

# 100 PRINTS

A Fundraising Event for Open Studio

February 03, 2012

Dear Friend,

We are writing to you to extend an invitation to join us as a sponsor of our major annual fundraising event. A much anticipated and exciting event, the 27th annual **100 PRINTS** will take place on Thursday, May 17th at the Palais Royale. We need your support in order to succeed and carry on the great work of **Open Studio**.

For over 40 years, **Open Studio** has been an indispensable and unique part of Toronto's art community – providing access to printmaking facilities and related programs to local, national and international artists. **Open Studio** is dedicated to investing in the crucial early stages of the next generation of artists. Our scholarship and award programs offer free access to a fully equipped facility and a range of professional development programs and mentoring opportunities – giving young artists the tools to succeed.

Printmaking is a uniquely accessible art form, and **Open Studio** works hard to provide community access to high quality artistic programming. Through our exhibitions, workshops and artists talks, we provide opportunities for the general public to be enriched by this ancient, yet constantly evolving medium.

We need your support to provide programs to artists and the public alike. Please join us as a sponsor for **100 PRINTS 2012**. The enclosed Sponsorship Card provides information on your sponsorship benefits, which include marketing opportunities, as well as a guaranteed chance to receive an original fine art print. We've also included some additional information about Open Studio, Canada's leading printmaking centre. Feel free to contact Sara Kelly, Associate Director of Open Studio, at 416-504-8238 or [sara@openstudio.on.ca](mailto:sara@openstudio.on.ca) with any questions.

We'll be in touch shortly to discuss our proposal in further detail.

Thanking you in advance,



Glenda Rissman  
Chair, 100 Prints Committee

# 100 PRINTS

## A Fundraising Event for Open Studio

100 Prints is Open Studio's major annual fundraising event and has been taking place since 1985. Past attendees have told us that it's **one of the best art events of the year**. Only 100 art draw tickets are sold, so each ticket holder is guaranteed an original fine art print. Tickets are drawn at random, creating an air of anticipation; as tickets are drawn, guests have one minute to choose a print. While the draw is random, the art is not. Each print is carefully selected by an esteemed jury.

Combining elements of an exhibition, an auction and a lottery draw, **100 Prints is a much-anticipated event** and is attended by **450 people**—only 100 draw tickets are sold, but each ticket admits two, and we also sell a number of general admission (non-draw) tickets. **This event attracts a savvy, sophisticated, art-loving audience**. Ticket holders come from across the country, and have even been known to select work through a proxy by telephone if they can't make it!

The evening includes **fabulous prizes, cocktails, hors d'oeuvres & silent auction** of framed prints created especially for 100 Prints.



During the event, the **Open Studio National Printmaking Awards** are presented—the only national award that celebrates the best in Canadian printmaking. The award-winning prints are also available during the art draw so a lucky ticket holder will take home a winner!



# 100 PRINTS

## Sponsorship Opportunities

We invite you to join us as a Sponsor for **100 Prints**. In return for your generous support, **Open Studio is committed to working with our sponsors to provide appropriate benefits**. We have three sponsorship levels, each one providing significant exposure for our sponsors.

### Lead Award Sponsor

#### **\*Exclusive Presenter of the Open Studio National Printmaking Awards\* (minimum \$10,000)**

- Recognition as Award Presenter in all event related publicity.
- Premium logo placement in 100 Prints event program, event signage and premium exposure in all event related publicity.
- On-site activation plan developed specifically for you (i.e. signage placement, speaking opportunities, promo items for attendees, etc).
- Logo with clickable link on 100 Prints webpage.
- Two (2) 100 Prints tickets (includes one guest each, and participation in the art draw).
- Complimentary General Admission tickets (does not include art draw) for clients of the Lead Award Sponsor; quantities arranged based on your requirements.

### **Gold Sponsor (\$5,000 - \$9,999; non-exclusive)**

- High-profile logo placement in 100 Prints event program, event signage, and highlighted in all event related publicity.
- Logo with clickable link on 100 Prints webpage.
- One (1) 100 Prints ticket (includes one guest, and participation in the art draw).
- One pair complimentary General Admission tickets for 100 Prints (does not include art draw).

### **Silver Sponsor (\$1,000 - \$4,999; non-exclusive)**

- Logo placement in 100 Prints event program, event signage; included in all event related publicity.
- Logo included on 100 Prints webpage.
- One (1) 100 Prints ticket (includes one guest, and participation in the art draw).

As an event sponsor, **your organization will be recognized as an important supporter of Open Studio**. Since 1970, Open Studio has played an important role in the artistic vibrancy of the City of Toronto. A non-profit, charitable organization, Open Studio offers exhibitions, education, studio space and professional development opportunities for artists.



