

OPEN.

#1 Creative Arts Incubator of Durham Region

Sponsorship Package

About Us

OPEN.innovate Creative Arts Incubator of Durham Region (OPEN.) is a registered **not-for-profit organization** founded in 2019 with a mission to create safe, accessible and inclusive spaces for Durham's growing population of youth, creatives and entrepreneurs.

Our programming aims to provide accessible learning pathways, tools and mentorship opportunities for young people looking to build careers in music, film and creative entrepreneurship.

Our methods include hands-on workshops, conferences and mentorship opportunities with some of Canada's leading creators and emerging talent.

Each program facilitator and partner is hand picked not only for their expertise, but their passion to invest into the next generation of creatives and creators.

Core Purpose

To provide safe, inclusive and accessible spaces for young people of all backgrounds to find the resources they need to feel supported in building and maintaining creative careers.

Number of Events

5+

Annual
Events
Since 2019
Launch

Mission & Objectives

Creating Safe Spaces



Giving Back



Empowering youth to invest into themselves & their communities



Building Community



Strong network of over 750 experienced professionals, artists, leaders & students



Audience Profile

Gen Z & Millennials



AGE:
75% AGES
18-34



GENDER:
55% F, 45% M



DIVERSITY:
ALL ETHNICITIES
& BACKGROUNDS



INTERESTS:
MUSIC |
TECHNOLOGY |
FILM/TV | FOOD |
FASHION

OPEN. BY THE NUMBERS

R.T. THORNE
@DIRECTEDBYRT

CREATOR
WRITER
DIRECTOR
EXECUTIVE PRODUCER

LAKNA EDILIMA
@LAKNAEDILIMA

TV SCREENWRITER
CONSULTING PRODUCER

BOI-1DA
@BOI1DA

GRAMMY AWARD
WINNING
EXECUTIVE MUSIC
PRODUCER

WINSTON LEE

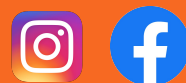
VFX ONSET SUPERVISOR

AVG. EVENT
ATTENDEES

100+

REACH

22K+



IMPRESSIONS

12k+



SPECIAL
GUESTS

with reach over
+500K

Consumer Research

100%

*of attendees would
attend a financial
literacy workshop*

96%

*of attendees would be
interested in a monthly
meet-up*

100%

*sold out events with
33% on a wait list*

Past Notable Speakers



Boi1Da

Grammy Award Winning
Producer for Drake,
Alicia Keys, Hulu & CBC
series, and more



Director RT

Writer, director and
creator of Hulu's Utopia
Falls



Chris Penrose

Journalist, Writer,
Podcast Host, Creative

Meet The Team



Nicole Chin



Maryam Bayoumi



Lennox Richards

Meet The Board



Matthew Samuels



Paula Whitamore



Chris Penrose



Sara Elgamal

Current & Past Partners

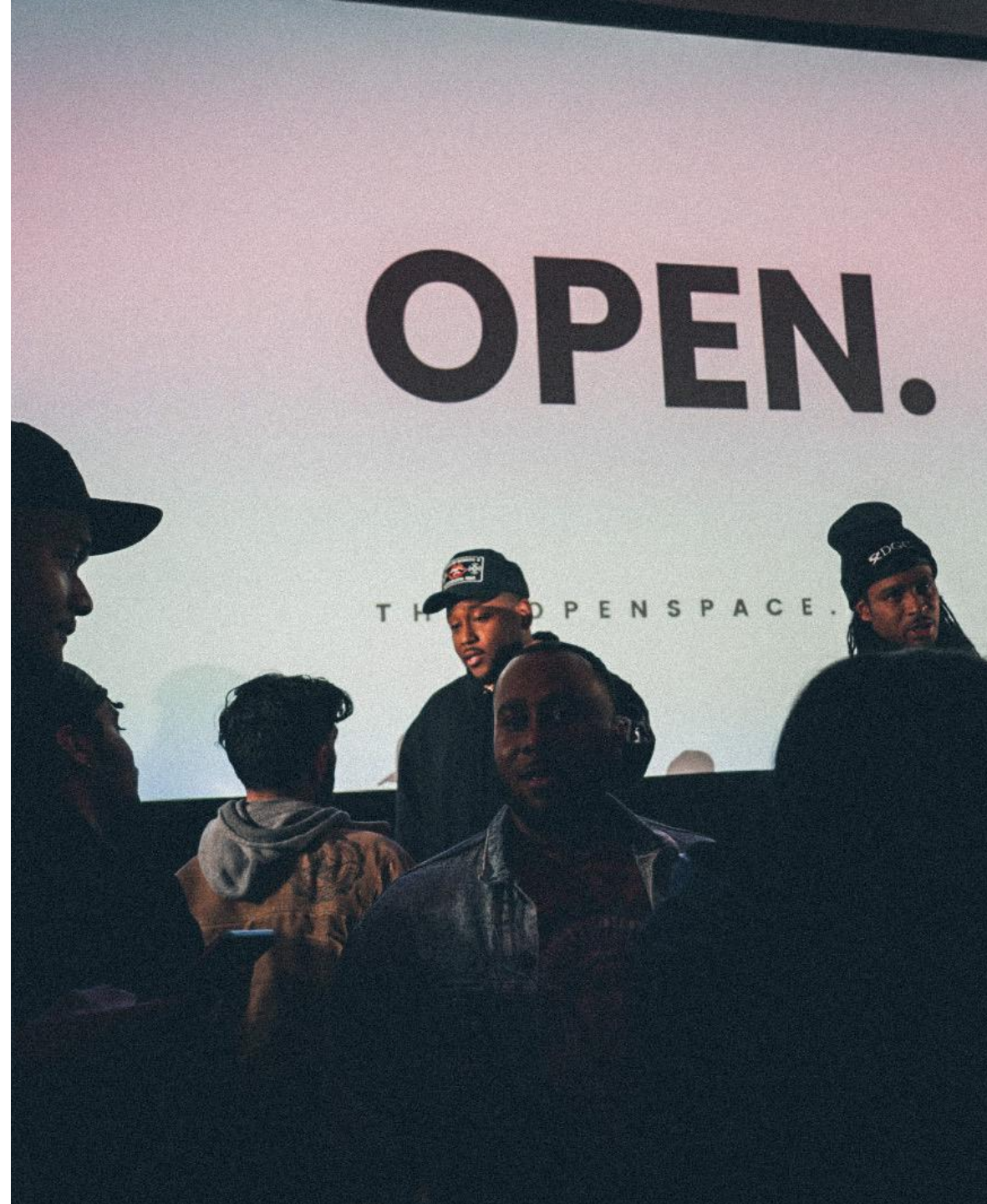
HERSHEY'S



WATR**VISION**



**IMPACT
AJAX**



PARTNERSHIP OPPORTUNITIES

	Platinum \$15K	Gold \$10K	Silver \$5K	Bronze <\$2,500	In-Kind \$0
Customizable Program to deliver against brands objectives					
Sponsored Social Media posts on Instagram, Twitter and Facebook					
Key Brand Message communicated during events					
Logo on Marketing Materials (banners, flyers, etc.)					
Exclusive Product/Coupon giveaways					
Backdrop logo on key presentation slide (100% SOV)					
Use of OPEN. Logos for brands promotional use					

Thank You.



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