

INVEST
IN CANADIAN
CULTURE.
INSPIRE
CANADIAN
PRIDE.

SUPPORT AN EXTRAORDINARY
PLACE TO VISIT



McMichael
CANADIAN ART COLLECTION D'ART CANADIEN

DISTINCTLY CANADIAN



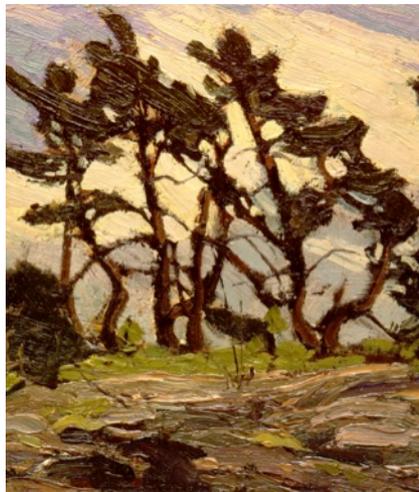
PAST, PRESENT AND FUTURE

The **McMichael Canadian Art Collection** is the only major gallery with a mandate to collect, preserve and celebrate Canadian art exclusively. We tell stories about the country through our permanent collection, special exhibitions, educational and public programming, and community outreach.

The McMichael has 6,000 distinctive works in our permanent collection, and we welcome more than 110,000 visitors annually.

Our collections include works that span the late 19th century to today, representing all parts of the country and a wide array of artists;

- The Group of Seven and Tom Thomson, along with their contemporaries
- First Nations, Inuit, and Métis
- Contemporary Canadian artists from many cultural heritages
- As well as 100,000 drawings, prints, and sculptures held in trust from the artists of the West Baffin Eskimo Co-operative in Cape Dorset



DIVERSE ROOTS BROAD PERSPECTIVES



A UNIQUELY CANADIAN EVOLUTION

The McMichael Canadian Art Collection is a place of inspiration and pride. Our mission is to interpret and promote Canadian and Aboriginal art to attract local, national and international audiences.

Our exhibitions reflect the history and diversity of Canada and place Canadian art in a global context.



Representing our country from coast-to-coast-to-coast, recent exhibitions include:

Painting Canada - the hugely popular exhibition of iconic paintings created by Tom Thomson and the Group of Seven

Ansel Adams: Masterworks and ***Edward Burtynsky: The Landscape That We Change*** - two thought-provoking exhibitions about society's complex relationship to the natural world

You Are Here: Kim Dorland and the Return to Painting - a contemporary artist's response to the masterworks of the McMichael permanent collection and the northern forests of Canada

Mary Pratt - a fifty-year retrospective of the artist's passionate and intense paintings

Charles Edenshaw - the first exhibition focused exclusively on the Haida master carver

Morrice and Lyman in the Company of Matisse - a pictorial journey through the sunbathed landscapes and exotic locales brought to life by these three artists

MILESTONE CELEBRATION: THE McMICHAEL'S 50TH

A NATIONAL TREASURE

In 2016, we celebrate our 50th anniversary, followed by Canada's 150th anniversary in 2017. This puts the McMichael in an ideal position to highlight our role as a national institution and a special participant in the nation's own birthday celebrations.

Plans are in development for exhibitions showcasing the treasures of the McMichael, along with programs and activities, special events and commemorations, anniversary publications, and community engagement across the country.

2016 will be a year to explore our identity as Canadians, and how that has been expressed through art.



NATURE AND OUR RELATIONSHIPS



EXPLORING CULTURE AND IDENTITY

Canada is one of the most urbanized countries in the world, yet those urban areas exist mostly in a narrow ribbon between the east and west; nature is never far away and we define ourselves through our relationship to it.

The McMichael Canadian Art offers a continually changing experience. The Collection brings people back time and again, connecting them to art, artists and art-making; visitors explore who we are as Canadians through art and nature.



In 2011, the grounds around the McMichael underwent a \$4.2 million enhancement. They are an idyllic place to experience the connection between art and nature.



THOUGHT-PROVOKING AND IMMERSIVE

STEWARDS TO A LEGACY

As the only major gallery committed exclusively to collecting Canadian art, we are stewards to a legacy in the region, the province and the country. We are a go-to place for schools, colleges and universities seeking to explore Canadian culture and identity, and are a knowledge resource for museums and researchers from across the country and around the world.

Our galleries are situated in 100 acres of protected forest along the Humber River Valley and include the heritage Meeting House and the cabin in which Tom Thomson painted his masterpieces. The grounds most notably include the final resting places of six members of the Group of Seven and their spouses, as well as the Collection's founders, Robert and Signe McMichael.

