



THE OCAD U
GALA

**Sponsorship
Opportunities**

Rosalie Sharp Centre for Design
100 McCaul Street
Toronto

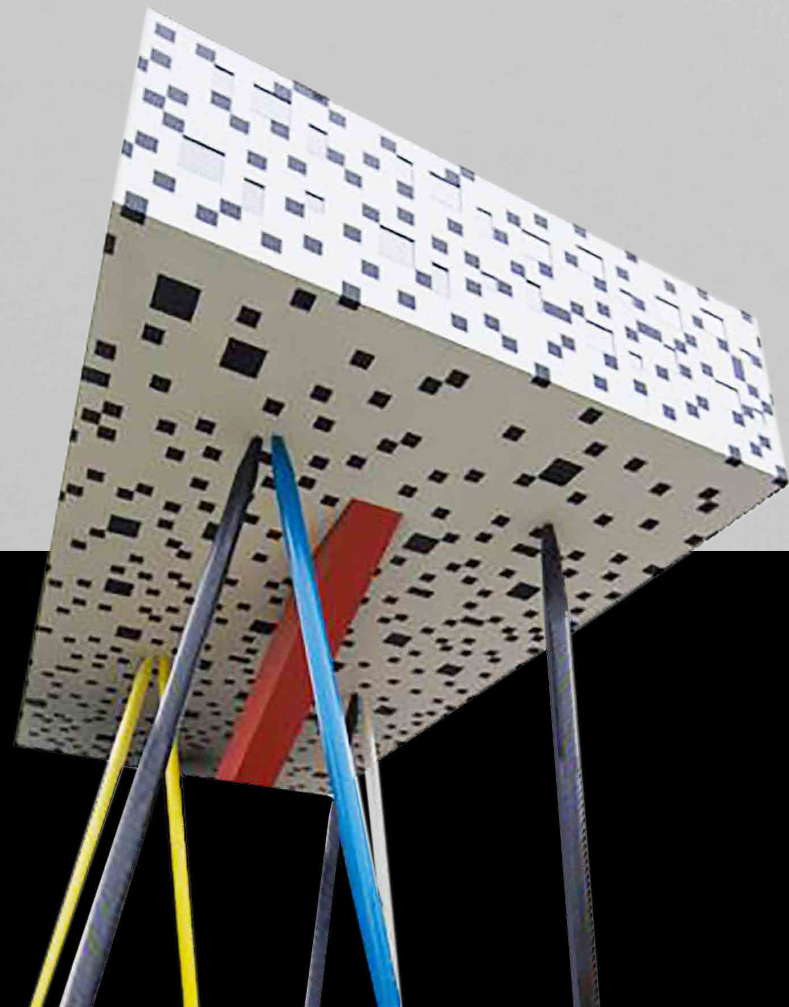
Wednesday
May 28, 2025

5:30 p.m. and onwards



OCAD UNIVERSITY

Canada's largest and most comprehensive art, design and media university.



THE OCAD U GALA

WHO WE ARE

OCAD University, located in the heart of the art and culture sector in downtown Toronto, is a world-famous hub for art and design education, research, innovation and creativity.

With 5,000 students in 18 undergraduate and seven graduate programs, OCAD U offers hands-on, studio-based programs ranging from Drawing and Painting to Animation, Industrial Design to Design for Health and Indigenous Visual Culture to Strategic Foresight and Innovation. More than 25,000 alumni work in every sector of the economy, including architecture, advertising, automotive design, augmented and virtual reality, urban planning and environmental design.

OCAD University faculty, students and alumni have won every major art award, exhibit their work in the world's top galleries, run almost every major Canadian ad agency and lead game-changing innovative technologies and design.

Vision: OCAD University is a vibrant community of bold, curious and compassionate artists, designers and scholars imagining and creating a joyful, equitable and sustainable world.



THE OCAD U GALA

GET READY TO EXPERIENCE TORONTO'S NEWEST SIGNATURE ART AND DESIGN EVENT

*Celebrating the talent and creativity of artists and designers
in support of students at OCAD University.*

Convening Toronto's most creative and influential minds in the art and design sector, OCAD University is excited to launch Toronto's newest signature event! Join us in your most sharp & chic formalwear for an unforgettable experience that will challenge your perceptions and ignite your creativity.

Guests will experience a truly unique and enlivening evening at OCAD U's inaugural gala on **May 28, 2025**, at our main campus building – home to the iconic “flying tabletop” Rosalie Sharp Centre for Design at **100 McCaul St., Toronto**. Expect the unexpected as guests are immersed in a night where art meets innovation in the most remarkable ways.

For one night only, guests will also have the opportunity to bid on one-of-a-kind artwork by some of Canada's leading and up-and-coming artists and designers. Past auctions at OCAD U have featured works by globally recognized artists like Michael Belmore and Rajni Perera.

