

# Sponsorship Package 2026

NEILSON PARK CREATIVE CENTRE

Connecting to and celebrating a  
richer life through the arts.

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# About us

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Neilson Park Creative Centre (NPCC) is a charitable arts organization that serves the creative needs of our diverse Toronto community. Through partnerships, outreach initiatives and community engagement, we celebrate the arts all year round.

As a growing arts hub in Western Toronto, NPCC serves the community by offering arts-based education, drop-ins, open studios, socials, events and exhibitions within and outside its facilities. With over 400 classes and 17 exhibitions a year, we are a celebrated and trusted destination for families, children and adults. NPCC also provides space rentals in its fully accessible facilities which include 4 spacious studios and 5 gallery spaces.

Neilson Park Creative Centre is committed to accessibility, diversity, inclusivity, engagement, mutual respect, quality, and transparency. These core values guide our organization in creating a supportive, welcoming environment where everyone can connect with and participate in the arts.

# What we do

- ✓ **For the public** — NPCC is a gateway to discovering and exploring how the arts define and enrich their lives.
- ✓ **For our artists** — *NPCC is an alternative to the home studio workspace by offering a creative community of like-minded individuals to spark inspiration and fuel collaboration.*
- ✓ **For families** — *NPCC is a community pillar and a well-attended resource for children's and family programming, delivering after-school and weekend classes, as well as 36 week-long summer camp options of superior quality.*
- ✓ **For emerging groups of practitioners** — *NPCC is a supportive studio setting to encourage the creative, social and personal growth of artists, creators and crafters across disciplines.*
- ✓ **For our Resident Groups** — *NPCC is a permanent home for these well-established and long-standing artist groups that offer opportunities for new members to join to support their creative, and social needs.*

