

The Impact of Your Support

# MAYOR'S EVENING FOR THE ARTS

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# (IN) BLOOM GALA 2025

NOVEMBER 19

THE CARLU

8:30 PM - 12 AM



Thornton Grout Finnigan LLP  
RESTRUCTURING + LITIGATION

**TORONTO  
ARTS FOUNDATION**

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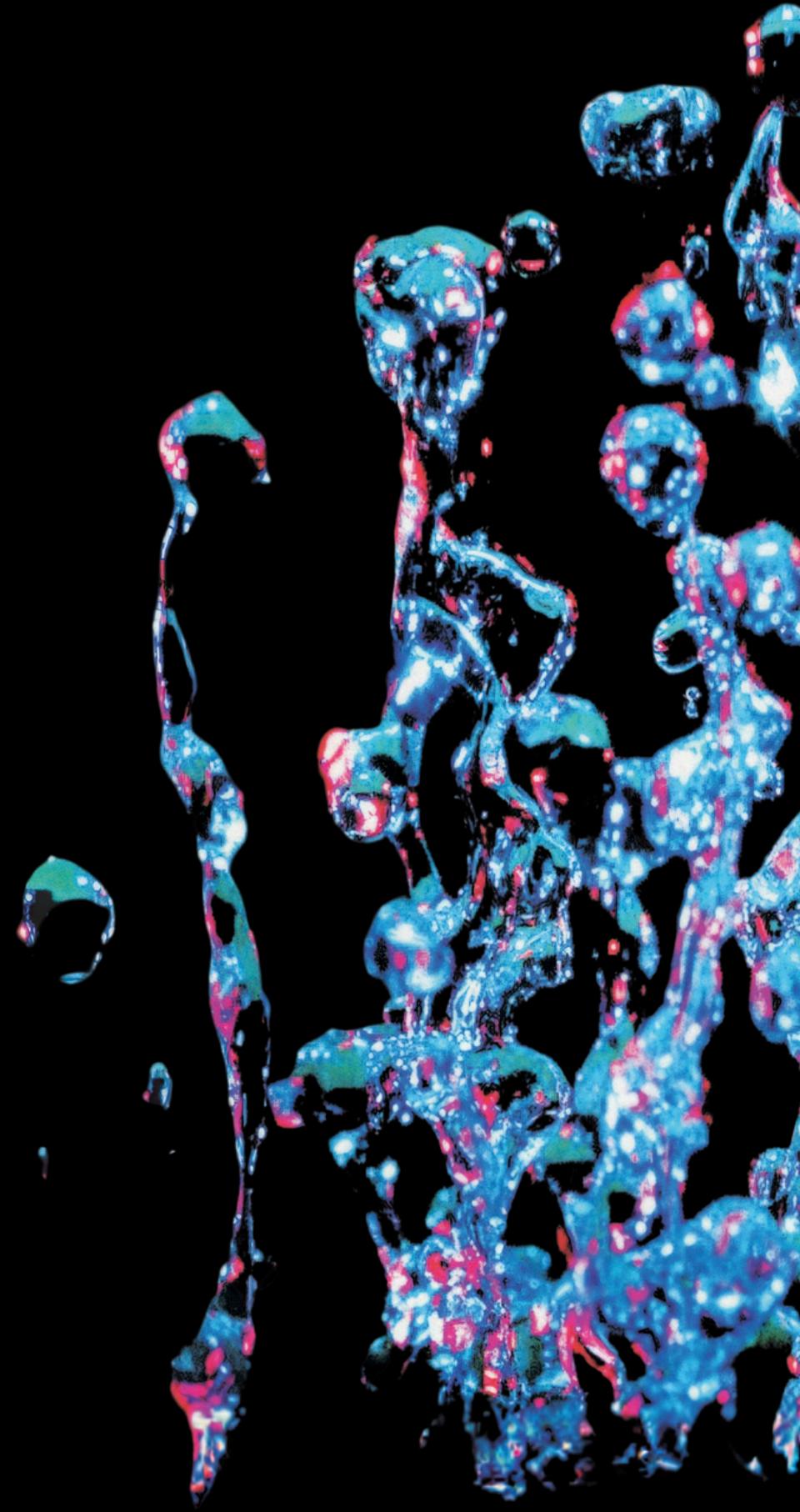
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FOR THE ARTS