Like the many distinguished artists who have lived and worked here - Norval Morisseau, A.Y. Jackson and most recently, Kim Dorland and Terence Koh - our buildings, landscapes and trails allow visitors to become immersed in history, nature and art, and to understand better the Canadian identity.



The McMichael is the custodian of the Cape Dorset archives, a collection of almost

100,000

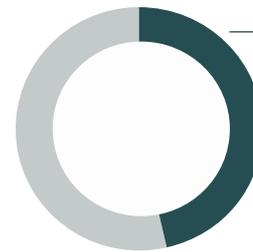
prints, drawings and sculptures being documented and made accessible to communities in the North, as part of a \$3.4 million multi-partner research project to be completed in 2017.

CONNECTING ACROSS GENERATIONS



ENGAGED, INSPIRED AUDIENCES

The McMichael Canadian Art Collection's members and visitors have strong, progressive values. They take pride in Canadian culture and desire to be part of things that support it. Their engagement lies across a spectrum of life stages, which presents an opportunity for long-term relationships with the McMichael and our partners.



47%

of our members and visitors are in the above-average household income and actively seek out cultural activities.



Young Urbans

Highly educated singles and couples; household income 15 percent higher than average; enjoy urban activities like art and dining but are also active outdoors; heavy social media users and online purchasers



Cultured Families

Highly educated middle-aged and older couples, household income is 62 percent higher than average; high level of home ownership; enjoy time outdoors and at cultural events



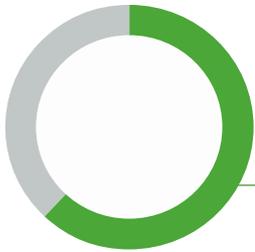
Older Patrons

Educated, mature people living in one or two-person households; frequent visitors to cultural events; enjoy cooking and baking and are heavy users of traditional media

CULTURED FAMILIES

ESCAPE TO BEAUTY - NATURE AND CURATED

Cultured Families are highly educated middle-aged couples and visit as an opportunity to refresh and immerse themselves in art and nature. They value life-long learning, and feel that exposure to different people and cultures is fulfilling. They spend their money in a very deliberate way, tending, for example, to purchase premium vehicles.



Cultured Families
have a household
income

62%

higher than
the Toronto
CMA average.



YOUNG URBANS



PROGRESSIVE AND ORIGINAL

Young urban singles and couples enjoy urban culture but are also active outdoors. They are highly educated and creative, have a household income 15 percent higher than average and are heavy users of



Social Media

and Online Shopping.



They experience the McMichael as an opportunity to enjoy Canadian culture and the Humber River Valley landscape.



Young Urbans live a progressive lifestyle, with respect for the environment and different cultures.



OLDER PATRONS



A LEGACY OF APPRECIATION

The McMichael's older patrons are educated people who are proud of Canada's heritage. They spend a lot of time in cultural activities and are drawn to opportunities to leave a lasting legacy. The environment is top of mind for this segment and is something that influences their purchasing decisions.

Members and visitors who are 65 and older are attracted to the collection for its diverse representation of Canada.



ACCESS CULTURAL AUDIENCES



PREMIER PARTNERS - A SHOWCASE FOR YOUR BRAND

As a Premier Partner, you will be part of an exclusive high-level group of sponsors that will be recognized in all our marketing and communications activities. You will receive category exclusivity and significant recognition in a variety of media and advertising vehicles, as well as in on-site collateral.

At a minimum, this includes:

- “Lead sponsor” rights to seasonal exhibitions or themed program category
- Recognition across the McMichael’s annual marketing budget
- Prominent crediting on all advertising and collateral related to the sponsored program or exhibition
- On-site signage with full-colour logo
- Logo on the Sponsors’ panel of *McMichael Magazine* and the members’ newsletter, *Art Flash*
- Tickets to sponsored exhibitions, previews and performances
- Complimentary private events and tickets to the annual fundraising Gala
- Memberships and general admission passes

Additional recognition and benefits can be customized around specific programs, activities and exhibitions for customers, clients, and employee engagement.

CREATIVE THINKING IN THE NEXT GENERATION



THE VALUE OF CULTURAL LITERACY

The arts teach children – and reinforce to adults – that there are many paths they can take to solving problems, and that problems can have alternate solutions. McMichael learning programs encourage the development of higher-order thinking skills, foster communication and boost creativity through interactive gallery tours and hands-on studio activities.

