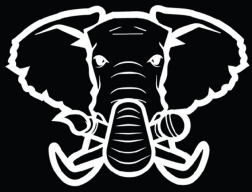


5 ARTISTS 1 LOVE

SPONSORSHIP PROPOSAL



5 ARTISTS 1 LOVE

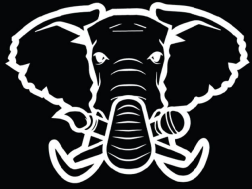
GRATITUDE

We are so grateful for the partnerships that have been built between community sponsors and 5 Artists 1 Love over the last two decades.

These partnerships have enabled so many talented Black artists, performers and creators to take creative risks and stay connected to Edmonton in a meaningful way.

We hope to continue to build on these partnerships, and are excited for what is to come!





5 ARTISTS 1 LOVE

KEEP THE DATES

ART SHOW:

Art Gallery of Alberta

January 20th to March 3rd, 2024

ALL BLACK WEAR GALLERY AFFAIR

Art Gallery of Alberta

January 27th, 2024

MUSIC PERFORMANCE

Winspear Centre

February 3rd, 2024



OUR STORY: 5 ARTISTS 1 LOVE ANNUAL BLACK HISTORY MONTH ART & MUSIC SHOW

THE MUSIC SHOW:

Discover the captivating elegance of the 5 Artists 1 Love Black History Month music extravaganza. Established in 2010, this annual event has taken Edmonton by storm, offering a platform for the magnificent talents within the city's Black community. With an array of singers, musicians, poets, and dancers, the concert showcases the diverse cultural tapestry and artistic brilliance that Edmonton has to offer.

Immerse yourself in the vibrant tapestry of the African diaspora as this remarkable show weaves together art, music, and poetry. Its profound purpose extends beyond mere entertainment – it seeks to empower both established and emerging artists, nurturing the growth of Black arts and culture while honouring the achievements of Black Canadians.

This year, the 5 Artists 1 Love music concert is set to mesmerize audiences at the illustrious Winspear Center on February 3, 2024. Given its immense popularity, the show is expected to sell out for another year in a row.





OUR STORY: 5 ARTISTS 1 LOVE ANNUAL BLACK HISTORY MONTH ART & MUSIC SHOW

THE ART SHOW:

Now in its eighteenth year, the 5A1L art show is one of Edmonton's longest running Black History Month events.

A call for submissions is put out to local Black artists in the city. All submissions are juried and five are carefully selected from the lot. The chosen artists not only have their work exhibited in the show but they are coached on how to price their art and work with a gallery. They enjoy the number of networking opportunities provided, press coverage and are bestowed with an amazing opening Gala. The exhibit runs from January to March 2024.

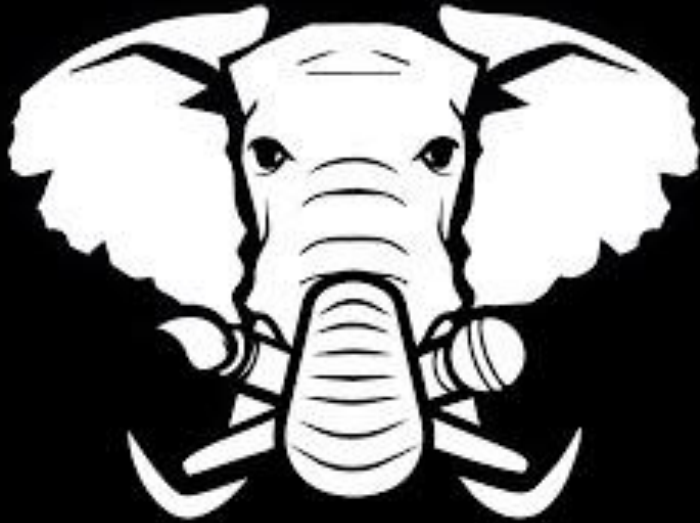
The music and performance component of this event will include a curated mix of talented performers and will welcome special guests in celebration of Black music and culture. The event will be accentuated with live music, spoken word and closing music from one of Edmonton's top DJs. The evening promises to be an interactive experience with unique local Black art on display around the gallery.