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# THANK YOU

TO OUR

## BRONZE SPONSOR



On November 19th, Toronto Arts Foundation hosted the 2025 Mayor's Evening for the Arts, which was a truly unforgettable night that raised **\$1,056,000** in support of Toronto's artists, arts organizations, and creative communities.

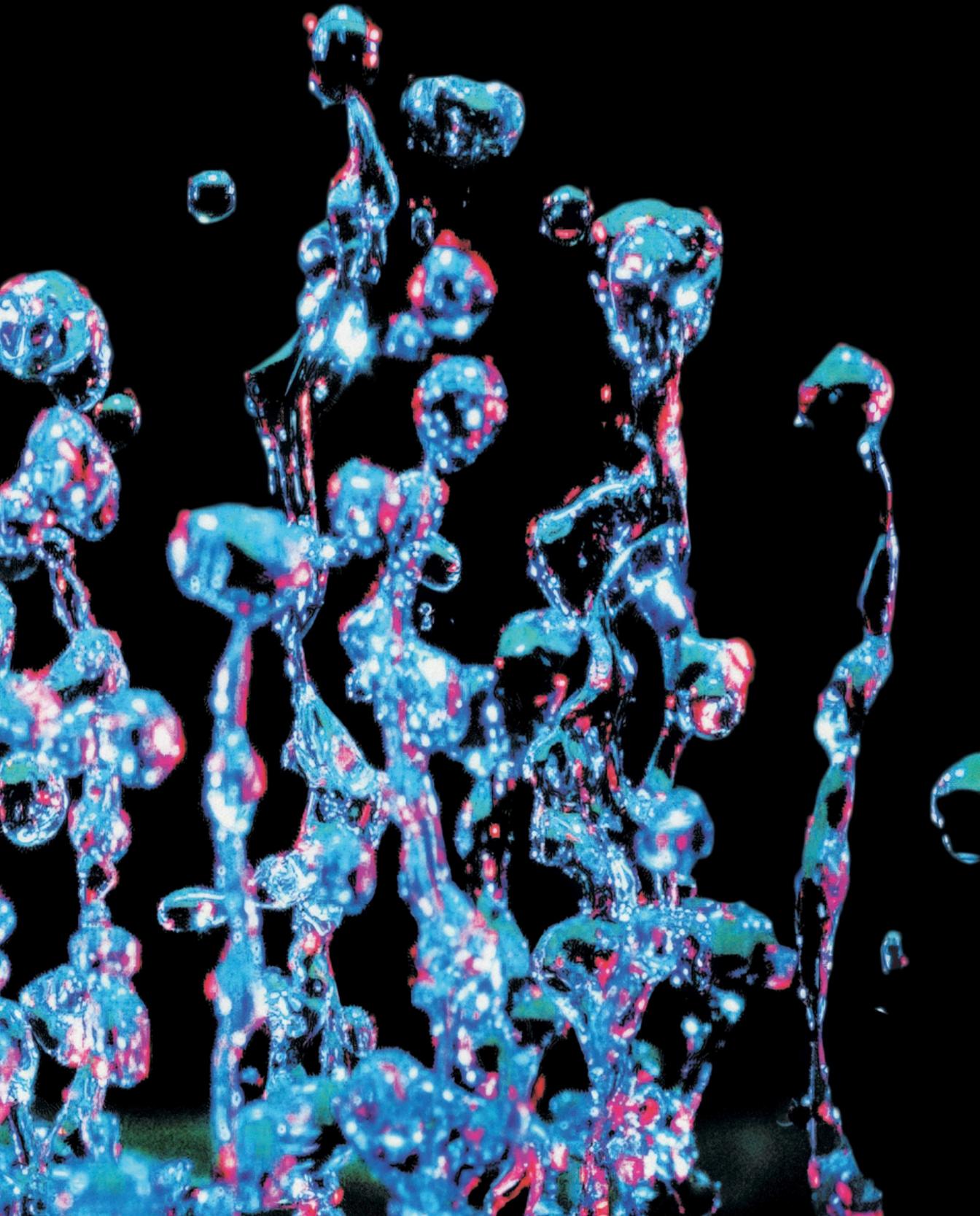
This incredible success was only possible **thanks to your support**.

