



All digits on deck



## Digital Arts Services Symposium 2019

### Sponsorship Package

September 2018

# DASSAN19 Digital Arts Services Symposium

## Symposium des services d'arts numériques

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Digital Arts Services Symposium 2017 in Ottawa (Left to Right):  
Gregory Saumier-Finch & Tammy Lee (Culture Creates, Montreal)  
Margaret Lam (BeMused Network, Kitchener/Waterloo)



The mission of ArtsPond ([ArtsPond.com](https://www.artspond.com)) is to cultivate big ideas and untapped potential in the arts into exceptional, everyday shared realities for collective impact on-the-ground and in-the-cloud. Our vision is to collectively eliminate socioeconomic barriers for vulnerable arts and culture workers in diverse urban, rural, remote, and digital communities. Day to day, we are guided by our mandate, “Prosperity in. Precarity out.”

Established as a grassroots entity in 2014, and federally incorporated as a non-profit in the province of Ontario in 2016, our two core actions currently include:

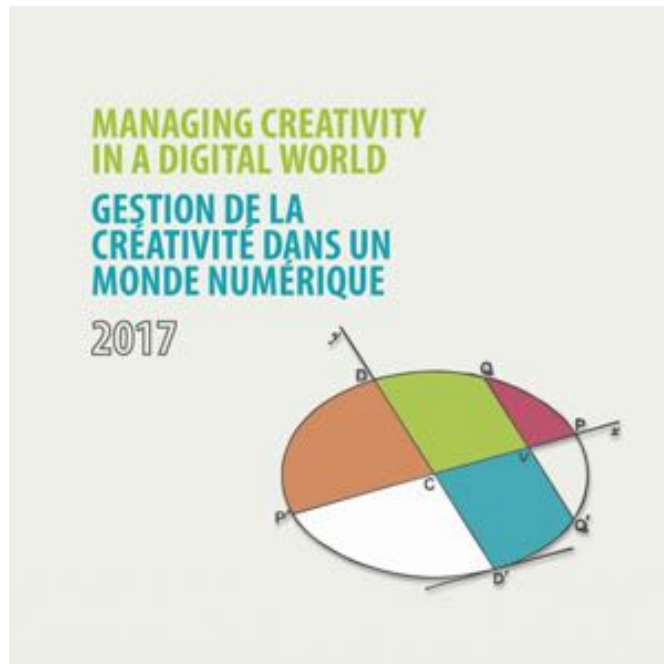
**IN-THE-CLOUD: DigitalASO / OSANumériques ([DigitalASO.ca](https://www.digitalaso.ca))** empowers the digital transformation of Canadian arts services through digital literacy research, training, platform and alliance-building, including the second Digital Arts Services Symposium in March 2019.

**ON-THE-GROUND: Groundstory / Histoire de Terrain ([Groundstory.ca](https://www.groundstory.ca))** is a collective impact effort to uproot the adverse effects of gentrification on the arts in Ontario, supported by Ontario Trillium Foundation’s Collective Impact Fund, and facilitated in collaboration with over 130 cross-sectoral community partners and advisors.



# DigitalASO

Initiated in 2016, DigitalASO encompasses **four interconnected, progressive initiatives** that promote the capacity for shared innovation in the digital transformation of Canadian arts services, including:



## Managing Creativity in a Digital World

A digital needs survey disseminated to arts and culture workers across Canada in 2017 to help identify strategies that address barriers in the emergence of successful digital arts services. The focus of the survey was on small, vulnerable, and low-income creators and producers, including individuals and small to mid-sized organizations.

Follow-up surveys are planned for 2019 and 2021.



# DigitalASO



## Digital Arts Services Symposium (2017 & 2019)

Two semi-annual digital literacy conferences presented in **Nov 2017** (pilot project in Toronto and Ottawa, supported by Ontario Arts Council), and **Mar 2019** (over six days in Toronto, supported by Canada Council for the Arts' Digital Strategy Fund)

### Highlights of 2017 edition

- **16 speakers and 75 participants over 3 days**
  - Presented by ArtsPond in association with **BeMused Network** and **Canadian Arts Presenting Association**
  - Keynote by **Catherine Moore** (University of Toronto), *"In a Glass Darkly: Illuminating value assessment in the arts"*
- Additional presentations including *"Kvetching the Commons"*, *"Planning for Innovation"*, *"Incubating New Digital Initiatives"*, and *"Managing Digital Initiatives"*

Participant feedback:

*I loved the mix of formats, panels, presentations, and breakouts*

*Buzzing with ideas and excited by the connections made at DASS17!*



# DigitalASO



## Digital Arts Services Alliance

Planning and outreach activities to establish a cross-disciplinary, national network with a mandate to collectively steward the evolution of shared digital literacy, resources, and knowledge within Canadian arts services. The first convening takes place at DASSAN19.

## Artse United

Preliminary planning and development of an arts management and business intelligence platform cooperative for small creators and producers across all artistic disciplines, envisioned as a next-gen alternative to Canadian Arts Data ([TheCADAC.ca](http://TheCADAC.ca)).



