

Sponsorship Package 2026

NEILSON PARK CREATIVE CENTRE

Connecting to and celebrating a richer life through the arts.

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About us

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.*

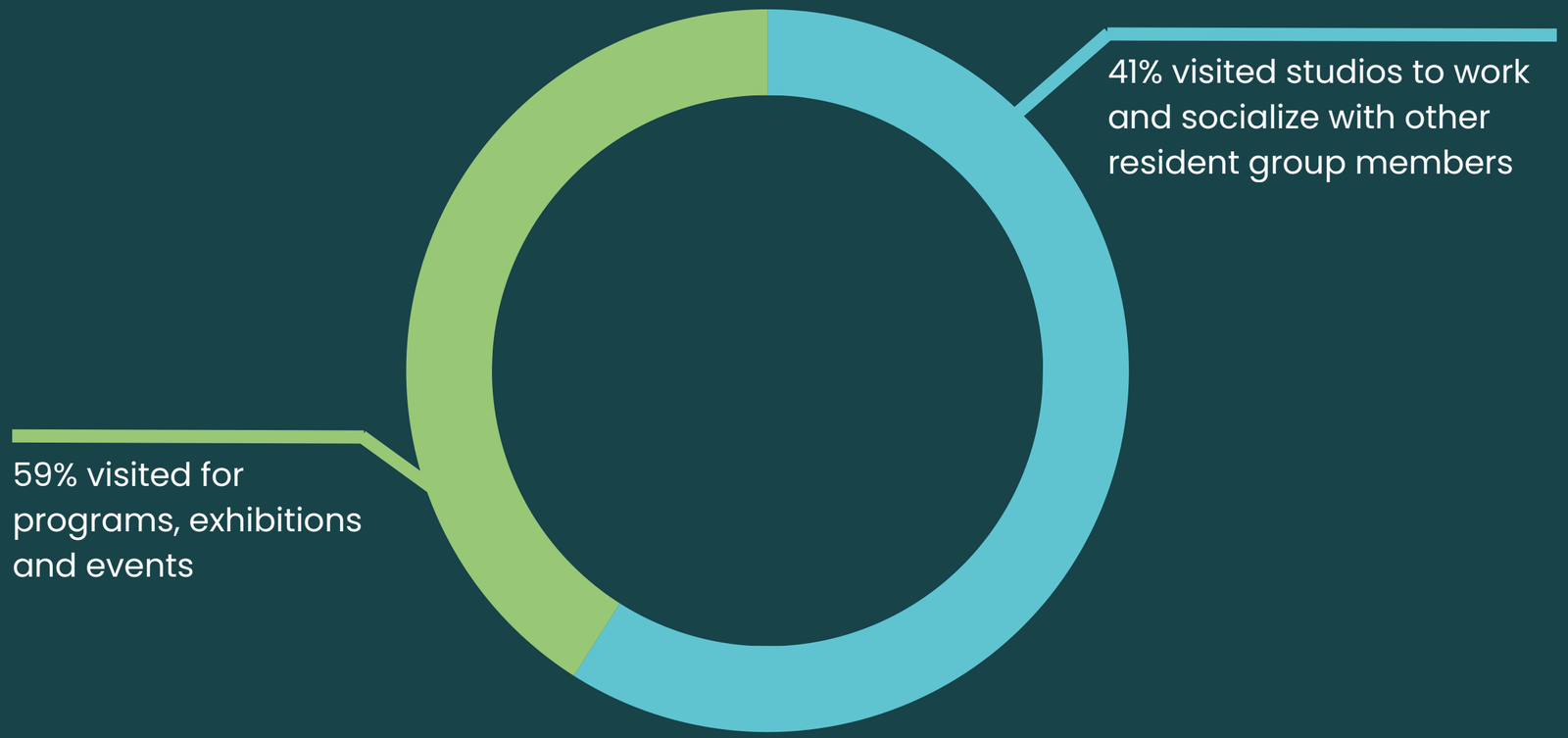


Why seek visibility through NPCC?