The following pages highlight just a few of the ways your support was celebrated throughout the evening. We are deeply grateful for your partnership and look forward to working together again to **continue championing the arts in our city**.

On behalf of our community and our team, **thank you**.

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Artists are the current that moves Toronto's economy, creates growth, and brings us closer together.

**“YOUR SUPPORT IS INVALUABLE NOT ONLY TO ARTISTS AND ARTS ORGANIZATIONS, BUT EVERYONE WHO CALLS THIS CITY HOME.”**

**Mayor Olivia Chow**—City of Toronto



“ART IS THE  
HEARTBEAT  
OF A CITY.  
YOUR SUPPORT  
KEEPS IT STRONG.

Our team has the privilege of witnessing every day how generosity transforms possibility into impact. Your commitment to Toronto Arts Foundation fuels opportunities for artists to create, connect, and inspire—ensuring that art remains a powerful force for community, belonging, and change across our city.

Because of you, we're not only supporting artists. We're shaping a Toronto that's more creative, inclusive, and alive with potential.

FOR BEING PART OF  
THIS MOVEMENT.”

**Kelly Langgard**—Director & CEO of Toronto Arts

**Dane Bland**—Director, Development & Engagement



THANK YOU  
FOR BEING PART OF  
THIS MOVEMENT.”

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## OUR PROGRAMS: A SNAPSHOT



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### AWARDS PROGRAM

Our awards celebrate and champion Toronto's professional artists and arts organizations, highlighting their significant impact. Supported by sponsors and donors, these cash awards provide encouragement for recipients and finalists to continue inspiring audiences and making Toronto vibrant.

In 2025, we distributed **\$157,000 in cash awards to 30 artists**, including several artists featured at the Mayor's Evening for the Arts. Award winners and finalists were also honoured at our annual Mayor's Arts Lunch Celebration, with over **300 guests** in attendance, including community arts leaders, nominators, panelists, city councillors, and more.

Here is an overview of some the key programming you directly supported through your sponsorship at the Mayor's Evening for the Arts + (In) Bloom Gala.

With your support, you are helping to make Toronto a more creative city.