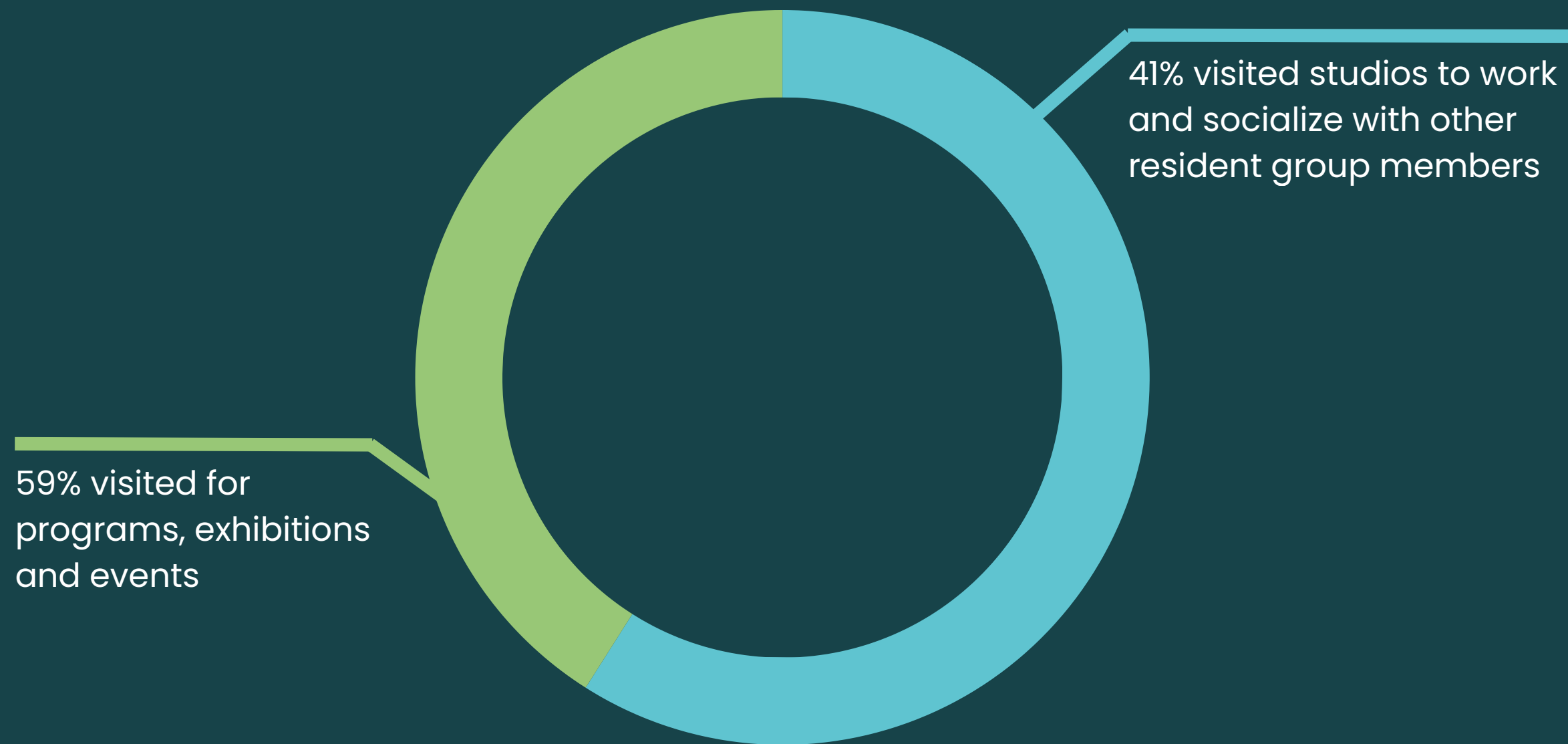


# Why seek visibility through NPCC?

## Be recognized and celebrated as a community contributor!

Through your supportive efforts, you'll help us deliver more free activities, events, exhibitions, creative resources, specialized classes, wellness programs, family and children's programming and programming for adults.

## 24,000 individuals visited NPCC this past year:



# Prominent annual events

1

- **NPCC Creative Festival** – A celebration of art and music with a market, outdoor painting competition, musical performances, food and drinks.
- **Date:** Takes place annually in July.
- **Attendance:** Approximately 850 visitors



\*Photo from Creative Festival Performance



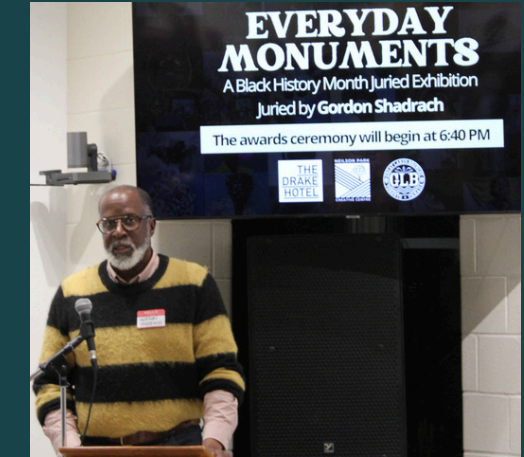
\*Photo from Handmade Art & Fine Craft Sale

2

- **Impact: Juried Art Exhibition Opening Reception** – Our biggest art exhibition of the year! Attracting more than 800 artist submissions.
- **Date:** Takes place annually in August.
- **Attendance:** Approximately 200 visitors



\*Photo from the reception in 2024



\*Photo from the BHM Juried Exhibition

3

- **NPCC Celebrates Pride** – An event that featuring standout performances and an art exhibition highlighting the works of 2SLGBTQIA+ identifying artists.
- **Date:** Takes place annually in June.
- **Attendance:** Approximately 300 visitors



\*Photo NPCC Celebrates Pride

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- **Fall or Spring Handmade Art & Fine Craft Sale** – Over 50 local artists and artisans selling everything from jewellery to ceramics, paintings, and more!
- **Date:** Takes place annually in November and April.
- **Attendance:** Approximately 1,000 visitors

5

- **Black History Month Juried Exhibition Reception and Awards Night** – Gallery Exhibition, Reception event with extensive campaigning through social media and community outreach campaigns.
- **Date:** Takes place annually in February.
- **Attendance:** Approximately 200 visitors

6

- **Arthouse Cinema Nights** – Monthly Film Nights featuring artistic films selected to inspire creatives of any media to observe and appreciate visual themes, genre to stimulate discussion and create community connection.
- **Date:** 4-5 Spring dates TBC.
- **Attendance:** Approximately 40 visitors per film screening



# What people say about NPCC:

I have been a proud Sponsor of the Neilson Park Creative Centre since the Fall of 2018. In that time, I have had the opportunity to experience some of the amazing work that the Centre does within the Community by creating a warm, friendly, and welcoming environment that does far more than just fostering the Arts. I see myself continuing to sponsor the Centre for many years to come.