Don't miss your chance to be part of this exclusive event and the beginning of a new tradition in the heart of Toronto's vibrant art and design scene. Connect your brand with our exclusive guest list that includes Toronto's most influential philanthropists, art and design patrons and creative leaders.



THE OCAD U GALA

THE EVENT AT A GLANCE

- + VIP reception
- + Art activations
- + Dinner and entertainment
- + Art auction
- + Gala after party



THE OCAD U GALA

ATTENDANCE & AUDIENCE

Experience an unforgettable evening of art and thrilling experiences with:

- + Over 200 leaders in philanthropy and art and design
- + OCAD U principal supporters and corporate sponsors
- + Influential Canadians interested in expanding their art collection
- + OCAD U faculty and special guest alumni



THE OCAD U GALA

THE IMPACT OF YOUR SUPPORT

Advancing Student Success – Funds raised at the event will establish vital student bursaries at OCAD U that minimize financial barriers to a leading education in the art and design sector. This crucial support fosters the growth and talent of future creative leaders and innovators.



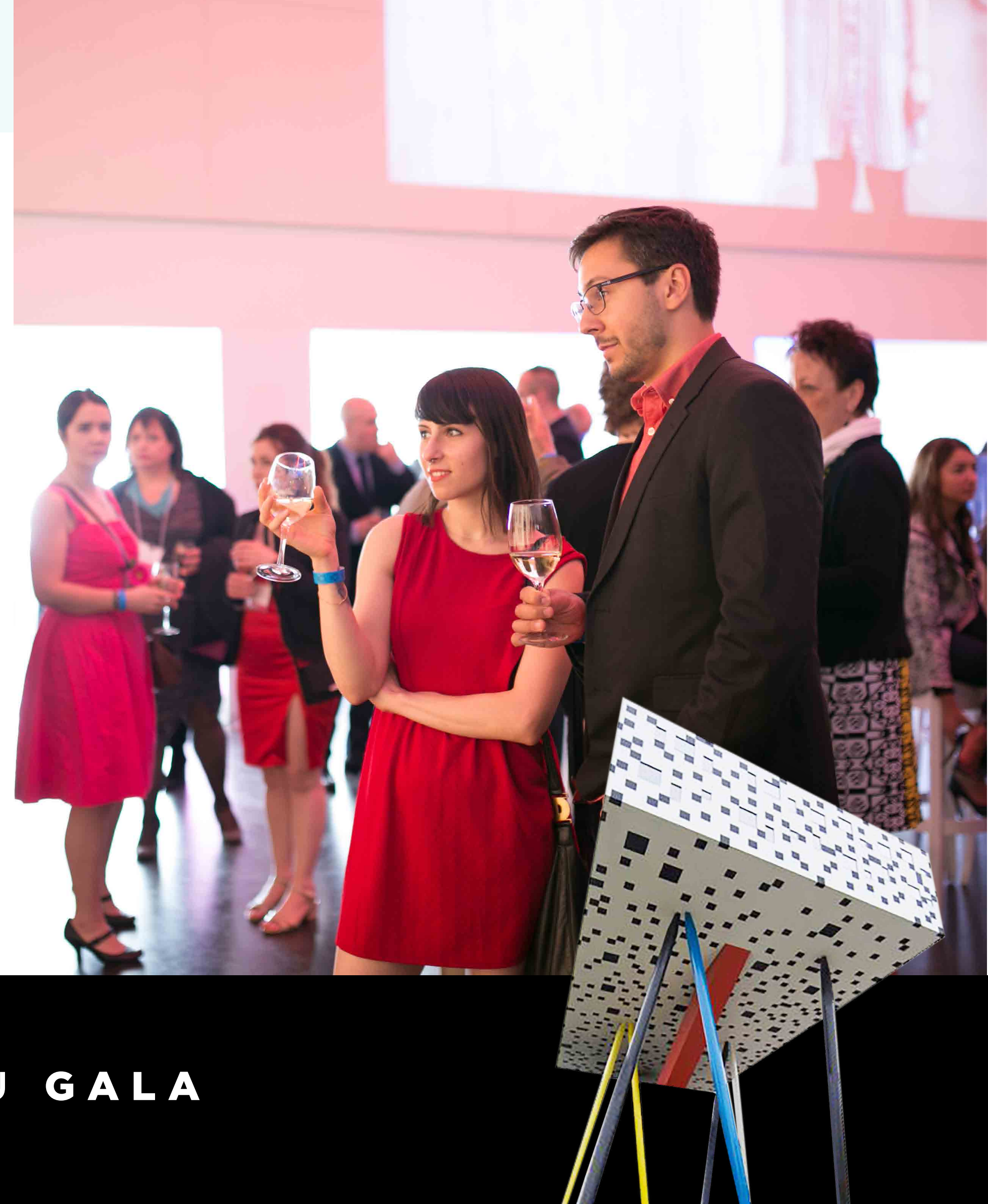
THE OCAD U GALA

BECOME A SPONSOR

OCAD University is committed to making art and design education more flexible and accessible to students, supporting them in fulfilling their potential as people, professionals and global citizens who are demonstrating the transformative power of art and design. With this goal in mind, OCAD U is forging new partnerships by offering special engagement and activation opportunities.