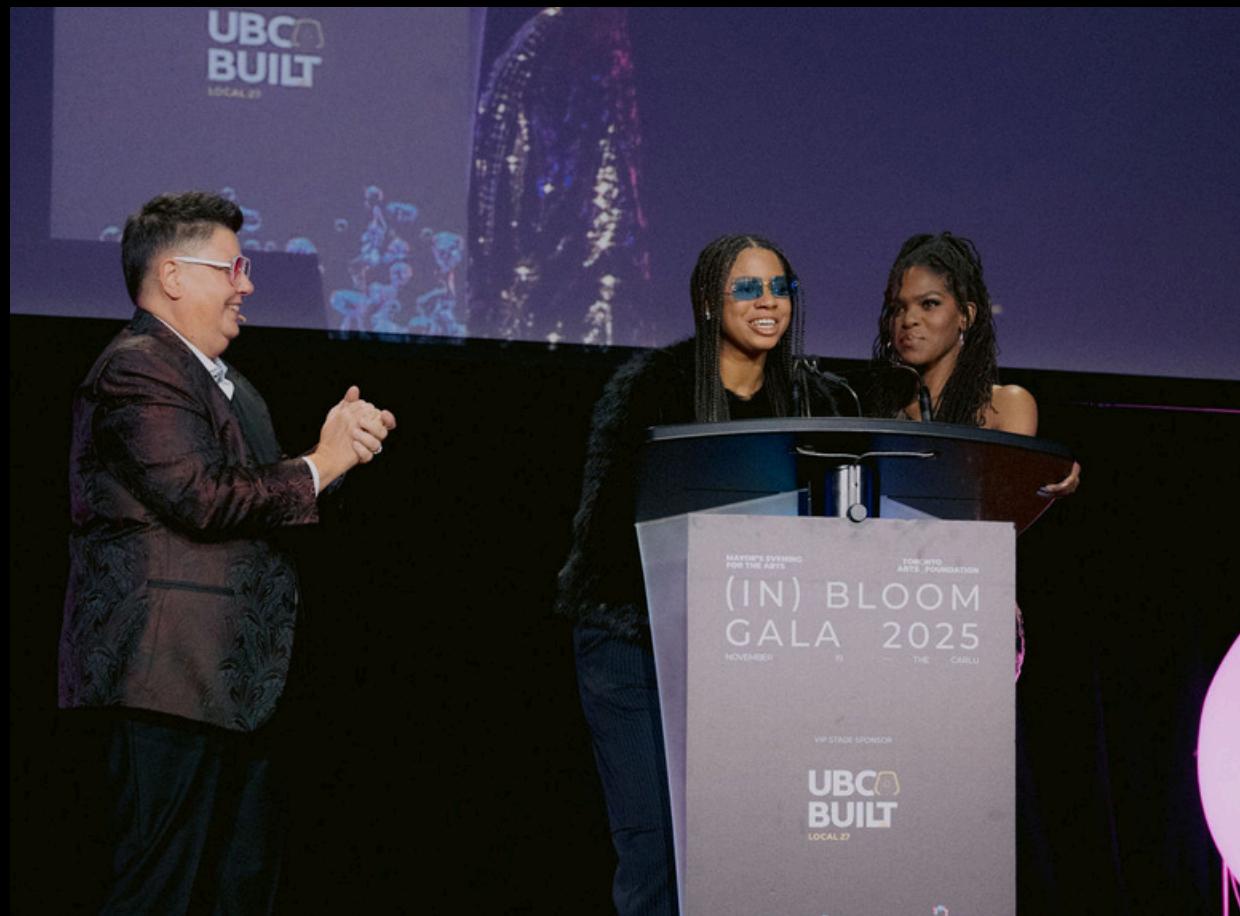
### **ARTS IN THE PARKS**



Funds raised at the Mayor's Evening for the Arts go in part to offering free, family-friendly performances and activities in parks across Toronto with a focus on underserved communities. From street dance workshops to multidisciplinary festivals, we bring the arts to local parks, eliminating cost and travel barriers and allowing all Torontonians to enjoy the arts in their neighborhoods.

Each year Arts in the Parks draws an average of **over 140,000 audience members** to parks from **21 City Wards**, with plans to grow even further in our new strategic plan. Arts in the Parks events prioritize underserved neighborhoods lacking pedestrian and financial access to the arts.





## NEIGHBOURHOOD ARTS NETWORK

Since 2010, Neighborhood Arts Network (NAN) has connected artists with peer supports, awards, mentors, and professional development resources. It fosters a connected arts community, facilitating the exchange of ideas and resources. NAN focuses on increasing accessibility for youth, newcomer, and refugee artists.

NAN comprises **1,900 members** including artists, arts organizations, cultural workers and community agencies working throughout the City of Toronto.

In 2024 we facilitated **\$220,000 in industry contracts** to media artists who are Black, Indigenous, People of Colour, and 2SLGBTQ+ through our award-winning ArtworksTO program.

## MENTOR IN RESIDENCE

This program assists a range of artists working in all disciplines by providing mentorship support in career planning, project development and entrepreneurial skills through virtual consultation sessions with industry professionals.

