

# SPARK

PHOTO FESTIVAL

The SPARK Photo Festival is a celebration of photography, the artists, dreamers, innovators, storytellers, professionals and enthusiasts behind the camera lens. Every year, the month of April marks the arrival of numerous photographic exhibits and artists, workshops, lectures and other related photographic events and activities.

Since 2013, the SPARK Photo Festival has become the premiere event celebrating photography and photographers across the Peterborough, Northumberland, and Kawartha Lakes region. The SPARK Photo Festival is the only month-long regional festival of its scope in Canada. All other photography festivals are held in metropolitan areas. As a community-based festival, SPARK is inclusive, encouraging exhibits at all skill levels from the student to the fine art to the commercial photographer. Our story is the feel good story of the little festival that could. Each year 25,000 plus visitors see the exhibits.

As a sponsor, your organization receives exceptional promotional exposure and branding through extensive marketing and communication opportunities leading up to, and during the event. All SPARK materials - signage and website - are of the highest quality, ensuring your company's message not only looks good, but is noticed. SPARK would be happy to meet with you to discuss sponsor opportunities in greater detail.

## A FEW SPARK PROMOTIONAL ACTIVITIES:

**FESTIVAL APP (Toureka!)** - Our free mobile app/map is used to guide visitors.

**FOLD-OUT MAP OF EXHIBIT LOCATIONS**

**FESTIVAL WEBSITE PLUS Social Media Initiatives**

**SIGNAGE** - all venues clearly marked with festival signage

**SPONSOR SIGNAGE** - at SPARK sponsored exhibits

**ADVERTISING & PR** - traditional media

**OPENING CEREMONIES/RECEPTIONS** - includes receptions for the Showcase, Emerging Artist, & Juried Exhibits

**WORKSHOPS & LECTURES** - free novice exhibitor workshops, photo technique workshops year round

**STUDENT OUTREACH**- student exhibit costs subsidized to allow an affordable registration rate

**COMMUNITY OUTREACH**- community groups to use photographic exhibits to promote, celebrate, educate, advocate and/or fundraise



Cover 2020 SPARK Catalogue



2022 SPARK Juried Exhibit Winner  
Randall Romano - Financial Shuffle

**SPARK is very proud to be powered by sponsors. Thank you for being involved. To connect by email:**

**Jennifer MacKenzie, Festival Director:** [info@sparkphotofestival.org](mailto:info@sparkphotofestival.org)  
**Kenneth Powell, Chair:** [kenpowell30@gmail.com](mailto:kenpowell30@gmail.com)

## Levels & Benefits

	\$10,000 (main festival sponsor) Cash Only	\$5,000 Cash/GIK	\$2,500 Cash/GIK	\$1,000 Cash/GIK
Logo & Link on SPARK website	Banner Logo	Logo	Logo	Name
Framed photograph from the Showcase or Juried exhibit *cash sponsor only	✓	✓	✓	✓
Staff volunteer opportunities	✓	✓	✓	✓
Social media marketing	✓	✓	✓	✓
Acknowledgment at all Public Events	All Events	SPARK Events		
Private preview/reception of Juried and Showcase Exhibits	✓	✓	✓	
Logo placement in the SPARK newsletter	Year	Seasonal Jan, Feb, Mar, Apr	April	
Logo Placement on Toureka! free mobile app	✓	✓	Name	Name
Logo placement on signage at each exhibit	✓	✓	✓	
PR opportunities	✓	✓		
Cross-marketing opportunities	✓	✓		

**CUSTOMIZED BRANDING OPPORTUNITIES** SPARK would love to listen to your marketing needs and customize a program to achieve your goals. In addition to the levels and benefits listed above, there are several unique branding opportunities available.

**Title Sponsor \$10,000 a year - 3 year commitment** Cash Only

Have your company name/brand intimately associated with the festival

**Showcase Exhibit Sponsor \$5,000** - Cash/GIK

An exhibit of photographic collections

**Themed Juried Exhibit Sponsor \$5,000** - Cash/GIK

Open to photographers living in the province of Ontario - province-wide marketing

**Emerging Artists Exhibit \$5,000** - Cash Only

Help kickstart the photography careers of local emerging talents

**Map of Exhibit Locations Sponsor \$3,000** - Cash Only

Help visitors find the various SPARK exhibits in the area. This sponsorship covers the Toureka! mobile app as well as the short run printed maps.