5 ARTISTS 1 LOVE

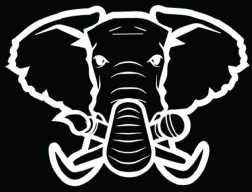
VIDEO HIGHLIGHTS



“Reunited”: Live at the Winspear 2022- 4 Min



“Barber Shop Chronicles: Tales from the shops and salons” 2019 - 3 Min



5 ARTISTS 1 LOVE

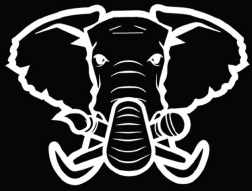
IMPACT

For the past 18 years, 5 Artists 1 Love has made a significant and enduring impact on our community through the power of music, inspiring collaborations, fostering unity, and providing invaluable professional opportunities within our community.

In 2023:

- Over 80 performers and artists were supported
- More than 10 businesses were supported
- Over 40 volunteers participated
- Over 1200 people attended the opening Gala of exhibit which ran from Jan- Mar. 2023
- 687 people attended the music performance at the Winspear Theatre.





5 ARTISTS 1 LOVE

DEMOGRAPHIC

Every year our audience grows bringing new people to experience 5 Artist 1 love for the first time.

On average, our events attract:

- 25- 55 years old working professionals
- 69% Female and 40% Male



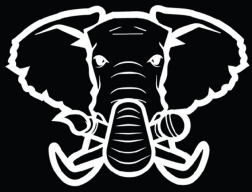


OUR COMMITMENT TO YOU:

Going forward, 5A1L has engaged a data visualization and analytics team to assist us in collecting metrics that matter to your organization.

We will work closely with you and your funding team to identify what metrics would be of value for us to capture, in order to display how your organization impacts Edmonton's Black artists, performers, and more broadly the arts, culture, tourism. We make it clear that your organization is firmly committed to inclusion, diversity, equity and accessibility (IDEA) initiatives.





5 ARTISTS 1 LOVE

THE EVENT: ALL BLACK WEAR GALLERY AFFAIR

In an effort to continue to elevate the partnership with * your organization and 5 Artists 1 Love we have expanded our Black History Month art and music show at the Art Gallery of Alberta .On February 3/ 24 we open with the now third annual "All Black Wear Gallery Affair" event.

We are proposing an event that is an infusion of both culturally fuelled music and visual art creating a platform for Black artists to showcase their work. At this event we will include a curated 5 Artists 1 Love musical performance, one hour of VIP entertainment and hospitality specifically catered to *your organizations employees and special guests. At this event, * your organization will have the opportunity to mingle with the artists and enjoy a night of celebrating Black art, music and performance. Last Feb. we were expecting 350 people and had over 1200 people attend!





CORPORATE SPONSORSHIP STRUCTURE

Platinum \$25,000+

- ★ VIP Passes
- ★ Discounts on art purchases and commissions
- ★ Logo and company name, descriptions, contract and website info on the 5 Artists, 1 Love Sponsor page
- ★ Inclusion in the Sponsors album on our Facebook page
- ★ Logo on all printed material
- ★ Banner ad in all HTML emails
- ★ Inclusion of the Twitter account
- ★ On stage recognition
- ★ Media acknowledgment and promotion
- ★ Mention in the event Program

Gold \$10,000+

- ★ VIP Passes
- ★ Discounts on art purchases and commissions
- ★ Logo and company name, descriptions, contract and website info on the 5 Artists, 1 Love Sponsor page
- ★ Inclusion in the Sponsors album on our Facebook page
- ★ Logo on all printed material
- ★ Banner ad in all HTML emails

Silver \$5,000+

- ★ VIP Passes
- ★ Discounts on art purchases and commissions
- ★ Logo and company name, descriptions, contract and website info on the 5 Artists, 1 Love Sponsor page