This year, we heard from Tianna, a recent participant in our Black Arts Mentorship Program along with her Mentor—recording artist Omega Mighty. Tianna attributes so much of her growth and success to the support of donors like you, who make mentorship at Toronto Arts possible.

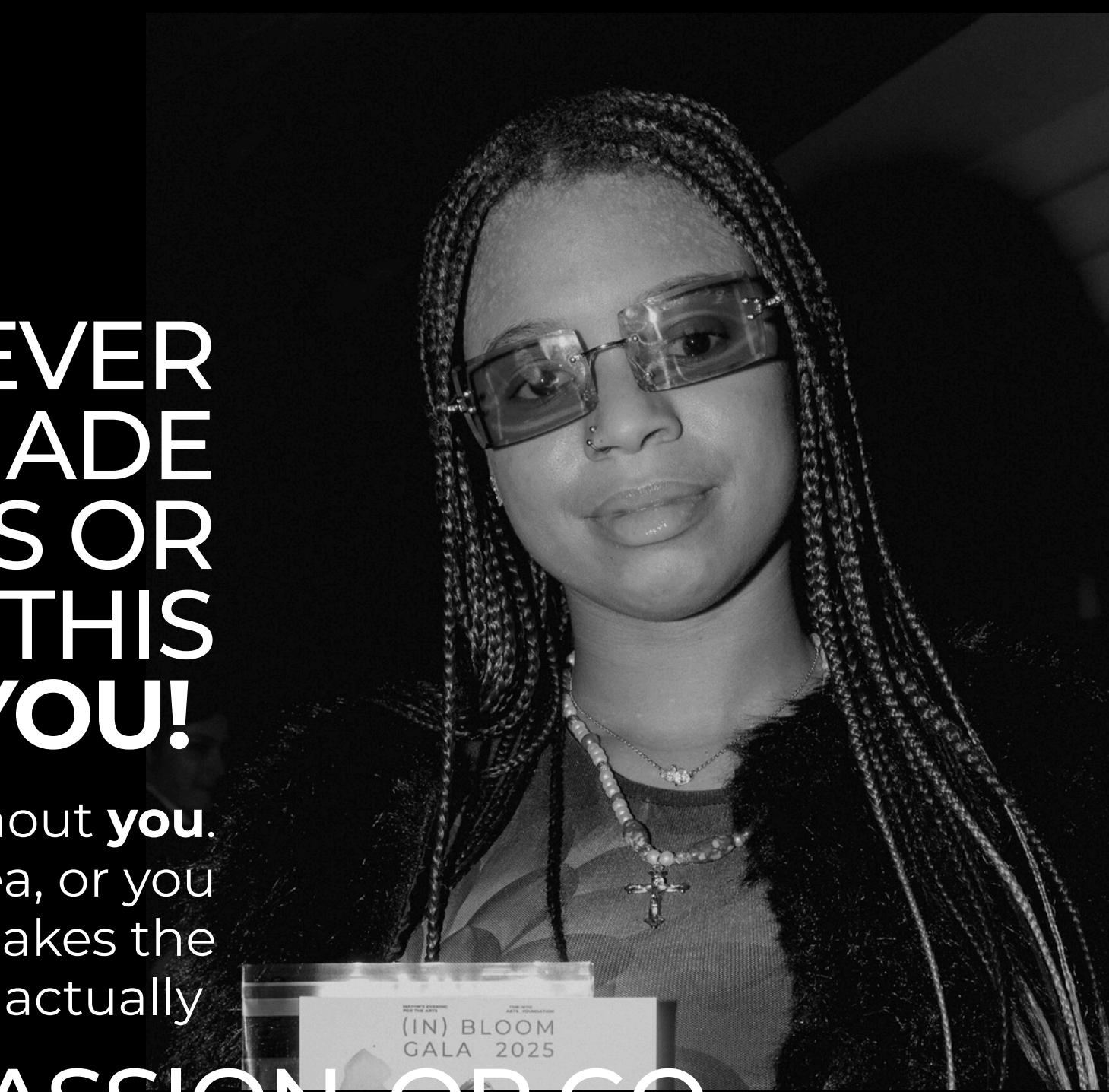


during the Fund-a-Need moment in support of our Mentorship Programs

**“ANYONE WHO’S EVER  
DONATED AND MADE  
PROJECTS OR  
PROGRAMS LIKE THIS  
POSSIBLE: THANK YOU!**

I wouldn’t be here without **you**. Sometimes you have an idea, or you have a passion, but it just takes the right person to push you to actually