# Sponsorship Opportunity

## Vision

Be affiliated with the second **Digital Arts Services Symposium 2019**, Canada's leading-edge digital literacy + networking conference convening up to 400 international multidisciplinary arts services and technology leaders from North America, Europe, and the Pacific to co-design and deliver shared strategies for the digital transformation of arts services locally and globally.

## Request

Opportunities range from \$500 to \$7,500+. Sponsorships may be designed to meet your organization's specific goals. Contact us at [hello@DigitalASO.ca](mailto:hello@DigitalASO.ca) for more information.



**Digital Arts Services Symposium 2019**

Mar 15-20, 2019

Toronto, Canada



agiloarts



Canada Council  
for the Arts

Conseil des arts  
du Canada

# DASSAN19 Digital Arts Services Symposium

## Symposium des services d'arts numériques

### Overview

- **First national, cross-disciplinary convening of Canada's digital arts services sector**, designed to cultivate a critical shared strategy and practice within this emerging yet vital industry
- Presented by ArtsPond in association with BeMused Network from **March 15-20, 2019** at **Toronto Reference Library's Appel Salon** and other venues in Toronto
- **Six full days of basic to advanced digital literacy training + networking** for arts and technology leaders, educators, governments, and funders from across Canada and internationally
- Featuring **local and global speakers** addressing key issues from **managing open source, open data, and big data platforms**, to the emergence of **community-governed alternatives** to established models (i.e., digital platform cooperatives)





# **DASSAN19** Digital Arts Services Symposium Symposium des services d'arts numériques

## Key themes

### Inspirational Stories

Insights from local and international pioneers in digital arts services

### Critical Reflection

Cultivating a digital commons for arts and culture

### Practical Transformation

Unconference where delegates take centre stage to synthesize and respond to priority digital issues in the industry as identified by participants



# DASSAN19 Digital Arts Services Symposium

## Symposium des services d'arts numériques

### Featured activities

- Pioneering regional and international keynote speakers
- Community salon sessions, case studies and academic presentations, collective participant dialogues, panel discussions, and more
- Professional industry exchanges and networking
- 3-day hackathon competition with \$5,000 grand prize
- 3-day entry-level bootcamp for fledgling devotees to the digital world
- Opening and closing night parties including awards ceremony for hackathon
- Pre- and post-symposium webinars and podcasts with local and international guests
- Livestreaming of selected presentations to a global audience online
- Detailed schedules and speakers to be announced in November 2018



# DASSAN19 Digital Arts Services Symposium

## Symposium des services d'arts numériques

### Sponsorship benefits

Benefits are flexible according to your organization's sponsorship goals, including:

- Logo and/or name recognition in print and online media (websites, videos, newsletters, banners, posters, postcards, press releases, media advertisements, conference proceedings and reports, branded swag)
- Featured posts across all social media platforms
- Company booth or display at DASSAN19 marketplace
- Speaking opportunities during hackathon, bootcamp, and/or main symposium
- Assisted business development opportunities



# DASSAN19 Digital Arts Services Symposium Symposium des services d'arts numériques

## Swag samples



# DASSAN19 Digital Arts Services Symposium

## Symposium des services d'arts numériques

Join us!

Help DASSAN19 to:

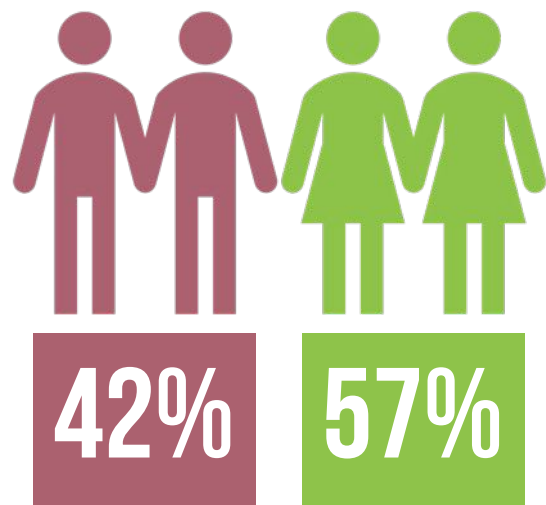
- Empower diverse groups of artists and innovators to deliver positive digital transformation by capitalizing on both **individual strengths** and **the power of collaboration**
- Rally arts and culture champions together to **define, realize, and sustain collective responses to seismic digital shifts** by uprooting **gaps in digital literacy and intelligence**
- Enable arts and culture workers to jointly take ownership of their digital futures that will help them **thrive in the dynamic digital world**