401 Richmond Street West, Suite 140 | Toronto, ON M5V 3A8  
416-504-8238 | office@openstudio.on.ca | www.openstudio.on.ca

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# Example Post-Event Advertising for 100 Prints in Canadian Art



## Open Studio celebrates another successful ONE HUNDRED PRINTS

Open Studio is pleased to announce the winners of the Open Studio Print Awards, presented on May 21 at 100 Prints 2008, our annual fundraising event. Congratulations!

**FIRST PRIZE** Daryl Vocat, *Practicing Strategic Invisibility is an Excellent Way to Misdread Enemies* (screenprint)

**SECOND PRIZE** Amanda White, *Forty Four* (etching, chine collé, embossment)

**THIRD PRIZE** Emma Nishimura, *Intricacies of Flight* (intaglio on washi with thread)

**HONOURABLE MENTIONS** Libby Hague, Penelope Stewart, Cybele Young

Thanks to our sponsors and donors who contributed to the success of 100 Prints 2008.

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**OPEN STUDIO**  
401 Richmond Street West, Suite 104 Toronto, Ontario M5V 3A8  
T/F 416.504.8238 E office@openstudio.on.ca W www.openstudio.on.ca

For details on artwork submissions and sponsorship opportunities for 100 Prints 2009, visit [www.openstudio.on.ca](http://www.openstudio.on.ca).



## 2009 Open Studio National Printmaking Awards

Congratulations to this year's winners!

**FIRST PRIZE (\$3000)** Libby Hague, *Smile* (woodcut and handcolouring)

**SECOND PRIZE (\$1500)** Pawel Zablocki, *Horse from Casa Loma* (etching, mezzotint, monoprint)

**THIRD PRIZE (\$500)** Loree Ovens, *Cosmos* (intaglio on Japanese paper)

**HONOURABLE MENTIONS** Yael Brotman, Karen Curry, Midori Fullerton

Open to all Canadian printmakers, the Open Studio National Printmaking Awards are presented in conjunction with Open Studio's annual fundraiser, 100 Prints. For details on submission of artwork and for sponsorship opportunities for 100 Prints 2010, visit [www.openstudio.on.ca](http://www.openstudio.on.ca).

Libby Hague, *Smile* (woodcut and handlettering)

Thanks to our 100 Prints 2009 Sponsors.

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## 2010 Open Studio National Printmaking Awards

Congratulations to this year's winners!

**FIRST PRIZE (\$3000)** Laura Widmer (KELOWNA, BC) *One of the Daves I Know* (linocut)

**SECOND PRIZE (\$1500)** Briar Craig (KELOWNA, BC) *Neopolitan* (screenprint)

**THIRD PRIZE (\$500)** Tammy Ratcliff (OUELPH, ON) *A Tired Conversation* (intaglio and chine collé)

**HONOURABLE MENTIONS** Barbara Balfour (TORONTO, ON), Nadine Bariteau (TORONTO, ON) and Jenn Law (TORONTO, ON)


Open to all Canadian printmakers, the Open Studio National Printmaking Awards are presented in conjunction with Open Studio's annual fundraiser, 100 Prints. For details on submission of artwork and sponsorship opportunities for 100 Prints 2011, visit [www.openstudio.on.ca](http://www.openstudio.on.ca).

Thanks to our 100 Prints 2010 Sponsors

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## 2011 Open Studio National Printmaking Awards

Congratulations to this year's winners!

**FIRST PRIZE \$3000** Rocky Zenyk Dobby (Toronto, ON) *Fireworks*, etching

**SECOND PRIZE \$1500** Erik Edson (Sackville, NB) *Room*, screenprint and etching

**THIRD PRIZE \$500** Laine Groeneweg (Toronto, ON) *Elephant Musculus*, mezzotint

**HONOURABLE MENTIONS** Susan Collett (Toronto, ON), Tara Cooper (Toronto, ON), and Libby Hague (Toronto, ON)

The Open Studio National Printmaking Awards, open to all Canadian printmakers, are presented in conjunction with Open Studio's annual fundraiser, 100 Prints. For details on submission of artwork and sponsorship opportunities for 100 Prints 2012, visit [www.openstudio.on.ca](http://www.openstudio.on.ca).

Thanks to our 100 Prints 2011 Sponsors

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# 100 PRINTS

A Fundraising Event for Open Studio

## Fast Facts About 100 Prints

100 Prints has been Open Studio's signature fundraising event since 1985.

### Average Attendance

450

- One hundred \$375 tickets are available, each admitting two people.
- Additional attendees include artists who have submitted artwork and general admission ticket purchasers.

### Ticket Buyer Demographics

*They have disposable income:*

- 41% have a household income of more than \$150,000.

*They represent important target markets:*

- 35% are between the ages of 36-45, 35% between the ages of 46-55 & 23% between the ages of 56-65, and they are fairly evenly divided between males & females.