**FOLLOW THAT PASSION, OR GO  
DOWN THAT PATH.”**



**Tianna**—R&B Singer/Songwriter,  
recent participant in our Black Arts  
Mentorship Program

# EVENT OVERVIEW

**800+** guests  
in attendance

**\$120,000+** funds raised during  
the evening\*

**\$1,056,000** total  
funds raised

**17,000,000+**

**TOTAL**  
BRAND IMPRESSIONS\*\* >

**MAYORS EVENING  
FOR THE ARTS**

**(IN) BLOOM  
GALA 2025**



**Adapt Media Network:** 8.47M impressions  
over 5 weeks, 29 screens

**Toronto Star Digital Ad:** 327K impressions

**Toronto Star Print Ads:** Estimated 6.8M impressions  
11 ads, 7 full page

**Influencers:** 1.7M impressions  
60 pieces of content produced by 15 influencers

\*FUND-A-NEED AND SILENT AUCTION REVENUE

\*\*BASED ON TORONTO STAR ADS, ADAPT MEDIA ADS, EMAIL BLASTS, SOCIAL MEDIA POSTS, AND WEBSITE TRAFFIC

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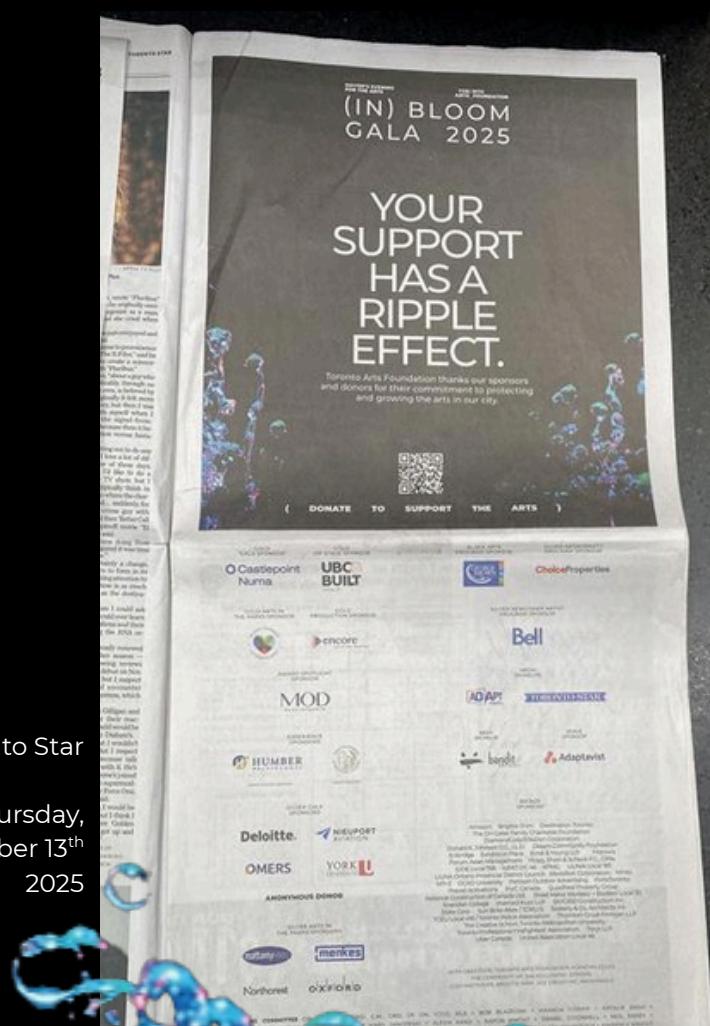
# HIGHLIGHTS