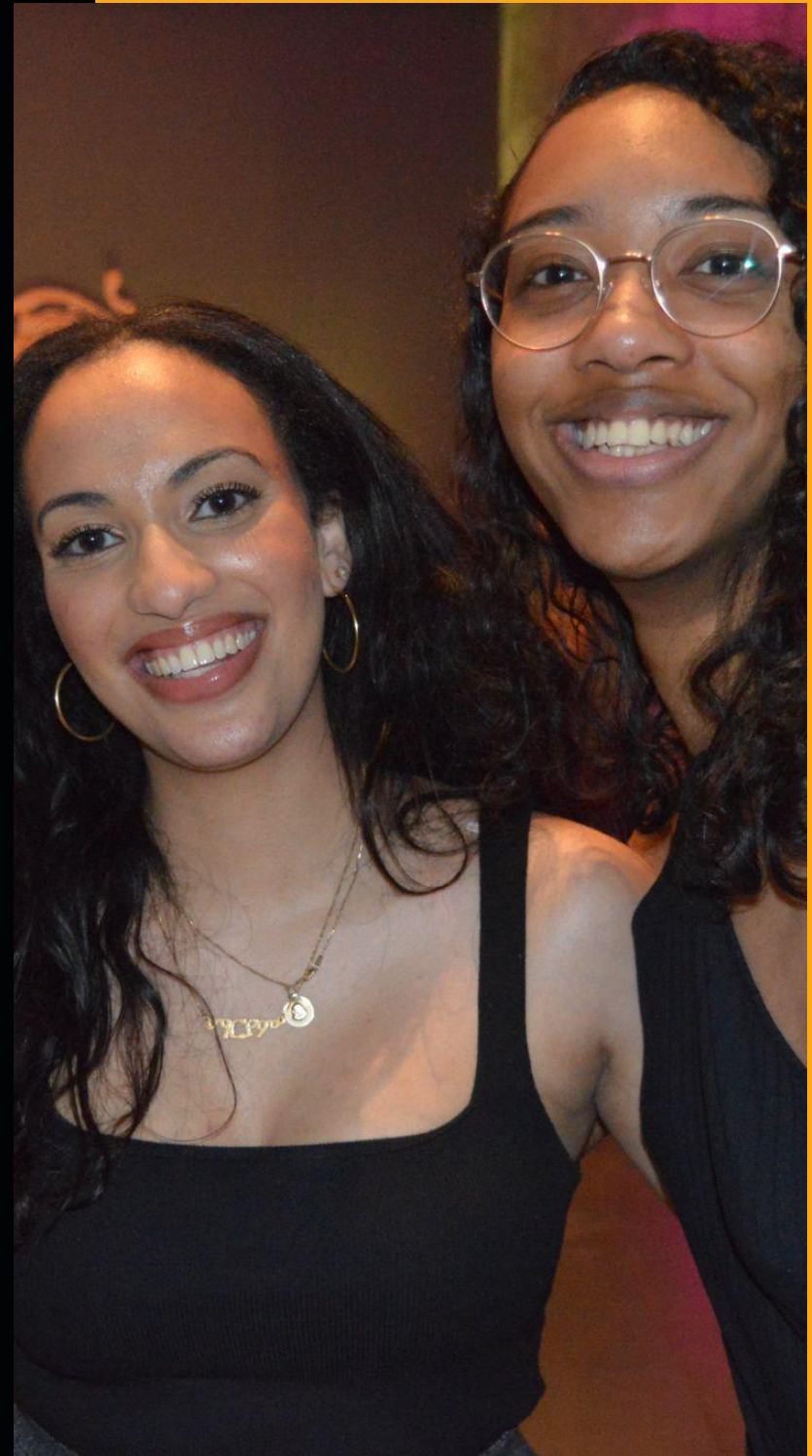




CLOSING REMARKS

On January 27 & February 3rd, 2024, we guarantee an engaging and culturally invigorating night for your organization's employees, your valued guests, Edmonton's artists and the general public.

We look forward to our continued conversations on next steps for our upcoming events, the metrics you'd like us to capture, and how we can show our gratitude for your generous support.





5 ARTISTS 1 LOVE

CONTACT US

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