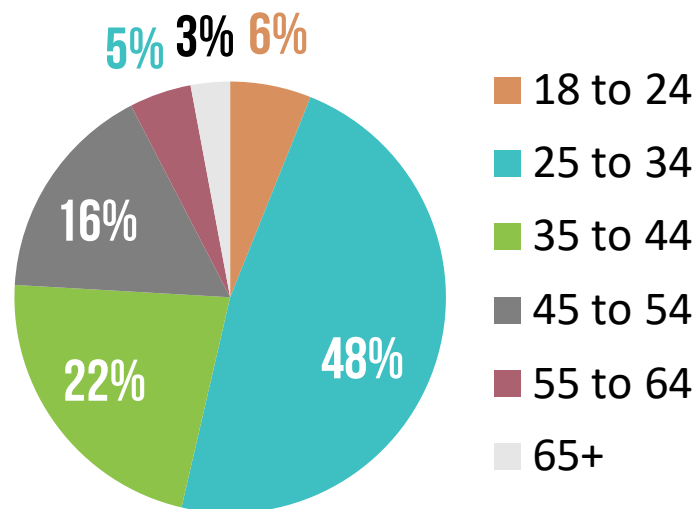


## Constituency demographics

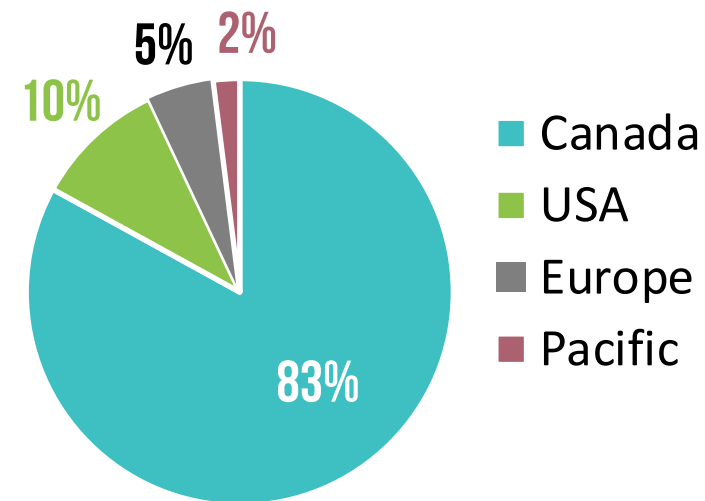
### GENDER



### AGE



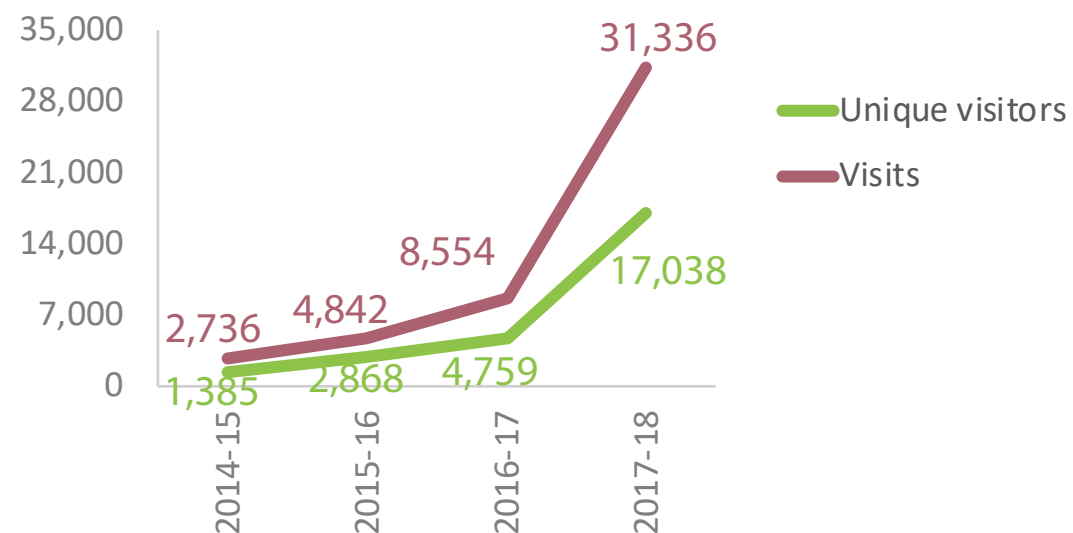
### NATIONALITY



## Media impressions

Media impressions (2018 actual)	
Unique website visitors	17,038
Total website visits	31,336
Average website visit duration (in minutes)	8
Social media followers (Twitter, Facebook, Instagram, Mailchimp)	1,469
<b>Total media impressions</b>	<b>170,303</b>

Growth in website impressions (2014 to 2018 actual)



## Operating budget

	2017-18 (Actual)	2018-19 (Projected)
<b>REVENUES</b>	<b>\$156,979</b>	<b>\$435,000</b>
Earned revenues	22,656	120,000
Public sector revenues	34,074	135,000
Private sector revenues	100,249	180,000
<b>EXPENSES</b>	<b>\$155,890</b>	<b>\$435,000</b>
Artistic fees and expenses	3,578	45,000
Programming fees and expenses	62,975	241,000
Fundraising fees and expenses	23,166	24,000
Marketing fees and expenses	43,406	45,000
Administration fees and expenses	43,406	80,000





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Tous les caractères sur la table

## Jessa Agilo

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ArtsPond



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