And schools certainly see the value: approximately 30,000 students and educators from many private schools and more than 40 school boards visit us during the academic year. Educators understand that the impact is significant.

“*The educators were first-rate, knowledgeable and really knew how to connect with teens and make them look at art, see art and think about it.*”

– Barb Steed, Grade 8 Teacher, R.H. Lagerquist Sr. Public School

For example, youth with high arts involvement are*:

4x 

Four times more likely to be recognized for academic achievement

4x 

Four times more likely to participate in a math and science fair

3x 

Three times more likely to win an award for school attendance

An arts education has life-long benefits. For example,



72%

of business leaders say that creativity is the number-one skill they seek when hiring.*

* Source: Arts and Education Navigator – Facts and Figures, (2013), Americans for the Arts

INVEST IN CULTURE

HOW WILL YOUR BRAND BENEFIT?

Your partnership with us is an investment in the long term. As a partner today, your name will be linked to a well-established Canadian cultural institution and recognized brand - an association that spans generations.

The McMichael provides access to a premium audience in an environment free of distraction and competing choices. It offers one-of-a-kind hospitality in a spectacular venue with natural charm and beautiful landscapes, where you can host high-impact, memorable events.



INVEST IN VAUGHAN



INDUSTRY, DIVERSITY AND CREATIVITY

The City of Vaughan positions itself as the gateway for economic activity in the GTA and has identified cultural industries and tourism as a key target for development. It has also identified business and educational sectors with a common orientation to research, development and design. As an incubator of entrepreneurial activity, employees within these sectors tend to be affluent, educated and highly creative.

Vaughan is a vibrant community with a median household income of \$86,616, vs. \$60,455 in the Province.



Vaughan is Canada's

17th

largest municipality and

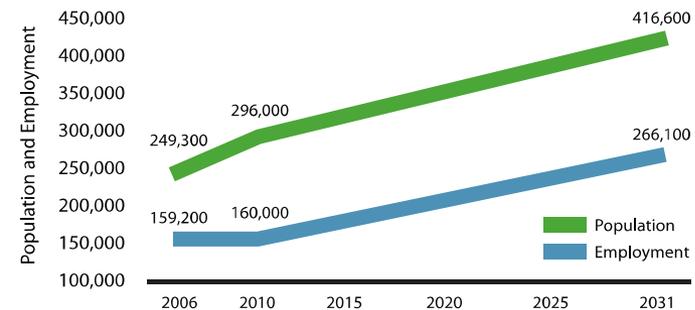
8th

largest in Ontario.

The McMichael Canadian Collection's home in Vaughan is in the village of Kleinburg, a cultural and creative hub. The village's strong BIA fosters a sense of civic pride among its members, complementing our position as a cultural destination. In turn, the McMichael attracts visitors to Kleinburg's shops, trails and festivals.

Cultural organizations like the McMichael create a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable.

POPULATION & EMPLOYMENT - GROWTH PROJECTIONS 2006-2031



OPPORTUNITIES WORTH EXPLORING

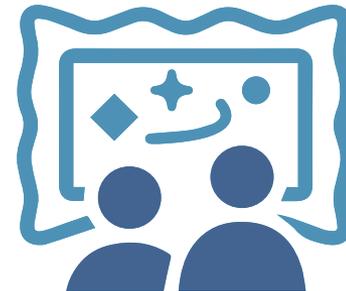


EVENTS, PROGRAMS AND SPECIAL EXHIBITIONS

Visitors can enjoy a year-round program of signature music and theatrical performances, lecture series, guided tours, family activities, artist demonstrations, and walks in the surrounding woods and Sculpture Garden, which are beautiful in all seasons.

In addition, the McMichael welcomes adults, families, and youth to programs and activities, from lectures and film series, to studio classes and summer art camps.

Annual events include our Moonlight Gala. In 2014, it raised over \$200,000 and was headlined by Juno Award-winning jazz sensation Sophie Milman.



The McMichael is experiencing record-breaking attendance for exhibitions such as 2012's *Painting Canada*, and brought critically acclaimed contemporary artists like Kim Dorland and Karine Giboulo to prominence.

PREMIER PARTNERS – EXCLUSIVE OPPORTUNITIES

A HIGH-IMPACT CONNECTION

The McMichael offers a prestigious Canadian art experience. We use this to help our Premier Partners create custom activities to meet their marketing or social responsibility objectives. Typically, these activities allow year-round engagement with our visitors through a wide range of communications vehicles and events.

Our Premier Partners receive the maximum return on their investment through brand building, creative activation, hosting opportunities, and alignment with activities that fit.