Your sponsorship will help students access a world-class education and unlock opportunities for the next generation of creative leaders to invigorate the art, design and media sector in Toronto and beyond.

By sponsoring OCAD U's gala, your brand will be prominently aligned with Canada's premier art, design, and media university, positioning itself alongside other industry and philanthropic leaders who are making a profound impact on the lives of emerging artists and designers.



THE OCAD U GALA

PRESENTING SPONSOR: \$50,000 - **SOLD!**

Step into the spotlight as our gala's presenting sponsor and showcase your brand at the forefront of this prestigious event. Enjoy unparalleled visibility among our guests and attendees.

Sponsor Benefits:

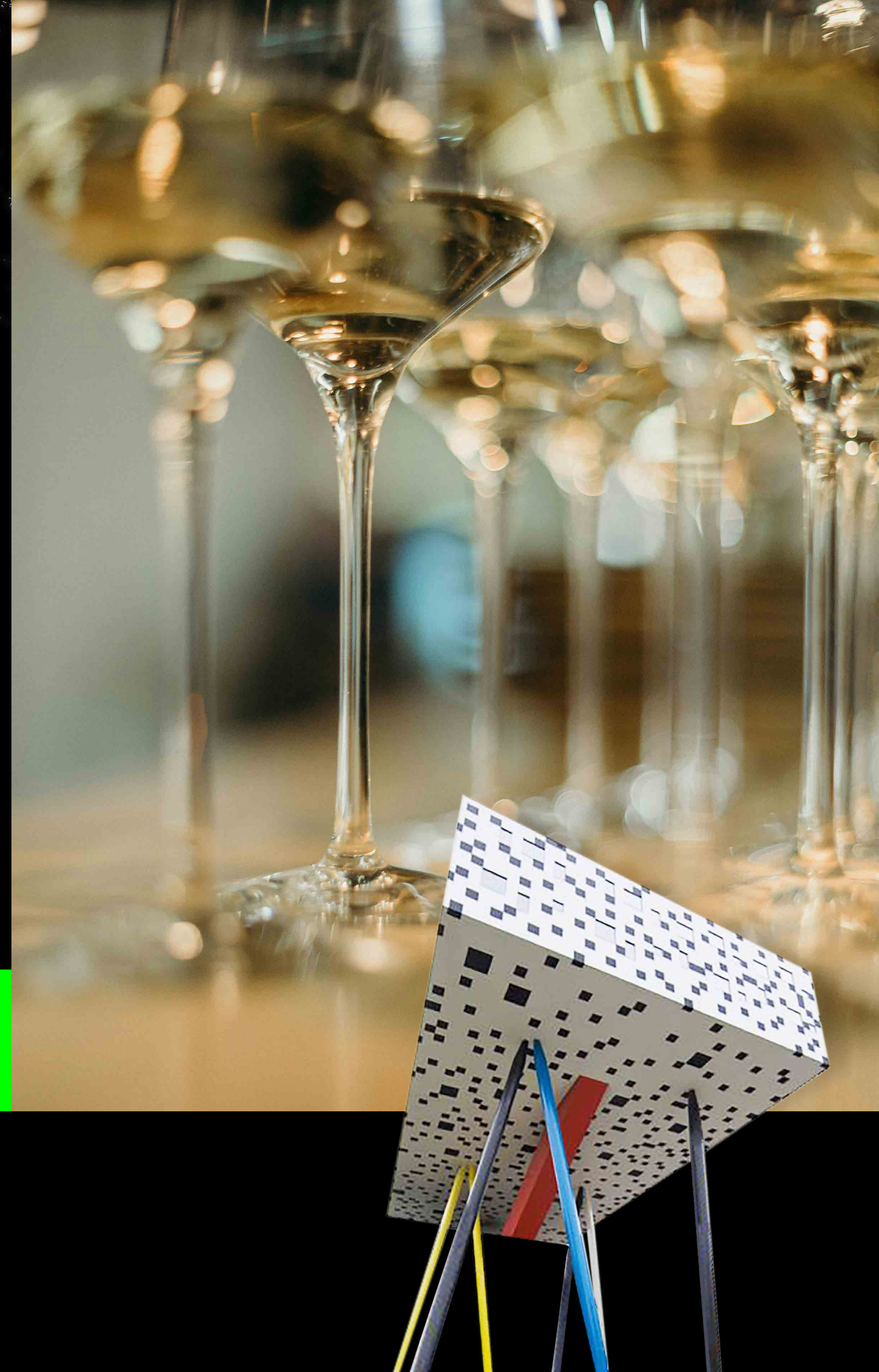
- + One table for ten people - premium location.
- + **Online and in-person brand activation:** acknowledgement at the event as well as digital and printed assets including logo placement on advertisements and promotional materials, event print materials, onsite signage, gala website and social media.
- + **One full-page ad** in the event program book.
- + **On-site presence:** receive a dedicated space for pop-up marketing or activation.
- + **Access to an exclusive team-building workshop at OCAD U**, featuring hands-on art and design activities to enhance creativity and collaboration within your team.
- + **Speaking opportunity** at the event.