Toronto Star  
Thursday,  
November 13<sup>th</sup>  
2025



## TORONTO ARTS FOUNDATION IN THE MEDIA



armovacuratorial  
armovacuratorial · Original audio (In)



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# YOUR BRAND AT THE **MAYOR'S EVENING FOR THE ARTS**

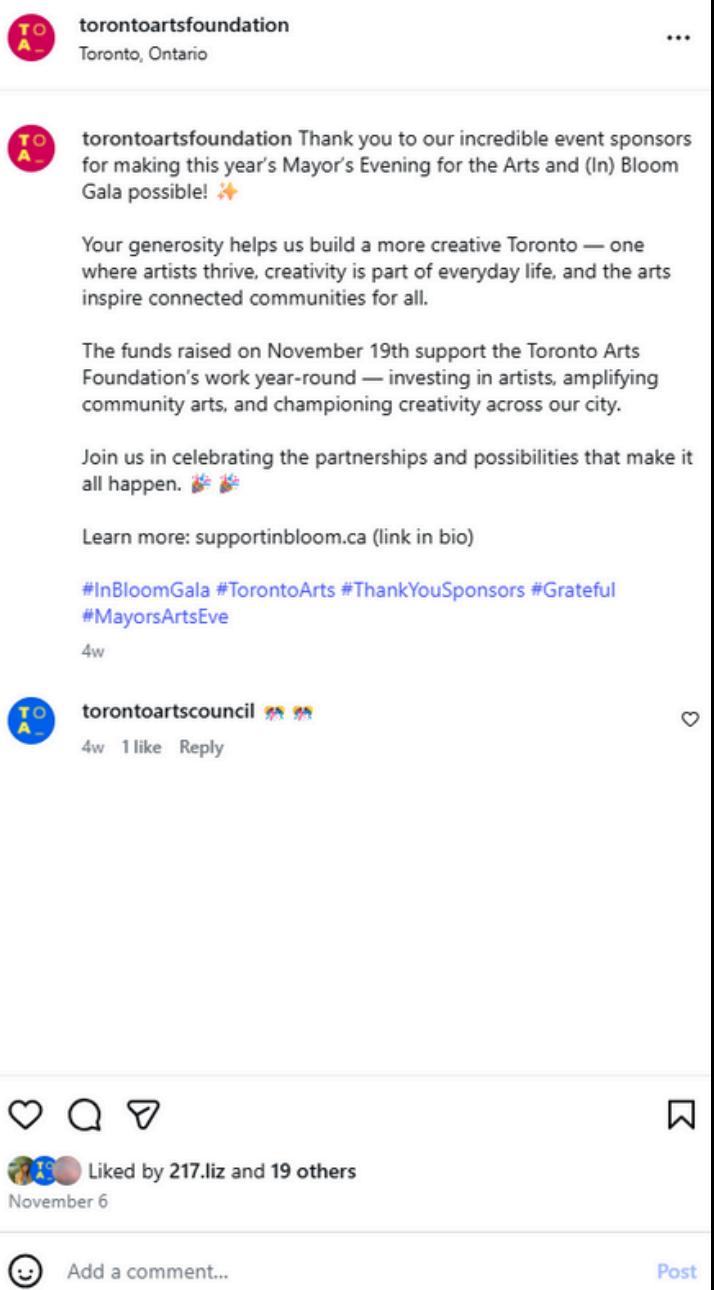


Website Recognition



Instagram Post  
November 6<sup>th</sup>, 2025

## WEBSITE RECOGNITION AND SOCIAL MEDIA POSTS



TO  
A\_

# YOUR BRAND

AT THE **MAYOR'S EVENING  
FOR THE ARTS**



## Event Signage



Listed as Bronze  
Sponsor in  
Program Book



**Thank you for your generous support!**

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