



## **PROPOSAL TO YOUR COMPANY TO SPONSOR**

X invites YOUR COMPANY to partner with us for the second annual photography festival in Ottawa and Gatineau.

X is committed to advancing photographic knowledge, creativity and innovation. The Festival's dynamic programming will include exhibitions of both local and international artists, artist talks and workshops throughout Ottawa and Gatineau.

### **BUILDING ON SUCCESS**

Last year's inaugural festival experienced great success with its 10-day celebration of photographic works in more than 20 venues across the region.

In 2007 readers of the Ottawa Xpress gave Festival X an Honorable mention as: "Best new thing that happened to Ottawa this year" in its Best of Ottawa 2007 online reader survey.

Festival X exhibits were challenging and captured the interest of many local publications including The Ottawa Citizen, Le Droit, Ottawa Xpress, Voir, cbc.ca, Where magazine, CHUO and CKCU, the University of Ottawa's The Fulcrum and the Orleans Star.

The exposure received speaks to the Festival's appeal to Ottawa and Gatineau, one of the nation's youngest cities with nearly half of the population under the age of 35. The combined cities of Ottawa and Gatineau boast 4 Photo Clubs, 3 universities, and several art schools. Almost 50% of the region's residents hold a post-secondary degree, certificate or diploma making residents among the most highly educated in Canada.

2007 was a great beginning and with YOUR COMPANY's help 2008 will be even better.

### **SAMPLE NEWS COVERAGE FROM 2007 INAUGURAL YEAR OF X OTTAWA PHOTOGRAPHY FESTIVAL**

## **OTTAWA GALLERIES ANNOUNCE NEW PHOTO FESTIVAL**

Last Updated: Tuesday, May 29, 2007 | 5:42 PM ET CBC Arts

Toronto has Contact, Montreal has Le Mois de la Photo, and this September Ottawa will launch its own photography festival. Festival X, scheduled for Sept. 20-30, will be the first photography festival in the city that gave birth to the famous Karsh studios. A group of Ottawa gallery owners and curators dedicated to the advancement of the field of photography are behind the festival, including Guy Bérubé of La Petite Mort Gallery and Pierre Dessureault of the Canadian Museum of Contemporary Photography. About 13 downtown venues have committed to the event so far, organizers said Monday as they announced the new festival. Among the artists participating are Winnipeg's William Eakin, who will show photos of objects constructed by Taiwanese Buddhists to burn as religious offerings, and American Jesse Burke, who is known for his photos of boozers, brawlers and other rugged men. In addition to exhibitions, there will be workshops, lectures and portfolio review sessions designed to foster new talent and draw neophytes to the world of photography.

<http://www.cbc.ca/news/story/2007/05/29/ottawa-photos.html>

## **OTTAWA TO HOST NEW PHOTO FESTIVAL IN SEPTEMBER**

Paul Gessell, The Ottawa Citizen

Published: Monday, May 28, 2007

Ottawa has played a crucial role in the world of photography since the Karsh brothers set up shop here early last century. A succession of top-seeded photo-artists has passed through town since. They include Robert Bourdeau, Lynne Cohen, Evergon, Jeff Thomas and many others. So, it should come as no surprise that Ottawa, finally, is going to have an annual multi-venue photo festival to give some competition to Toronto's annual springtime photo celebration, Contact, or Montreal's Le Mois de la Photo in the fall.

Ottawa's Festival X will be held from Sept. 20-30. At least 13 venues have signed up for photo exhibitions during that period. More are expected, festival organizers said yesterday. Canadian Museum of Contemporary Photography, Ottawa Art Gallery, Karsh-Masson Gallery, University of Ottawa visual arts department, Ottawa School of Art, SAW Gallery, Damon, Foyer Gallery, IPO Gallery, La Petite Mort Gallery, RA Photo Club, Visual Arts Centre in Orleans and Red Wall Gallery at the School for the Photographic Arts: Ottawa. Besides exhibitions, there will be educational activities, including workshops, lectures and portfolio review sessions. The line-ups for most of the exhibitions have not yet been announced. But expect to expand your horizons with everything from traditional black-and-white prints to photo-based conceptual installation art.