OPPORTUNITY SUPPORTED BY

FORMA

PRESENTING LEVEL

THE OCAD U GALA



VIP RECEPTION SPONSOR: \$25,000 - **SOLD!**

Become a distinguished part of the evening's elegance by sponsoring our gala reception where your brand will shine.

Sponsor Benefits:

- + Receive prominent brand recognition as the gala reception sponsor.
- + One table for 10 people - prime location.
- + **Online & in-person brand activation:** acknowledgement at the event as well as digital and printed assets including logo placement on advertisements and promotional materials, event print materials, onsite signage, gala website and social media.
- + One half-page ad in the event program book
- + **On-site presence:** receive a dedicated space for pop-up marketing or activation.
Speaking opportunity at the event.

OPPORTUNITY SUPPORTED BY FORUM ASSET MANAGEMENT

VIP LEVEL

THE OCAD U GALA



AUCTION SPONSOR: \$25,000 - SOLD!

Elevate your brand's prominence by sponsoring our gala's art auction, providing our distinguished guests and art and design enthusiasts with the opportunity to acquire exclusive artwork.

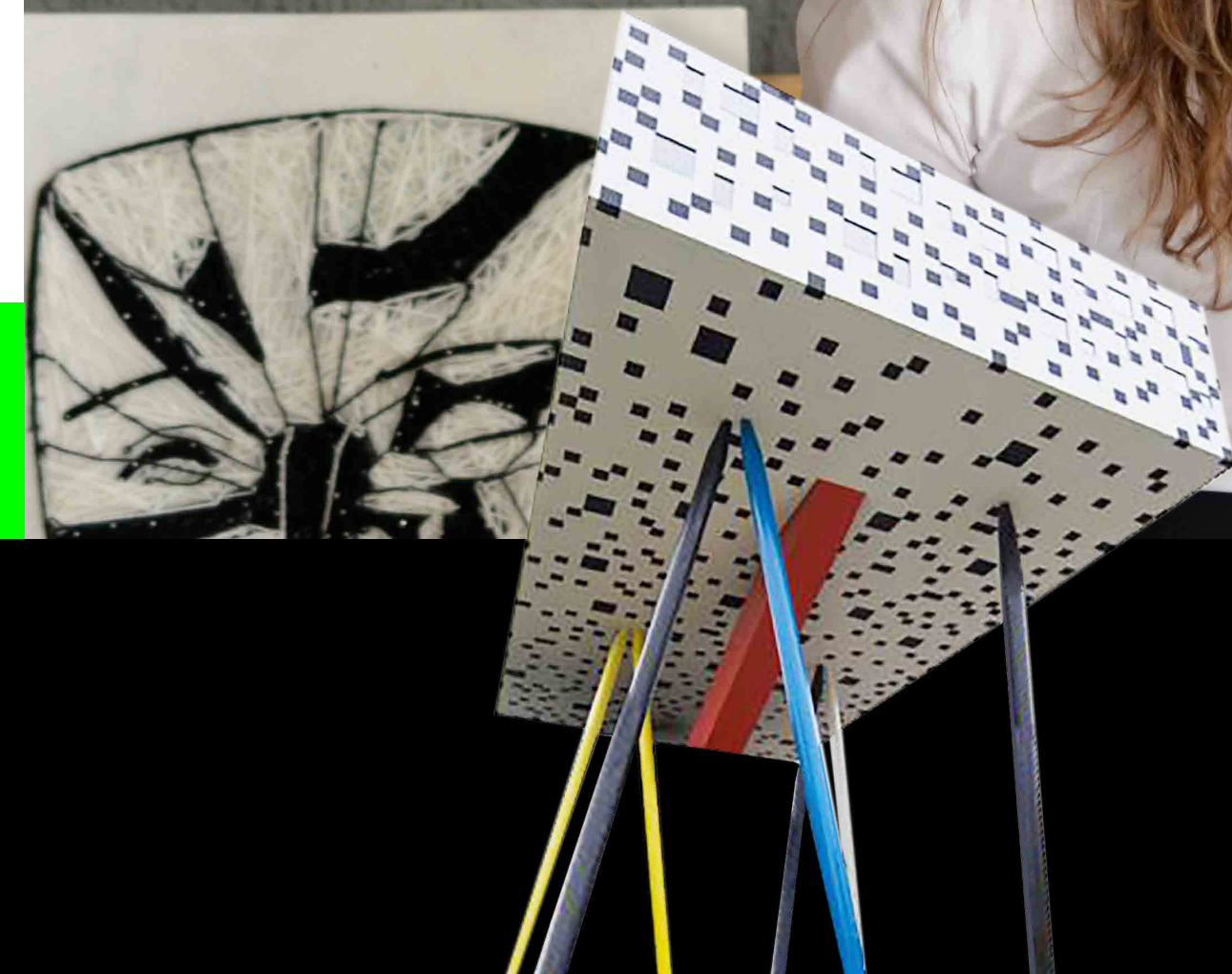
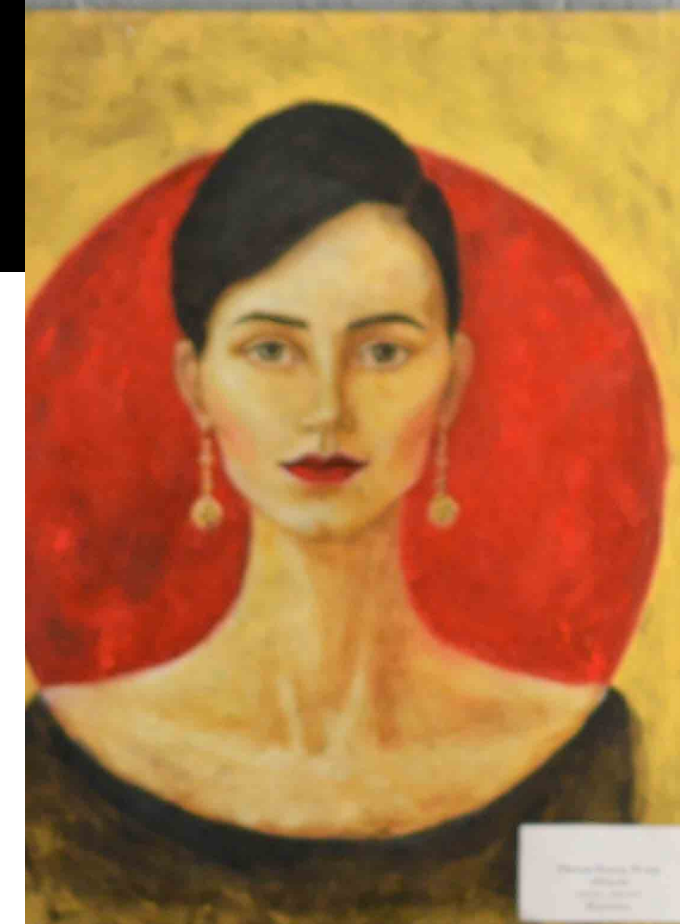
Sponsor Benefits:

- + Receive prominent brand recognition as the sponsor of the art auction and showcase your brand alongside exclusive artwork.
- + One table for 10 people - prime location.
- + Online & in-person brand activation: acknowledgement at the event as well as digital and printed assets including logo placement on advertisements and promotional materials, event print materials, onsite signage, gala website and social media.
- + One half-page ad in the event program book.
- + On-site presence: receive a dedicated space for pop-up marketing or activation.
- + Speaking opportunity at the event.

OPPORTUNITY SUPPORTED BY NAVIGATOR LTD.

AUCTION LEVEL

THE OCAD U GALA



**SUPPORTING SPONSOR:
PREMIER TABLE FOR 10
GUESTS:
\$15,000 X 3 - SOLD OUT!**

Enjoy a premium experience at your table, ensuring you and your guests feel appreciated and comfortable throughout the event.

Receive creative brand recognition by having your logo or name displayed at your table.

Special acknowledgement at the event and in a dedicated section of the event program book.

Online recognition on the gala website.

SUPPORTING LEVEL

THE OCAD U GALA



TABLE FOR 10 GUESTS: \$10,000

Secure your table for up to ten guests and enjoy an unforgettable evening at OCAD U's inaugural gala, surrounded by influential leaders and art patrons.

As a table host, your name will be prominently displayed, showcasing your commitment to supporting emerging talent in art and design.

A tax receipt will be issued for the maximum allowable amount.

