

PURPOSE & GOALS

The City of Brampton recognizes the diverse cultures and socio-economic groups living in Brampton and ensure that all residents have equitable access to arts opportunities and the right to celebrate their culture through creative expression. The Guest Presentation program provides The Rose rental clients the opportunity to deepen their partnership with the City, and play a more prominent role in Brampton's artistic and cultural development through enhanced promotion.

GOALS

The Guest Presentation program goals align with the City of Brampton [Culture Master Plan](#). They are to:

- Recognize local creators as valuable partners in building a culturally vibrant and creative community.
- Ensure that Brampton's mosaic of cultures, audiences and art forms contributes to a vibrant community.
- Reach a local audience and increase participation and attendance in arts and culture.
- Promote Downtown Brampton as a significant cultural location

CRITERIA

Events are selected to participate in the Guest Presentation program on a case-by-case basis. Prior inclusion in the program does not secure Guest Presentation status for subsequent applications. In order for an event to be considered for the Guest Presentation program, applicants must:

- Align with Guest Presentation goals and [The Rose vision](#)
- A minimum of 25% of tickets must be on sale through the City of Brampton Box Office; up to a maximum of 75% of tickets may be sold on consignment in accordance with all rules and regulations listed in the Box Office Form
- Have previously rented a City of Brampton Performing Arts venue
- Have a excellent payment track-record with the City of Brampton
- Have fully executed all plans for past events without issue or concern
- Have a proven track-record of growing or maintaining attendance
- Demonstrate a commitment to audience development
- Have an event-specific marketing plan that includes a dedicated budget for marketing initiatives

In order to participate in the Guest Presentation program, all payments and required information must be submitted in accordance with the deadlines listed below. If timelines for payment or the submission of information are not met, Guest Presentation status may be revoked.

APPLICATION

Selection of Guest Presentations is at the discretion of City of Brampton staff. To be considered for the Guest Presentation program, applicants must submit the following to RentalAdmin@brampton.ca:

- A Rental Inquiry Form indicating the desire to be considered for the Guest Presentation program
- A marketing plan with, at minimum, a list of marketing tactics to promote the event and the corresponding budget
- A description of how the event meets the Guest Presentation criteria

BENEFITS

In addition to the event listing on The Rose website and physical poster space on The Rose community board, the following benefits are available exclusively to Guest Presentations when all deadlines are met:

- Instagram story via [@therosebrampton](https://www.instagram.com/therosebrampton) one (1) week prior to event (appears in bar of round icons at top of feed for 24 hours)
- Listing in monthly e-news that is distributed the month of the event
- Static slide on Garden Square and The Rose Lobby screens in rotation two (2) weeks prior to event
- Listing in At A Glance section of The Rose season brochure for events confirmed prior to printing
- Use of Guest Presentation branding identifier image on marketing materials (different from The Rose Brampton official logo)

Additional opportunities may be available to organizations with an established patron base or membership; however, Guest Presentations are not included in *The Rose Presents* season advertising initiatives.

DEADLINES

Deadlines are non-negotiable, and must be met in order to participate in the Guest Presentation program. The absolute minimum required timelines that must be met in order to execute a Guest Presentation are:

- **Twelve (12) weeks** prior to event: submit Rental Inquiry Form
- **Ten (10) weeks** prior to event: submit marketing plan and description of how event meets criteria
- **Six (6) weeks** prior to event:
 - Confirm event (signed Rental Agreement signed and deposit received by City of Brampton)
 - Submit all marketing materials in accordance with specifications below

SPECIFICATIONS

All materials must:

- Comply with all Accessibility for Ontarians with Disabilities Act (AODA) [website standards](#)
- Be in line with The Rose's brand and level of marketing professionalism

Only materials received on time and in accordance with these specifications will be used. Materials received after deadlines have passed will not be considered. Submit the following materials to RentalAdmin@brampton.ca with the event name listed in the email subject title:

- Photograph with 16:9 aspect ratio (Instagram Story format) sized at 2250 pixels wide x 4000 pixels high
- Between two (2) and five (5) high resolution professional show or artist photographs
 - Sized at 1920px wide x 1080px high
 - Minimum 72dpi resolution
 - File size not exceeding 1MB
 - No text
- Short event description with a maximum of 25 words
- Long event description with a maximum of 100 words

Exceptions to any of these guidelines may be considered at the discretion of the Performing Arts Executive.