**-Mitch C., Expedia Cruises**



My grandsons have been attending their art programs, and it's been an incredible journey of creativity. Every time I ask if they want to sign up for another class, the answer is a resounding "Yes!" Thank you, Neilson Park Creative Centre, for nurturing their creativity and providing such a wonderful outlet for self-expression.

**- Brenda S., Parent**

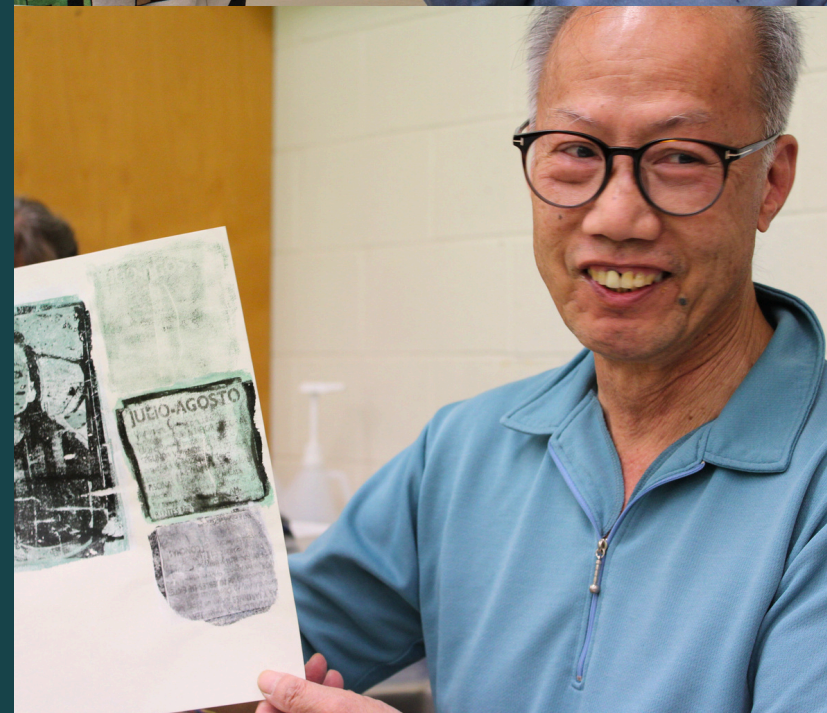
Love Neilson Park! When our girls were young, they went to summer camps there and to this day, still use the skills they learned. That was over 20 years ago.

**- Wendy W., Parent**



I'm really inspired when I come into the building. So many different styles of art on the walls and in the galleries. There's nice natural light with large windows and its a very clean facility. We've also got all of the support from the staff here.

**-Resident Group members of the Etobicoke Rugcrafters**



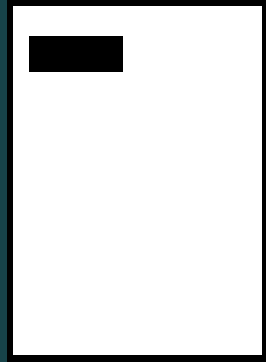
# Sponsorship levels and benefits

\*Please inquire if you are interested in learning about our exclusive higher level sponsorship packages

