaw Amphitheatre Concert	PENDING
Alumni Sponsor	\$25,000
Corporate Matching Fund Supporter	\$25,000+



Top: Musical Mountaintop Breakfast
Middle: Visual Arts Artists' Spotlight
Bottom: Shaw Amphitheatre Concert

Support the creative potential of artists

Yann Martel, Tanya Tagaq, Daniel MacIvor, Janet Cardiff, Kim Cattrall, Heather Ogden...just a few of the many distinguished Canadian artists who are alumni of Banff Centre for Arts and Creativity.

Banff Centre provides emerging and established artists with the support, mentorship, time, and space they need to grow their artistic practice and cultivate their craft. World-renowned faculty lead some of our generation's best creative minds on a journey of collaboration, exploration, and boundless creativity.

All proceeds from Midsummer Ball Weekend go directly towards the Artists' Fund, which supports our arts programs through increased scholarship levels. In this way, more artists are able to access Banff Centre programming based solely on their creative ability, rather than their ability to pay. It's a simple equation: the more support the Artists' Fund receives, the more Banff Centre can support artists to learn, share, and soar.

Every year, the Midsummer Ball Weekend aims to raise over \$1 million (net) for the Artists' Fund, supporting our Arts programs and thousands of deserving artists each year on their creative journey.

"It was the best three weeks of my life. I learned more in this program than I did in a year of music school. Unforgettable."

2016-17 Banff Jazz and Creative Music Program Participant

Banff Centre 2017-18 Impact

3,500

Arts and Leadership program participants welcomed

\$2.9 million

in scholarships and financial assistance awarded to participants

Over 50%

of program participants benefit from financial support

90%

of alumni work professionally in their field

81%

secured a position, role, or exhibition within a year of attending a Banff Centre program

78%

earn their living from artistic practice, and serve as mentors or teachers within their community



Presenting Sponsor



Showcase Performances Sponsor



RBC Capital Markets

Friday Night LIVE! Sponsor



Parkland
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Lead Print Media Sponsor

THE GLOBE AND MAIL*

Luminary \$50,000+

Azimuth Capital Management
Michael Evans
J. Vair Anderson Jewellers
Masters Gallery Ltd.
Kim & Jeff van Steenberg

Creator \$35,000+

Pat & Connie Carlson
The Front Gallery
John & Sheilagh Langille

Innovator \$25,000+

Jarislowsky Fraser
Partners Foundation
Mawer Investments Inc.
Mountain Galleries at the
Fairmont
One Ocean Expeditions
OneWest Event Management

Mentor \$15,000+

Canada House Gallery
Deloitte
Heather Edwards
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Larry Fichtner
Susie & Vahan Kololian
Jens Lindemann, C.M.
Jamie & Brenda Mackie
Maclab Properties Group
Maclab Development Group
Jeff & Marilyn McCaig
Gay Mitchell & Archie
McIntosh
Rick & Brune Sinneave

Patron \$5,000+

CBN Commerical Solutions
The Cookbook Co. Cooks
Chris Cran
Vito Culmone
Ian & Judy Griffin
Dick & Lois Haskayne
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Douglas Knight
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John Whelan
Carol Ann & Peter Williams
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Montgomery
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Ross & Nancy Hayes
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Samuel Hayes
Sarah Kidner
Scotch Malt Whisky Society
Scott Forsyth Photography
Scott Plear Studio
Shannon Norberg
Shaw Communications Inc.
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Campbell
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Zinc Catering

“Banff Centre’s Midsummer Ball Weekend is like no other. Against a breathtaking backdrop of the Canadian Rockies, you get to enjoy world-class artists while taking an opportunity to host and network with professional colleagues in a setting that inspires meaningful conversation.”

Robert J. Peabody, President & CEO of Husky Energy Inc.
Presenting Sponsor of the 2018 Midsummer Ball Weekend

Contact Banff Centre

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