

GENERATOR

[date]

Dear [name],

Re: Sponsorship opportunity: Establish your company as an essential resource for artists by training and cultivating your future clients.

Generator is a mentoring, teaching, and innovation incubator that empowers independent artists, producers and leaders. Primarily we do this by giving artists and independent companies the entrepreneurial skills they need to sustainably produce their artistic visions. Our unique model has drawn attention from coast to coast and the performance community is buzzing about how we are creating unique and necessary opportunities for artists in the Toronto area.

We recognize [company name] as a company that contributes to the health and wellbeing of artists and their work. Your experience and products are valuable resources for artists and as such, we're offering you the opportunity to be part of our new digital tool: **ArtistProducerResource.com** - **the first resource of its kind for independent performance producers.**

ARTISTPRODUCERRESOURCE.com: A Performance Producers' Open Source Wiki & dedicated YouTube channel

WIKI

- Everything you need to know to produce indie performance in Toronto and across Canada
- Knowledge-sharing between artists, companies and **experts in their fields**
- **Useful resources, templates, contracts, etc.**
- Links to all online resources already existing within the community

DEDICATED YOUTUBE CHANNEL

- Helpful information for the Wiki in video format through case studies, interviews, tips and tricks, and how-to videos
- Pooling followers from many indie companies and arts organizations into one centralized audience = wider reach
- Promotional videos of work being made by Canadian artists, allowing artists to promote themselves nationally

The Opportunity:

Your expertise in conjunction with Generator's **ArtistProducerResource.com** will build artists' capacity and knowledge. In addition to providing them information on your specific product or services, our wiki will give context and compelling reasons to **WHY** they should use your products, and how to build it into their planning and budgets.

Your customer base will grow as artists and designers become more knowledgeable about how to create effectively with means that support their art and professionalism rather than undermining it, and investing in the equipment and professional services necessary to make that happen.

With support already garnered from the Canada Arts Council and the Toronto Arts Council Open Door funding program, **ArtistProducerResource.com**, will be soft-launching this Spring.

Our Ask:

- **\$400 Cash Contribution**
- **Your know-how**

Your Benefits:

- **A platform to promote your products, rentals and training courses** to an untapped market of Toronto artists and creators
- Logo and Link on the Wiki to your website along with a max 400 word resource page written by your team (in case you are wondering how much 400 words is – it is about as many words as we got to before this sentence). Generator will help you position your content to maximize engagement with artists and tagging within the wiki
- Brand awareness on our YouTube Channel videos produced by Generator and videos shared through our social media
- Opportunities for employees to participate on camera for select how-to videos or interviews
- Logo included in our founders footer on ArtistProducerResource.com

This is an exceptional marketing opportunity. As a partner for the launch of this major resource, our targeted marketing efforts will augment your on-going marketing strategy and exposure. In addition, the arts councils, artists and organizations who have contributed to the YouTube channel and Wiki will be keen to promote their own involvement through their social media networks thus bringing more people to the site and to your brand. We are offering you the opportunity to connect with a network of artists exponentially larger than our own alone.

Bonus incentive: Through to August 20, 2017, Generator is participating in the ArtsVest program: a Business for the Arts' signature matching incentive and sponsorship training program, designed to spark new business sponsorship of arts and culture and to build capacity in Canada's cultural sector. As such, your contribution will be matched through this program.

We would appreciate the opportunity to meet with you in person to discuss more in-depth the benefits we can offer you, project timeline and refine what you envision your company could bring to this project.

Please give me a call or I can follow up with you next week to schedule a brief meeting at your convenience.

Thank you for your consideration and I look forward to meeting with you!

Sincerely,

Katie Leamen
Director of Coordination & Communications
Generator
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