

NIGHTSHIFT

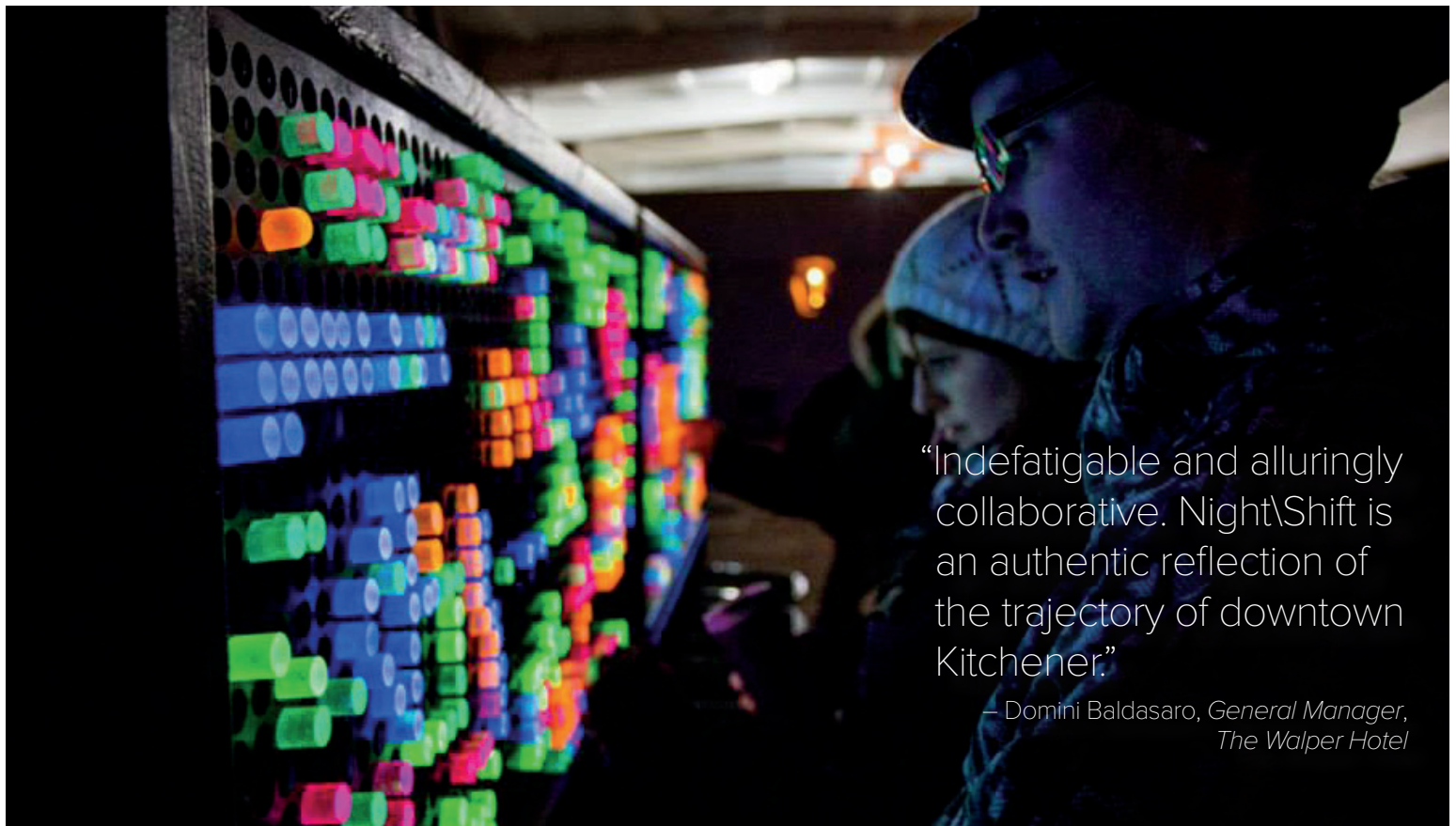


Downtown Kitchener's
nocturnal adventure festival



2015

SPONSORSHIP
OPPORTUNITIES



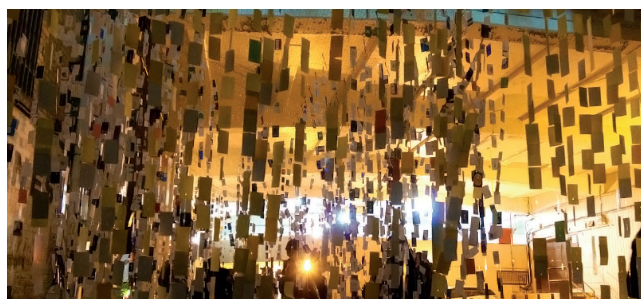
“Indefatigable and alluringly collaborative. Night\Shift is an authentic reflection of the trajectory of downtown Kitchener.”

– Domini Baldasaro, *General Manager, The Walper Hotel*

Night\Shift nocturnal adventure festival is Kitchener’s annual walkable celebration of pop-up art and performance, placehacking and participatory creativity. The festival features collaborative programming by local artists, entrepreneurs, social organizations and random citizens, all presented for free at a range of indoor and outdoor venues – small and large businesses, cultural institutions and cafes, public and private spaces, parks and parkettes, parking lots, laneways and streets – throughout downtown.

Night\Shift is empowered by **AJ** (aka Alternatives Journal), Canada’s leading environmental media brand. We believe that vibrant and resilient communities are vital to advancing environmental and social issues, and we launched the festival in 2013 to celebrate our hometown, reimagine the shared spaces around us and connect with our neighbours.

