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The City of Brampton is committed to offering an accessible, safe, and barrier-free experience for all. For accessibility requests, contact [rentaladmin@brampton.ca](mailto:rentaladmin@brampton.ca) or 905.874.2844.

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## **PURPOSE**

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Performing Arts operates outstanding venues throughout Brampton and recognizes the diverse cultures and socio-economic groups living in this city. The Guest Presentation program provides 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. This program reflects our ongoing commitment to building and strengthening relationships with equity-deserving artists and creatives and encourages the growth of a variety of audiences including newcomers and diaspora communities

## **GOALS**

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The Guest Presentation program goals align with the City of Brampton's [Culture Master Plan](#) and the [2022-2027 Strategic Plan for Performing Arts](#).

The program aims to:

- Recognize local creators as valuable partners in building a culturally vibrant and creative community
- Reach a local audience and increase participation and attendance in arts and culture
- Ensure that Brampton's multicultural mosaic is visible onstage and off
- Foster a sense of ownership among community members and result in increased diversity of audiences, artists, and creators
- Provide additional marketing support and encourage additional sales and engagement for community and commercial presentations at all Performing Arts venues

## **CRITERIA & APPLICATION**

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Inclusion in the program is at the discretion of City of Brampton Performing Arts staff. Prior inclusion in the program does not secure Guest Presentation status for subsequent presentations.

For an event to be included in the Guest Presentation program, applicants must:

- Align with the Guest Presentation goals
- Have tickets on sale to the general public through the City of Brampton Box Office
  - Non-ticketed events or those as part of a multi-venue festival may still be considered for inclusion
- If previous renter:
  - Have an excellent payment track-record with the City of Brampton
  - Have fully executed all plans for past events without issue or concern

To be considered for the Guest Presentation program, applicants should indicate their desire for inclusion (page 5) as part of the [Rental Request Form](#) and submit the completed form to [RentalAdmin@brampton.ca](mailto:RentalAdmin@brampton.ca).

To participate in the Guest Presentation program, all payments and required information must be submitted in accordance with set deadlines and specifications. If timelines for payment or the submission of information are not met, all promotional benefits of the Guest Presentation may not be possible.

## **BENEFITS**

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In addition to the event listing on the Brampton On Stage website, the following benefits are available exclusively to Guest Presentations when all deadlines are met, and information is received as specified:

- 2 x Instagram stories via **@BramptonOnStage** and/or **@GardenSquareBrampton** (appears in round icons at top of feed for 24 hours):
  - 1 story after tickets on sale
  - 1 story week of event
- Listing in monthly e-news that is distributed the month of the event
- Static slide on Garden Square, The Rose, and LBP Lobby screens in rotation two (2) weeks prior to event
- Listing on Guest Presentation page of season brochure for events confirmed prior to brochure deadline (March 15 & September 15 annually)
- Use of Guest Presentation branding identifier image on marketing materials
- Brochure placement in racks at The Rose
- Poster placement at The Rose on the Community Board

Guest Presentations are not included in *Brampton On Stage* season advertising initiatives.

## **SPECIFICATIONS**

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All materials must comply with all Accessibility for Ontarians with Disabilities Act (AODA) [website standards](#):

- 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
  - Provide image descriptions for screen readers (AODA)
- Event description with a maximum of 100 words

Materials are required to be submitted as part of the Box Office Ticketing Process. Please submit any additional or alternate materials to [RentalAdmin@brampton.ca](mailto:RentalAdmin@brampton.ca) with the event name listed in the email subject title.

Only materials received on time and in accordance with these specifications will be used. Materials received after deadlines have passed will not be considered.

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