Note: Tables are limited, so we encourage you to secure your reservation early to ensure your participation in this exclusive event.

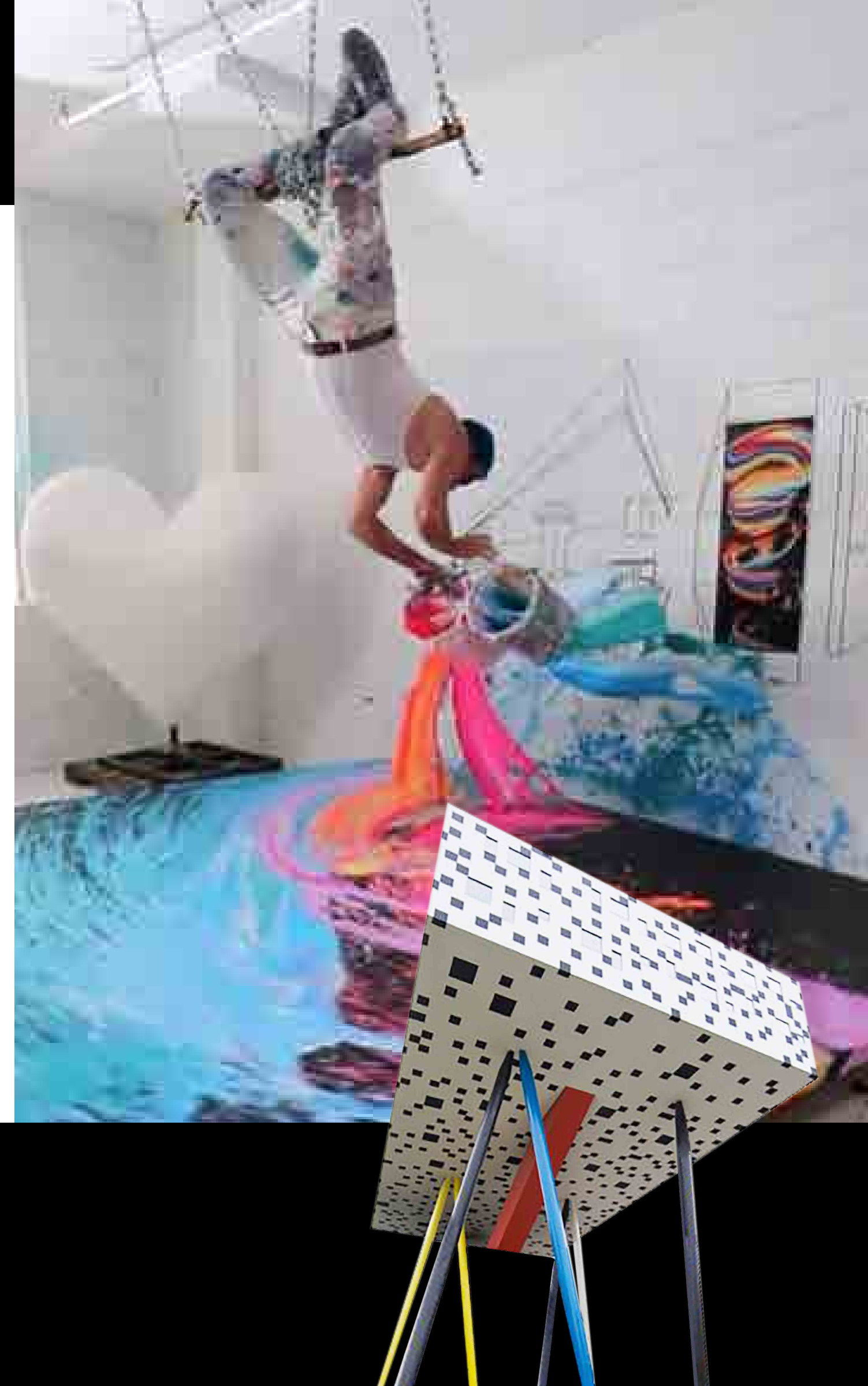


SUPPORTING LEVEL

THE OCAD U GALA

ARTIST SPONSOR: \$5,000

- + **Enhance the Gala Experience:** Elevate the event atmosphere by sponsoring one of four artist activations/installations.
- + **Creative Brand Visibility:** Enjoy recognition with your name prominently displayed at the sponsored activation site.
- + **Special Acknowledgment:** Receive verbal recognition during the event and written recognition in the event programme.
- + **Online Recognition:** Be featured on the gala website as an Artist Sponsor.

