
The City of Brampton values diversity and inclusiveness, and recognizes that enhancing access to goods and services provides increased opportunities for people of all ages and abilities. We are committed to offering an accessible, safe, and barrier-free experience for all. For questions about accessibility, or if you would like to request accommodation, contact rentaladmin@brampton.ca or 905.874.2844.

PURPOSE

THIS IS BRAMPTON provides an open platform for local talent and creative entrepreneurs, as well as an opportunity for multi-disciplinary artistic and audience development. The Performing Arts Division collaborates with local Brampton arts companies, artists, promoters, and producers who have demonstrated success and interest in presenting and promoting high-quality artists, as well as developing a local audience with a particular genre interest and a demonstrated commitment to improving the arts in Brampton.

GOALS

The goals of THIS IS BRAMPTON are to:

- Feature Brampton's most dynamic artists, musicians, change-makers, and trendsetters.
- Recognize local creators and creative entrepreneurs as valuable partners in building a culturally vibrant and creative community, and provide a platform for local talent development.
- 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.

OPPORTUNITY

The City of Brampton is proud to provide space, production resources, and marketing support at Performing Arts venues (The Rose Brampton, LBP Theatre, Cyril Clark Hall and Garden Square) to increase space for creative presentation, production and participation of Brampton artists as a goal of the [Culture Master Plan](#) and the [2022-2027 Performing Arts Strategic Plan](#).

Details

- Date(s): July to May (specific dates and frequency to be determined based on the proposal)
- Venue Opportunities:
 - [The Rose Studio II](#), 1 Theatre Lane: Capacity 80-100
 - [Cyril Clark Hall](#), 20 Loafers Lake Lane: Capacity 180
 - [LBP Theatre](#), 150 Central Park Drive: Capacity 400
 - [The Rose Brampton Main Stage](#), 1 Theatre Lane: Capacity 800
 - [Garden Square](#), 1 Theatre Lane: Outdoor performance venue with variable stages and capacities
- Resources provided: technical support, staging, audience services, marketing support, box office services and bar services, basic artist hospitality (coffee and tea service)
- Resources not provided: backline, transportation, accommodation, catering services, merchandise seller or float
- Payment: budget to be submitted with proposal (example \$1,500-2,000 CAD for curation of one performance including 2-4 solo, duo or trio artists at The Rose Studio II)

CRITERIA

Events are selected for THIS IS BRAMPTON on a case-by-case basis. Prior participation does not ensure repeat or future selection. For an event to be considered for THIS IS BRAMPTON, applicants must:

- Demonstrate a strong connection to the City of Brampton that celebrates our artists, producers, curators and promoters
- Align with THIS IS BRAMPTON goals, the [2022-2027 Performing Arts Strategic Plan](#), and the [Culture Master Plan](#)
- Demonstrate a commitment to audience development and high quality artistic expression
- Have a proven track-record of growing or maintaining an engaged audience in one of the following disciplines:
 - Music
 - Comedy
 - Theatre
 - Spoken-word/ poetry
 - Literary
 - Dance
- Consider public safety; all performances must be able to be safely performed in the proposed venue.
- Performances in Garden Square must adhere to the [Public Space Programming Guidelines](#).

SUBMISSION REQUIREMENTS

Selection of THIS IS BRAMPTON participants is at the discretion of City of Brampton staff. Completed submissions must include:

- Contact information including website and social media links
- Curator or Artist CV, short biography and recent list of performances or curated works (provide one (1) for each artist involved if curation will be collaborative)
- Written proposal including:
 - Concept
 - Dates and frequency
 - Genre
 - Target audience
 - Ability to attract an audience and fill the venue
 - Alignment with THIS IS BRAMPTON goals, the [2022-2027 Performing Arts Strategic Plan](#), and the [Culture Master Plan](#)
- Budget outlining all expenses including artist and/or curator fees
- Supporting materials to demonstrate proposed project (i.e. YouTube links, references of past events, etc.)
- 3-5 hi-res images to be used for promotional purposes
- 1 show description at a maximum of 25 words, and 1 show description at a maximum of 100 words (include one (1) per date or event, if applicable)

The curatorial team is open to creatively diverse work that expresses Brampton's emergence to the GTA artistic and music scene. Artists and their work will be identified and publicized as official THIS IS BRAMPTON participants on all applicable Performing Arts Presents materials, including the season brochure, social media, and at therosebrampton.ca. The City of Brampton will promote the event(s) on the website, social media and in select media releases and paid advertisements. Artists will be required to sign an artist agreement with the City of Brampton and provide proof of insurance.

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