



Milestones Project Exhibit – Generating Social Capital Through Photography

September 1st – October 30th, 2009 – Gallery 213

Sponsorship and Marketing Package

Celebrating childhood around the world to tell the same story and confirm a universal truth: We are all connected. This connection is where true and believable healing begins.

Executive Summary – About the Exhibit:

This 2 month exhibit entitled, The Milestones Project – Diversity, (www.milestonesproject.com) follows the 19 milestones from birth to adulthood of children from around the world. Started nearly a decade ago in response to the mayhem of ethnic cleansing, race riots and religious hatred, Michele and Richard Steckel have traveled the globe documenting what we have in common with each other in the hopes that by focusing our similarities we will be more accepting, understanding and even respectful of our differences of each other.

This international exhibit is the Canadian Premier, hosted in Gallery 213 in Art Central. A significant contribution to Calgary's and Alberta's art community, the Milestones Project Photo exhibition was opened by Prince Charles in London and has been endorsed by Bishop Tutu.

A family friendly show, the Milestones Project will appeal to all ages, world travelers, photographers and anyone interested in the positive sides of humanity.

Milestones Project is also the recipient of the United Nations Global Tolerance Award.

Dates of Note –

Media Scrum and interview with photographers – Sept. 1, 2009 – NOON at Gallery 213, Art Central, #213, 100 – 7th Ave. SW, Calgary, AB.

Exhibit Opening Event – Thursday, Sept. 3rd, 2009 – 5:30-9pm, Gallery 213, Art Central, #213, 100 – 7th Ave. SW, Calgary, AB. This event includes presentations from local dignitaries and photographers.

Contact Information:

Canadian Contact: Gena Rotstein – gena@dexterityconsulting.ca; 403-860-7572

American Contact: Dr. Richard Steckel – rsteckel@aol.com; 303-572-3333

www.milestonesproject.com

Sponsorship Opportunities & Benefits



Title Sponsor – \$5,000 (1 Opportunity)

Offering:

- Partner Positioning – The Milestones Project, Dexterity Consulting, and Gallery 213 in partnership with your company
- Official recognition as Title Sponsor at the start and end of the Opening Event
- Official recognition as Title Sponsor at ALL events
- E-Invitation sent to your “Special Guests”
- Event day opening remarks by company representative
- Prominent logo positioning on external marketing materials
- Presenting sponsor reference on press releases and all external communication and promotional materials
- Logo and link on Milestone Project and Dexterity Consulting websites
- One print from the exhibit valued at \$400
- Category exclusivity

Additional Value & Potential Media:

- Networking with other Small & Medium-sized companies across Canada
- Sponsor reference on all event media (radio, print and online)
- Joint press releases

Venue Sponsor - \$5,000 (1 Opportunity)

Offering:

- Partner Positioning – Gallery 213, The Milestones Project in partnership with your company
- Official recognition as Venue Sponsor at the start and end of the Opening Event
- Official recognition as Venue Sponsor at ALL events
- E-Invitation sent to your “Special Guests”
- Prominent logo positioning on external marketing materials
- Presenting sponsor reference on press releases and all external communication and promotional materials

- Logo and link on Milestone Project and Gallery 213
- Category exclusivity
- One print from the exhibit valued at \$400

Additional Value & Potential Media:

- Networking with other Small & Medium-sized companies across Canada
- Prominent sponsor reference on all event media (radio, print and online)
- Joint press releases

Community Building Partner - \$3,000 (2 opportunities)

- Official recognition as Milestones Project sponsor at the start and conclusion of event
- Company/Individual name on print media
- E-Invitation sent to your “Special Guests”
- Premium logo representation in all print and electronic media
- Logo and link on Milestones Project and Dexterity Consulting websites
- Sponsor reference on external communications including press releases
- One print from the exhibit valued at \$400

Additional Value:

- Networking with other Small & Medium-sized companies across Canada
- Prominent sponsor reference on all event media (radio, print and online)
- Joint press releases

Exhibit Sponsor - \$1,000 (5 opportunities available)

- Official recognition Exhibit Sponsor at the start and conclusion of event
- Company/Individual name on print media
- E-Invitation sent to your “Special Guests”
- Logo on Milestones Project and Dexterity Consulting websites
- Sponsor reference on external communications including press releases
- One copy of exhibit book

Additional Value:

- Networking with other Small & Medium-sized companies across Canada

Media Sponsor

- Official recognition as Media Sponsor at the start and conclusion of event
- Official recognition as Media Sponsor at ALL events
- Company/Individual name on print media
- E-Invitation sent to your “Special Guests”
- Logo on Milestones Project and Dexterity Consulting websites
- Sponsor reference on external communications including press releases

Additional Value:

- Networking with other Small & Medium-sized companies across Canada

Volunteer Supporter - \$500 (Unlimited Opportunities)

- Company/Individual name on print media
- E-Invitation sent to your “Special Guests”
- Logo on Milestones Project and Dexterity Consulting websites
- One copy of exhibit book

Additional Value:

- Networking with other Small & Medium-sized companies across Canada

Project Partners

Wise at Heart:

A global media project with a mission to cultivate a culture of thoughtful dialogue by collecting, connecting and celebrating generations of wisdom. *Wise at Heart* creates a bridge of wisdom across generations. It's a platform to elevate the undervalued voices of young people (5-16), so they can share their unfiltered, genuine, thoughtful, and often profound wisdom about the world. It's also a way for elders, advocates, and inspirational leaders to share their insights with young people—to inspire, empower, and lift them higher on their journey through life. Celebrity participants in this project include: Greg Mortenson, Mountaineer and author of *Three Cups of Tea*, and Jane Yolen, children's literature author.

The *Wise at Heart* project asks two basic questions of elders, authors, advocates, parents, and wisdom keepers:

1. What is the most cherished wisdom you received as a child?
2. What is the most valuable wisdom you can pass on to a young person or child today?

Viewers of this exhibition will be asked to answer these to questions to be published as part of the global media project.

Gallery 213:

Gallery 213 opened its doors in January 2009 in Calgary, Alberta. A unique business model, Gallery 213 is one of the few Commission-Free spaces showcasing Canadian artists, as well as housing two social enterprises – Dexterity Consulting and The Fraser Group. Part of the Art Central (www.artcentral.ca), Gallery 213 exhibits have included: photography, mixed media, oil, glass and sculpture. The gallery itself has over 800 square feet of wall space including moveable walls for artists to showcase their work in the most advantageous manner.

It is in this space that the Milestones Canadian Premier will be showcased from September 1st – October 31st, 2009.

For more information on this gallery and images of the space please visit – www.gallery213.ca.

Media & Marketing

Milestones Project launched an integrated marketing campaign the last week of June and it is carried on through to mid-October.

To date over 2000 people have been exposed to the exhibit event and its current sponsors. We anticipate that between August and mid-October an additional 5,000 unique individuals will be exposed to the exhibit promotions either through the web or through other media.

Working with our partners and Art Central, we will be connecting with print, radio, TV and electronic mediums for sharing the Milestone Project story.

The purpose of this exhibit is to build community. In this effort, we are encouraging and requesting that our sponsors join us in promoting this event. Together we will issue press releases, create story opportunities and highlight how our companies and organizations are working together to foster an inclusive community.

Images (Low-Res Copies):