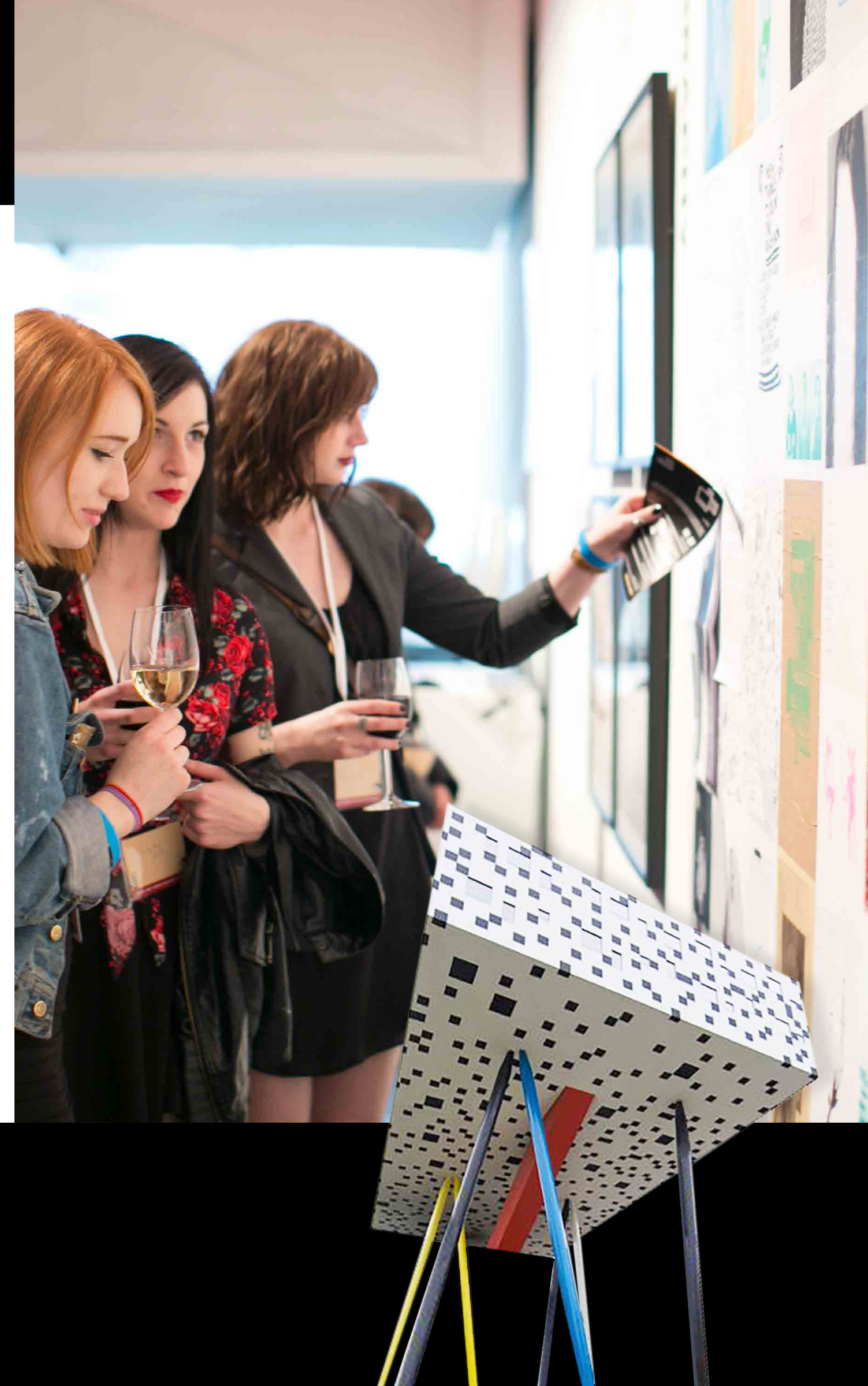


SUPPORTING LEVEL

THE OCAD U GALA

AUCTION LOT SPONSOR: \$5,000

- + **Empower Fundraising Success:** Support a key auction lot to boost the Gala's fundraising potential.
- + **Creative Brand Visibility:** Have your name associated with the auction lot, highlighted during the live auction.
- + **Special Acknowledgment:** Receive verbal recognition during the event and written recognition in the event programme.
- + **Online Recognition:** Be listed on the gala website as an Auction Lot Sponsor.



SUPPORTING LEVEL

THE OCAD U GALA

BENEFITS FOR ALL SPONSORS:

Be intimately associated with Toronto's newest signature art and design event.

Demonstrate your company's commitment to strengthening and nurturing the next generation of creatives, artists, designers, digital media influencers and innovators.

Gain meaningful access to a diverse group of influential Toronto tastemakers, high-profile supporters, philanthropists and C-suite executives.