Premier Partnership opportunities are

\$75,000

per year for a three-year agreement.



BUILDING RELATIONSHIPS THAT LAST



CONNECTING WITH CULTURAL CONSUMERS

Where will your brand be in 20 years? As a sponsor today, your name will be linked to a place that inspires creativity and encourages critical thinking. This is an association that can last from childhood into adulthood and be shared with the next generation.

The McMichael attracts more than 110,000 educated, passionately Canadian, culturally active visitors every year. Consider the possibilities: brand building through corporate partner communication channels, strategic attendance drivers through activation of special offerings, in-kind donations of goods and services – all leading to an enhanced visitor experience resulting from your sponsorship.



Your association with the McMichael offers a visible and credible platform for exploring and celebrating Canada's cultural identity, to help forge a connection between our visitors and your brand.

A POSITIVE SOCIAL REFLECTION



BEAUTY IN ITS MANY FORMS

Whether showcasing contemporary Canadian artists, encouraging art creation or offering accessible art programs to special-needs children and adults, there are many opportunities to build your name recognition among our members and visitors.

The McMichael attracts environmentally aware audiences to visit and encourages dialogue and creativity through exhibits, programs and special events.



As Canada's first gallery to receive LEED Silver certification, the McMichael offers its beautiful Humber River Valley landscape for an escape to enjoy outdoor activities and build cultural knowledge.



CELEBRATING CANADA AND CANADIAN ART



To leverage McMichael's 50th anniversary and celebrate Canada's 150th, the McMichael will deliver exciting projects and activities that launch its next 50 years.



Group of Seven Guitar Project

Seven Canadian guitar makers, each inspired by one of the Group of Seven - painters who changed the way Canadians see their country - will build extraordinary instruments that represent the breadth of creativity that exists in our country. The making of the guitars for an exhibition will be documented in book, film, and online.



Online History Project

A virtual exhibition that provides a comprehensive and compelling history of Canadian art, the McMichael permanent collection within a global context, and the people, land and buildings that comprise this national treasure. This project encourages Canadians and others around the world to explore our country's artistic culture through the intersection of landscape, architecture, and art.



Commemoration and Celebration

Recognizing and celebrating the McMichael's past, present and future through publications, stamps, government recognition (plaques), special events, marketing, promotions and custom products.

McMICHAEL VISITOR DEMOGRAPHICS

OF ALL
OUR
VISITORS

66% are 45-66 years

34% are under 45 years

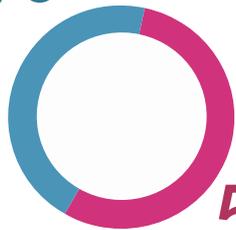
68% have a university degree

35% have a graduate degree or a professional designation

62% live in urban Toronto

72% are from GTA and surrounding communities

45%
MALE



55%
FEMALE



110,000+
ANNUAL VISITORS



AVERAGE
HOUSEHOLD INCOME
\$129,518

PHOTO CREDITS



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Top Left: Helen McNicoll (1879–1915), *Beneath the Trees*, date unknown, oil on canvas, 60.0 x 49.5 cm, Gift of Hubert B. Sceats, McMichael Canadian Art Collection

Center: Tom Thomson (1877–1917), *Byng Inlet, Georgian Bay*, 1914–1915, oil on canvas, 71.5 x 76.3 cm, Purchase with the Assistance of Donors and Wintario, McMichael Canadian Art Collection

Bottom Right: Norval Morrisseau (1931–2007), *Shaman and Disciples*, 1979, acrylic on canvas, 180.5 x 211.5 cm, Purchase 1979, McMichael Canadian Art Collection

Bottom Left: Kenojuak Ashevak (Cape Dorset, 1927–2013), *The Enchanted Owl*, 1960, stonecut on paper, 61.1 x 65.7 cm, McMichael Canadian Art Collection, Reproduced with the permission of the West Baffin Eskimo Cooperative, Cape Dorset, Nunavut

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Tom Thomson (1877–1917), *Autumn Birches*, c. 1916, oil on panel, 21.6 x 26.7 cm, Gift of Mrs. H.P. de Pencier, McMichael Canadian Art Collection

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A.J. Casson (1898–1992), *White Pine*, c. 1957, oil on canvas, 76.0 x 101.3 cm, Gift of the Founders, Robert and Signe McMichael, McMichael Canadian Art Collection

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Emily Carr (1871–1945), *Shoreline*, 1936, oil on canvas, 68.0 x 111.5 cm, Gift of Mrs. H.P. de Pencier, McMichael Canadian Art Collection