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
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
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
4. **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



*Photo from Creative Festival Performance



*Photo from Handmade Art & Fine Craft Sale



*Photo from the reception in 2024

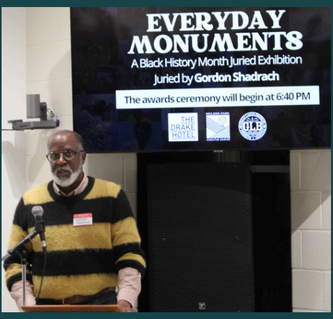


*Photo from the BHM Juried Exhibition



*Photo NPCC Celebrates Pride







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

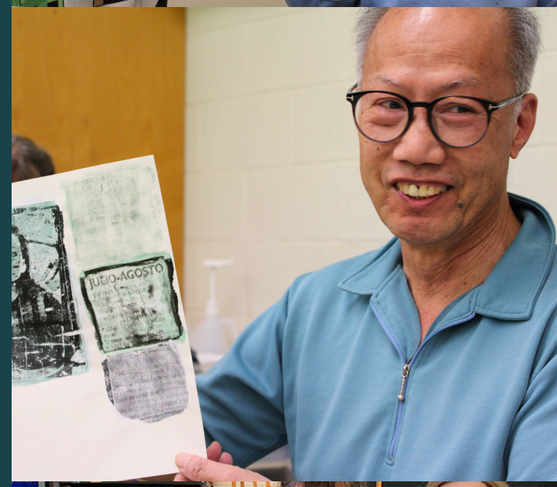
Love Neilson Park! When our girls were young, they went to summer camps there and to this day, still use the skills they learned. That was over 20 years ago.

- 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





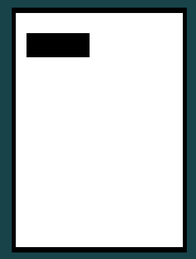


Sponsorship levels and benefits

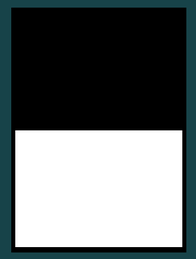
*Please inquire if you are interested in learning about our exclusive higher level sponsorship packages

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) *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
Major event sponsor status company logo on interior and exterior digital screens (20 seconds per rotation)	For **all prominent events** and three days leading up to the events	For any **two prominent events** of sponsors choice and three days leading up to the events	For **one prominent event** and three days leading up to the event	
Exterior digital billboard ad for a three month period of your choice (On rotation 24/7)	✓			
Community connections flyer ad placement distributed at the front desk, over 11,500 opportunities throughout the year	2" x 4" ad for **12 months** (distributed to visiting patrons daily)	2" x 4" ad for **six months** (distributed to visiting patrons daily)	2" x 4" ad for **six months** (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 **all events + 1 post on social media after each event highlighting and thanking your brand - social media following: 4,500**	Logo included on all promotional materials across media for **two events + 1 post on social media after each event highlighting and thanking your brand - social media following: 4,500**	Logo included on all promotional materials across media for **one event**	

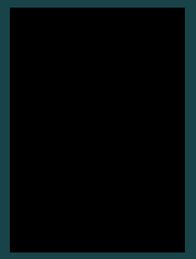
Specs:



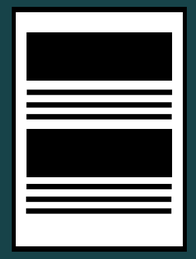
Program catalogue logo placement
- Logo size: 3 cm x 1.5 cm



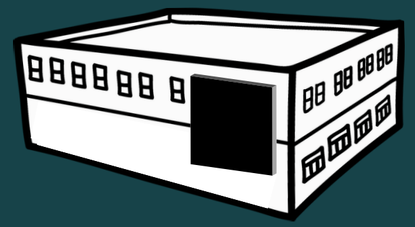
Program catalogue half-page ad
- Ad size: 3.5" x 5"



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"

Brands We've Worked With

From corporate sponsorships to in-kind support, these organizations have helped strengthen arts programming and community events at NPCC.

Interested in pursuing one of our sponsorship opportunities?

Let’s connect!

info@neilsonparkcreativecentre.com

(416) 622-5294

56 Neilson Dr, Toronto, ON M9C 1V7