THE OCAD U GALA

VALUE-ADDED BENEFITS:

HOSPITALITY & EXCLUSIVE NETWORKING OPPORTUNITIES

- Invitation to the VIP Reception and After Party
- Verbal acknowledgment during remarks
- Invitation to annual OCAD U events

BRAND ALIGNMENT & EXPOSURE

- Email outreach to a targeted list of OCAD U supporters
- Acknowledgment on webpages for the gala and ticket purchasing

ADDITIONAL RECOGNITION

- Thank you posts via OCAD U social media channels (Facebook, X and Instagram)
- Acknowledgement in OCAD U Donor Impact Report

IMPACT MEASUREMENT

- Custom Sponsorship Fulfilment Report



THE OCAD U GALA

MEET THE OCAD U GALA COMMITTEE



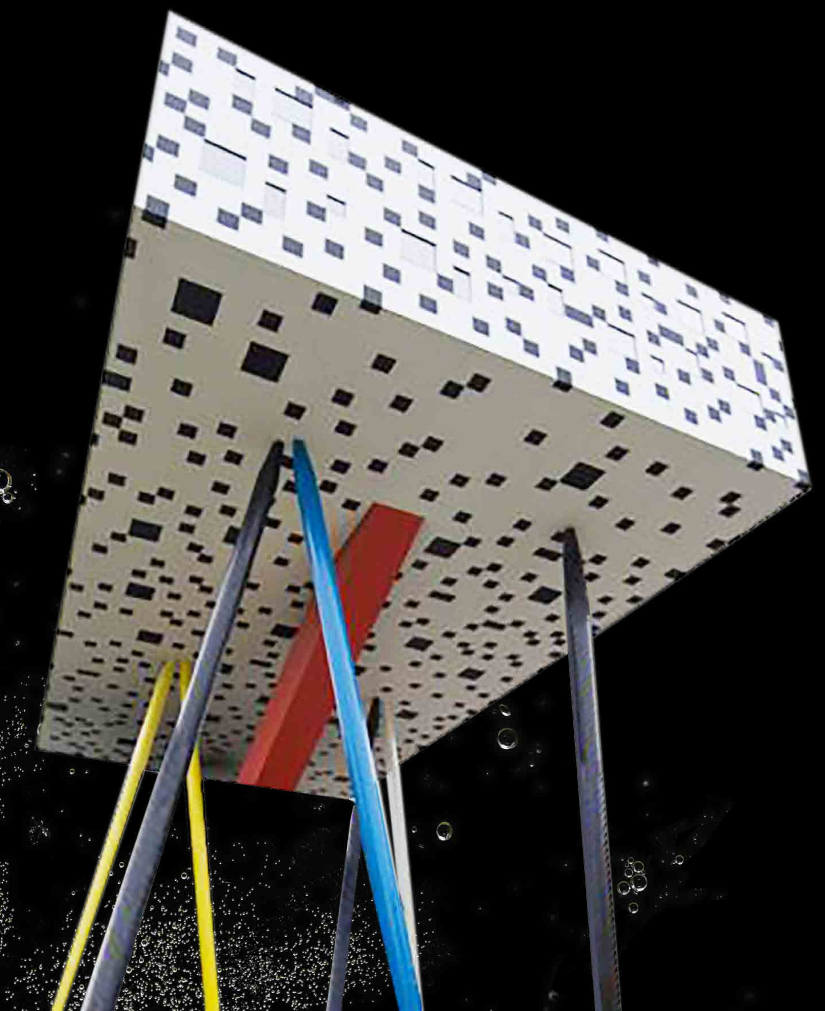
Amy Burstyn-Fritz,
Co-Founder of Misette
Co-Chair



Jeff Hull,
President, Hullmark
Co-Chair

- Colleen Baldwin
- Chris Braden
- Jaclyn Cobourn
- Alison Currie
- Cleophee Eaton
- Rana Florida
- Alan Gertner
- Jen Grant
- Allison McCrea
- Claire McNamara
- Alison Milne
- Jordin Mimran
- Dan Tanenbaum
- Tanya Taylor

THE OCAD U GALA



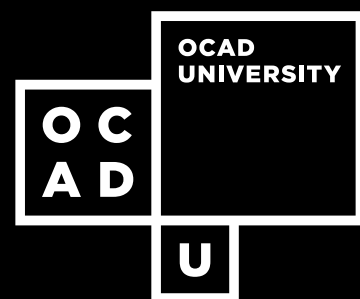
THANK YOU!

FOR MORE INFORMATION, PLEASE CONTACT US.

Mary Koutsoubos
Executive Director, Advancement
maryk@ocadu.ca
416.977.6000 x 480

Kathy Mile
Director, Annual Giving & Alumni Relations
Advancement
kathymile@ocadu.ca
416.977.6000 x 459

OCAD University
100 McCaul St.
Toronto, Ontario
M5T 1W1
www.ocadu.ca



THE OCAD U GALA