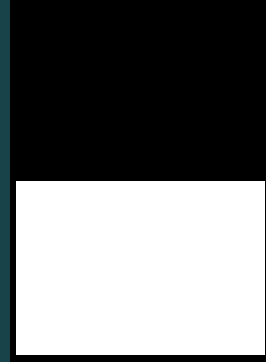
| Benefits  | Primary business - \$8,000  | Platinum - \$4,500  | Gold - \$2,500   | Silver - \$1,000               |
|---|---|---|--|--------------------------------|
| Logo placement in program catalogue (4 releases a year to over 3000 recipients each season print and digital)                   | Exterior back cover   | Exterior back cover   | Exterior back cover  | Inside back cover placement    |
| Half-page ad in program catalogue (2 consecutive seasons - print and digital)<br>*ad creation available for additional cost     |   | ✓   |  |                                |
| Full-page ad in program catalogue (All 4 seasonal releases)   | ✓   |   |  |                                |
| Community e-newsletter ad (2,500 recipients)  | 12 consecutive monthly releases   | 8 consecutive monthly releases  | 6 consecutive monthly releases   | 3 consecutive monthly releases |
| Membership e-newsletter ad (600 recipients)   | 12 consecutive monthly releases   | 8 consecutive monthly releases  | 6 consecutive monthly releases   | 3 consecutive monthly releases |
| <b>Major event sponsor status</b><br>company logo on interior and exterior digital screens (20 seconds per rotation)            | For <b>all prominent events</b> and three days leading up to the events   | For any <b>two prominent events</b> of sponsors choice and three days leading up to the events  | For <b>one prominent event</b> and three days leading up to the event        |                                |
| <b>Exterior digital billboard ad</b><br>for a three month period of your choice (On rotation 24/7)                              | ✓   |   |  |                                |
| <b>Community connections flyer ad</b><br>placement distributed at the front desk, over 11,500 opportunities throughout the year | 2" x 4" ad for <b>12 months</b> (distributed to visiting patrons daily)   | 2" x 4" ad for <b>six months</b> (distributed to visiting patrons daily)  | 2" x 4" ad for <b>six months</b> (distributed to visiting patrons daily)     |                                |
| Visibility in social media, print, in-house and community outreach for NPCC events  | Logo included on all promotional materials across media for <b>all events</b> + <b>1 post on social media after each event highlighting and thanking your brand - social media following: 4,500</b> | Logo included on all promotional materials across media for <b>two events</b> + <b>1 post on social media after each event highlighting and thanking your brand - social media following: 4,500</b> | Logo included on all promotional materials across media for <b>one event</b> |                                |

# Specs:

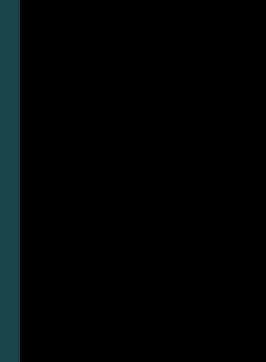
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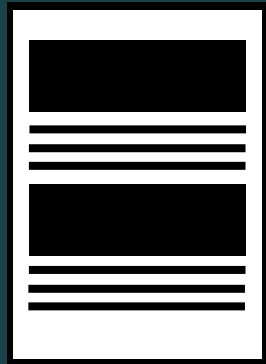
**Program catalogue logo placement**  
- Logo size: 3 cm x 1.5 cm



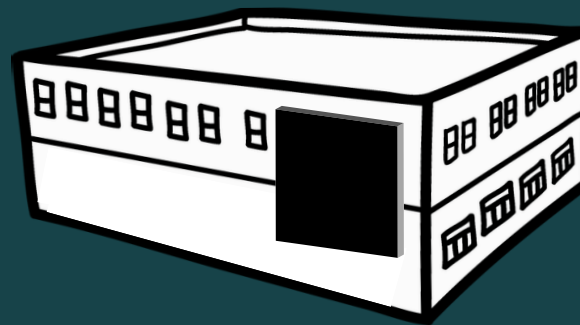
**Program catalogue half-page ad**  
- Ad size: 3.5" x 5"



**Program catalogue full-page ad**  
- Ad size: 5" x 7"



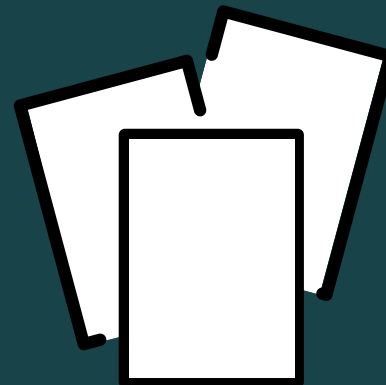
**Community/membership e-newsletter ad**  
- Ad Size: 1200 x 660 px



**Exterior digital billboard - 72" x 44"**



**Interior digital screens (x4) - 55" screen**



**Community connections print ad flyer - 2" x 4"**

# Past and current sponsors:



Toronto Pearson



**DELMANOR**  
*West Village*  
*Inspired Retirement Living™*



**Interested in pursuing one of our sponsorship opportunities?**

**Let's connect!**



**[info@neilsonparkcreativecentre.com](mailto:info@neilsonparkcreativecentre.com)**



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