*They're well educated:*

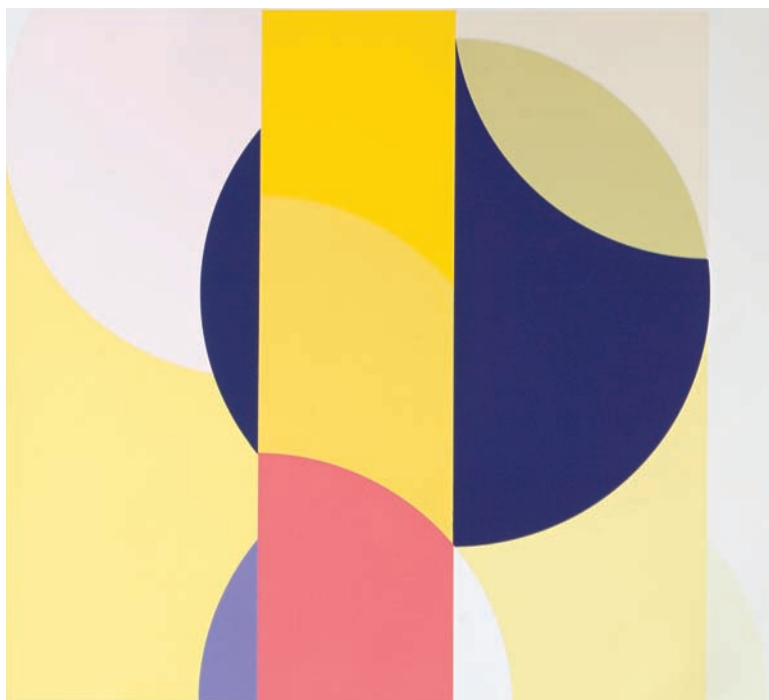
- 35% have a Bachelor's degree, 30% have a Master's degree & 18% have a professional degree.

*They're loyal:*

- 76% of attendees are repeat ticket purchasers.

# OPEN STUDIO

Canada's leading fine art  
printmaking centre



**Open Studio**

401 Richmond Street W. Suite 104  
Toronto, Ontario, Canada M5V 3A8  
tel/fax 416.504.8238  
office@openstudio.on.ca  
www.openstudio.on.ca

**Gallery Hours**

Tuesday to Saturday, 12 to 5 pm



# OPEN STUDIO

is a non-profit, charitable arts organization that opens the door to contemporary fine art printmaking. We encourage collaboration, creativity and discovery through practice, presentation, learning and community development. Since 1970, Open Studio has played an important role in the artistic vibrancy of the City of Toronto through numerous programs, which are accessible to artists and the public. Open Studio's highly regarded programs include:

**Studio Facility Rental for Artists:** Artist renters have 24-hour access to our full printmaking production facility, which houses equipment for screenprinting, intaglio, relief and lithographic printing processes.



**Scholarships, Fellowship and Awards:** We award scholarship and fellowship residencies annually to emerging and established artists. Our student award program provides free studio access to graduating printmaking students. The annual Open Studio National Printmaking Awards recognize the best in Canadian printmaking.

**Visiting Artist Residencies:** Annually, we invite four artists—with or without printmaking experience—to develop a body of work in print media, in collaboration with a printmaker at the studio.



**Exhibitions:** Showcasing a range of original print-based artwork, we program 8-10 exhibitions annually in each of our three gallery spaces, the Open Studio Gallery, the Print Sales Gallery and the George Gilmour Members' Gallery.

**Print Sales Gallery:** We offer a diverse selection of contemporary original fine art prints by over 150 artists.

**Education:** Three education sessions are scheduled annually, including eight-week courses and weekend workshops. Studio and gallery tour packages are also available.



**Artist Talks & Demonstrations:**

Special guest artists provide illustrated discussions about their work and give free demonstrations of their practice in the studio.

For more information about Open Studio's programs, visit [openstudio.on.ca](http://openstudio.on.ca).

Open Studio acknowledges the generous support of its government funders, members, individual donors and volunteers. For a full list of supporters, visit [openstudio.on.ca](http://openstudio.on.ca).

Charitable Registration No. 11906 8823 RR0001

Open Studio is an active member of **ARCCO**, the Association of Artist-Run Centres and Collectives of Ontario.



Image credits:

Front: Walter Procska, *Artist's Folding Instructions #2.*, screenprint on paper, 30" x 38", 2005, photo by Simon Tanenbaum, courtesy of the artist.

Inside, clockwise from the left: Open Studio facilities, photo by Kate Tarini; Shannon Gerard, *Unspent Love*: Open Studio Gallery, 2010 (Nick Novak Fellowship Exhibition), photo by Sara Kelly; Demonstration by Marleen MacCallum & David Morrish during the Printopolis International Symposium on Printmaking, presented by Open Studio, October 2010, photo by Aaron Campbell.

Back: Endi Poskovic, *Death of a Painter in Deep Green with Red*, relief print in 10 colors from 4 blocks on Seichosen Kozo, 20" x 29", 2009, produced under the auspices of the Open Studio Visiting Artist Residency, photo by James Rotz, courtesy of the artist.



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