



ARTS, CULTURE, AND DIGITAL TRANSFORMATION

Digital Summit Sponsorship Opportunities

Summit Overview

The Arts, Culture and Digital Transformation is a three-day summit **November 22-24, 2019** designed to bring together artists, creative and cultural industries and digital professionals together to address the fact that Canada is lagging in digital literacy in the arts. There is a lack of expansive, critical engagement with the existential, social, and political implications of the digital age—terrain historically relevant to artistic engagement. The summit will seek the intersection of two fundamental questions: Where are the arts needed in this disrupted world? And, what do the arts need to expand creative visions there?

Leading the conversation are some of the brightest minds in media and creative technology today, including keynote speakers:

- Ashkan Fardost, Global Speaker on Being Human in the Digital Age, former music producer and science nerd whose mission is to inspire change and help people leverage digitization and the internet revolution.
- Dr. Sara Diamond, President and Vice-Chancellor of OCAD University, leader in digital media, design research and curriculum. Toronto Life described her as one of “Toronto’s 50 Most Influential People.”

The 150 – 250 person summit is for artists, arts and culture leaders, technologists, futurists, funders, policymakers, gamers, researchers and capitalists. Together, attendees will absorb big questions around big data, delve into discoverability, and explore relationships with rapidly evolving audiences.

To learn more about the summit please visit
banffcentre.ca/arts-culture-digital-transformation-summit

BANFF
CENTRE FOR ARTS AND CREATIVITY

About the Banff Centre

Founded in 1933, Banff Centre for Arts and Creativity is a learning organization built upon an extraordinary legacy of excellence in artistic and creative development. What started as a single course in drama has grown to become the global organization leading in arts, culture, and creativity across dozens of disciplines. From our home in the stunning Canadian Rocky Mountains, Banff Centre for Arts and Creativity aims to inspire everyone who attends our campus – artists, leaders, and thinkers – to unleash their creative potential.

Banff Centre’s campus is located on the slope of Sleeping Buffalo Mountain, part of Treaty 7 territory, and a sacred gathering place for the Stoney Nakoda, Blackfoot and Tsuu T’ina of the Dene Nations. As such, we recognize and honour the importance of Indigenous culture, not just in our programming, but as a core value of our entire institution.

50+

million total media
impressions annually

4,000+

media articles annually

190,000+

social media followers

35,000+

newsletter subscribers

Sponsorship Opportunities

The Arts, Culture and Digital Transformation summit is a valuable opportunity for sponsors to foster a new and bold investment vision by supporting Banff Centre. Your organization will be among leaders investigating new modes of reality and new ways of making and disseminating creative expressions, exploring how Indigenous voices inform our digital landscapes, and understanding how Canada's digital arts opportunity connects to larger strategies for our nation as a whole.

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

Brand Visibility and Recognition Opportunities*

	Lead Sponsor \$15,000	Supporting Sponsor \$10,000	Session Sponsor \$5,000	Reception Sponsor \$3,500	Coffee Break Sponsor \$1,500
Ad in online guide	Full page	Full page	½ page	½ page	
Inclusion in media releases	✓				
Opportunity to kick off the day/keynote address and play 2 minute video (creative provided by your company) and 2 minute speaking opportunity	✓				
Opportunity to introduce a session with 2 minute speaking opportunity		✓			
Opportunity to introduce a session			✓		
Verbal acknowledgement daily	✓	✓			
Logo on marketing e-communications	✓	✓	✓		
Logo recognition on screens	✓	✓	✓	✓	✓
Logo recognition on select promotional material	✓	✓	✓	✓	✓
Logo on website with URL link	✓	✓	✓	✓	✓
Complimentary summit passes (excluding accommodation)	3	2	1	1	1
Text recognition in Banff Centre's Annual Report	✓	✓	✓	✓	✓

*Opportunities available if still applicable. Additional benefits and recognition including attendee gift bags, lanyards, and other promotional opportunities available upon discussion.

To learn more about these sponsorship opportunities please contact:

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