The festival knits together a diverse and dynamic network of contributors, including: *City of Kitchener; Christie Digital Solutions; Kitchener & Waterloo Community Foundation; SaveOnEnergy; Walper Hotel; Sherwood Systems; Neruda Arts; MT Space; Inter Arts Matrix; John MacDonald Architect; Communitech; Community CarShare; CMG Entertainment; Erb & Erb; Kwartzlab; Weird Canada; Queen Street Yoga; KW Poetry Slam; University of Waterloo’s Water Institute; 12 Angry Filmmakers; Green Light Arts; Community Music School of Waterloo Region; and Wilfrid Laurier University.*



NIGHT\SHIFTING HALLOWEEN

This autumn **AJ** will continue to develop the festival by adopting a Halloween theme and inviting another wave of community builders and culture creators to help remake downtown into a massive trick-or-treating landscape, peppered by free performances and installations, amazing costumes and characters, rare flavours, interactive ideas and excellent opportunities to engage with the people and places that make Kitchener amazing. The **Night\Shift** programming schedule will also expand in 2015 to include dedicated pre-festival fundraising events and participatory creative spaces that will be open to the public before and after October 31st.

We invite you to get involved in producing Night\Shift: Halloween! in 2015, either as a financial supporter or by proposing a contribution to festival programming that showcases your company or organization’s creative capacity and appetite for community empowerment.

“Our community is growing and Night\Shift helps us become a more vibrant city. As a downtown homeowner, I am so pleased to be surrounded by cool culture like this festival!”

– Meaghan Hawkins, *Director of Sales & Strategic Initiatives, THEMUSEUM*



YOUR SUPPORT EMPOWERS US

An important part of **Night\Shift** is the fact that we financially support our artists and contributing organizations. With the help of corporate partnerships and donations, the festival can pay both professional and amateur creators as well as foster the development of new artwork and collaborative experiences.

The Conference Board of Canada reports that every \$1 of GDP produced by Canada's cultural industries equals roughly \$1.84 in real GDP. In other words: investment in artistic expression brings rich returns.

Your organization is an active participant in creating our community's future. You support the City of Kitchener's downtown revitalization strategy because you know that creative people need creative places and outlets to truly make themselves at home. You also know that events like **Night\Shift** demonstrate what makes our community tick – and attract and retain talent.

“Night/Shift is urban ignition in action, an event that shows how art can transform the downtown experience into intriguing encounters and unsuspecting surprises!” – Shirley Madill, *Executive Director, Kitchener-Waterloo Art Gallery*

SPONSORSHIP LEVELS

Night\Shift Luminary \$7,500 contribution

One of 4 presenting sponsors of **Night\Shift** 2015 – for companies and organizations that want to make a deep commitment to supporting Kitchener's economic development strategy and empowering the growth of the Region of Waterloo's arts and culture sector.

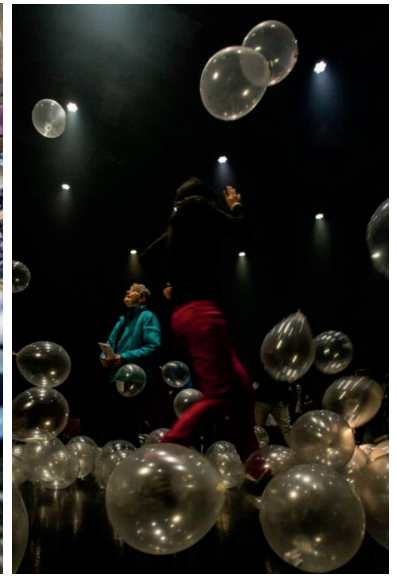
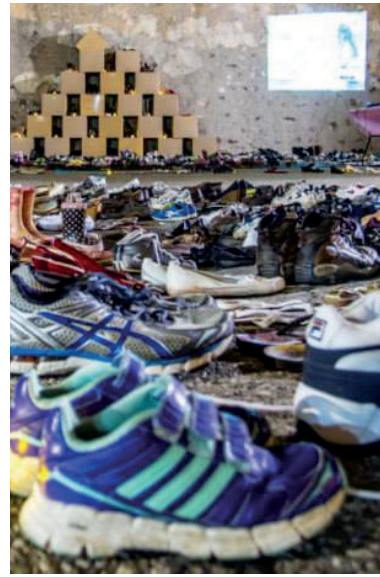
Night\Shift Partner \$3,500 contribution

One of 8 partnering sponsors of **Night\Shift** 2015 – for companies and organizations seeking opportunities to demonstrate strong advocacy for regional arts and culture development.

Night\Shift Supporter \$1,500 contribution

One of 12 corporate supporters of **Night\Shift** 2015 – for companies and organizations that want to amplify their festival involvement and showcase their commitment to building community.

Sponsorship benefits for both monetary and in-kind contributions include permanent recognition at nightshiftwr.ca, logo inclusion in on-site signage during Night\Shift 2015 (including on festival explorer's maps) and inclusion in marketing and social media outreach.



THANK YOU TO OUR 2014 SPONSORS

Empowered by



NIGHT\SHIFT is a collaborative community building initiative created by *Alternatives Journal* – an instigator of positive change & sustainable living for more than 43 years.

Luminary Sponsors



THE KITCHENER AND WATERLOO COMMUNITY FOUNDATION



Festival Partners



Festival Supporters



Community CarShare



Let's talk about how your organization can help to create & ignite the 3rd annual Night\Shift in October 2015.

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NIGHTSHIFTWR.CA