

SPONSORSHIP PACKAGE



COMPANY OVERVIEW

Founded in 1993, the Collective Of Black Artists (COBA) is a not-for-profit organization whose mission is to preserve the cultural traditions of Africa and the African Diaspora through education, research and public performance. The Collective presents Traditional West African and Caribbean Indigenous Folk dance, music and rituals for a theatrical stage, while also creating exciting contemporary works developed from an Africanist movement aesthetic. With dedication, discipline and a commitment to excellence, COBA has established itself as a dynamic and innovative leader on the Canadian cultural landscape, a position that is underlined by the recognition and support received from the Canadian Heritage department, the Canada Council, the Ontario Arts Council and the Toronto Arts Council.

COBA engages a wide, diverse and growing community: patrons in the annual Toronto season; families enrolled in the Children's Dance and Drum Program; students in Adult/Teen classes; audiences for COBA's national and international tours. COBA has been a leader in educational outreach through dance, offering children from elementary through secondary grades across the GTA the opportunity to learn about the unique contributions of the African diaspora to a multicultural Canada. COBA is involved in an annual student matinee series as part of the Harbourfront School Visits program, which brings teachers and students together to participate in a series of workshops and conversations.

Your support of COBA is key to helping consolidate and extend COBA's vision and impact. Our ongoing work throughout the year enables you to be part of a continual conversation that extends far beyond an annual dance season. It offers a wonderful and unique opportunity to support children, disseminate and educate the cultural art forms and history of Africa and the African Diaspora to the wider community by investing in a vision of educational outreach through cultural promotion. Becoming COBA's lead sponsor opens the door to this exciting and diverse community.

OUR VALUE PROPOSITION

- Cross Sectional Impact
- Annual illustration in national newspapers
- Annual illustration in Caribbean, African diasporic, arts and other community newspapers and magazines
- Annual representation on Toronto based community radio stations
- Regular email newsletter blasts to the COBA community and profile on the COBA website
- Cross Sectional Reach
- Exposure to the home season audience for COBA's annual performance
- Continuous exposure through the numerous invitations COBA receives to perform at a wide range of events across the GTA, from street fairs to corporate functions to university events to community engagements
- Continuous exposure to Toronto District School Board parents/students/schools through our educational outreach programs
- Exposure to national and international audiences through COBA tours



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COBA sponsors will receive benefits and recognition in all of our activities and publications all year long. The sponsorship categories are based on the drums used by COBA in performances.

DJEMBE

\$10,000

The Lead drum of the Mandinga Orchestra. Its presence commands and pushes the rhythm forward.

An amazing marketing opportunity in a complete package...

- This is reserved for one special partner as an advantageous and diverse way to communicate.
- Acknowledgement in all media advertisements (radio, TV, print)
- Acknowledgement before COBA presented performances.
- Acknowledgement on our social networking sites; Facebook, Linked In & Twitter
- Company banner displayed in our studio.
- Invitation to our exclusive VIP only pre season event.
- A special full-page advertisement on the back page of annual season program.
- Acknowledgement in our newsletters.
- Logo with a direct weblink to your company's website on our "special partners" page.
- Enjoy 2 VIP tickets to meet the artists and 8 complimentary tickets to delight your staff or customers.



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DOUN DOUN

\$5,000

Taking its cues from the Djembe, a supporting drum that holds the rhythm.

A package that offers a variety of exciting options

- Your logo on our main print materials (need to determine pixel size).
- Acknowledgement on our social networking sites; Facebook, Linked In & Twitter.
- Invitation to our exclusive VIP only pre season event.
- A half page advertisement for you in our annual season program.
- Acknowledgement in our newsletters.
- Logo with a direct web link to your company's website on our "special partners" page.
- 2 VIP tickets to meet the artists and 4 complimentary tickets to delight your staff or customers.

SONGBA

\$2,000

Partners with the Doun Doun to provide additional support in the rhythm.

An important collaboration, a good way to get involved in culture

- Your logo on two of our main printed materials.
- Acknowledgement on our social networking sites; Facebook, Linked In & Twitter.
- Invitation to our exclusive VIP only pre season event.
- A quarter page advertisement for you in our annual season program.
- Acknowledgement in our newsletters.
- Logo with a direct web link to your company's website on our "special partners" page
- 4 complimentary tickets to enjoy one of COBA's performances.

KINKINE

\$500

Along with the Doun Doun and Songba the Kinkine is the harmonizer of the rhythm.

Local and smaller organizations, a level for everyone

- Invitation to our exclusive VIP only pre season event.
- Business card sized advertisement for you in our annual season program
- Logo with a direct web link to your company's website on our "special partners" page
- 2 complimentary tickets to come and enjoy one of COBA's performances.

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