At the Ottawa Art Gallery, the exhibition will be Media Povera, a six-artist show examining the relationship between new and old technologies. One of those six artists will be Winnipeg's William Eakin, who will be showing a body of work called Ghost Month. Eakin's photographs are of cameras, televisions and other electronic goods made of paper. These objects are constructed by Buddhists in Taiwan for burning as religious offerings. Photo: Solo show Ottawa photographer Doris Lamontagne will have a solo show at Foyer Gallery and participate in a group show at Red Wall Gallery. Among the participants in a group show at La Petite Mort will be American Jesse Burke, whose images of Robert Bly-style hunters, boozers, brawlers and other rugged, sweaty men have been turning heads across the continent.

# ORLEANS STAR / WEEKLY JOURNAL, DAILY NEWS FROM ORLÉANS AND EAST OTTAWA FESTIVAL SHOWCASES BEST OF EAST-END PHOTOGRAPHY

by Jim Donnelly

Article online since September 18th 2007, 11:59 Be the first to comment this article

Photographer Marc Nagainis has collaborated with other members of the Orléans Photo Club to exhibit their work at Festival X.

For Mark Nagainis, the love of a good photograph may be surpassed only by one thing.

“I used to love the darkroom,” confesses the shaggy-haired web developer and amateur photographer, with a wry grin. “I loved the smell of the chemicals, and I took some (developing) courses at Algonquin back in the day. “I’d (like to) get myself a little bottle of developing fluid and prop it on my desk when I’m tooling around in Photoshop or something,” he jokes from a downtown coffee shop.

Nagainis, an Orléans resident who typically shoots urban landscapes and candid portraiture, plies his craft almost exclusively downtown. But while he says he’s a little disappointed in the rapid disappearance of traditional photo-finishing methods – thanks to the advent of digital photography – Nagainis also explains modern technology has proven extremely liberating to amateur shooters like himself.

“My friends and I used to dream about digital SLR (single lens reflex) cameras,” he says with a laugh. Buying rolls and rolls of film, after all, was somewhat cost-prohibitive. “And I’ve pretty much been a digital camera whore since they first came out. I was all over it.” Now, the aspiring east-end shutterbug says he’s helping organize Orléans’ offering of city-wide photography event Festival X, along with other members of the Orléans Camera Club.

They’ll be exhibiting a few dozen prints at the Visual Arts Centre Orléans (VACO) during the fest, running Sept. 20>30 at venues across town like the Canadian Museum of Contemporary Photography, La Petite Mort Gallery and Dale Smith Gallery. He and his colleagues recently juried the club’s selections, he explains. All that’s left now is the framing – and, of course, the viewing. “We just assembled the images from our various contributors,” he says, adding each contributor – about a dozen, all told, from the east end – must mat and frame their own prints.

Nagainis, who himself will display two images at VACO during the festival, says the jury looked for somewhat “edgier” shots than the norm. Orléans Photo Club president Michael Scott says he hopes X represents the first of many years of collaborative exhibits across the city. “Festival X is an amazing opportunity for us in the east end,” he says. “Some amazing work is done by our members, and we’re looking to showcase the best photography that Orléans has to offer in this exhibit,” he continues. “It’s going to be quite wide-ranging.”

Festival X aims to be an annual photo fest similar to the Contact Photography Festival in Toronto, a 200-venue celebration of pictures held for the past 11 years. Ottawa – and specifically Orléans – has a great deal to offer in the photographic realm, says Scott. Nagainis agrees, adding he hopes his first exhibit proves as great a rush as the shooting itself. “If I could make (photography) pay, I would,” he says. “But I highly doubt it. “But the end result is always cool – catching a shot you didn’t quite expect.”

## **EXCERPT FROM THE UNIVERSITY OF OTTAWA'S FULCRUM**

Festival X marks the spot

NEW PHOTOGRAPHY FESTIVAL LOOKS PROMISING by Peter Henderson - Fulcrum Contributor

AFTER YEARS OF artists moving from Ottawa's photography schools to brighter lights in Montreal and Toronto, the organizers of Festival X—a new photography festival—hope to encourage a rebirth of sorts in our city's photography scene. Festival X was the brainchild of a few of the city's gallery owners—including Khalia Scott from the School for the Photographic Arts: Ottawa (SPA0)—and has quickly blossomed into a 19-venue event.

### **DECISIVE MOMENT**

2008 marks the 100th anniversary of Henri Cartier-Bresson, a French photographer considered to be the father of modern photojournalism. He is both modernist and old fashioned, an early adopter of 35 mm format, and the master of candid photography.

Cartier-Bresson witnessed and photographed many of his era's most historic events, from the Spanish Civil War, to the partition of India, the Chinese revolution, and France's 1968 student rebellion.

His "street photography" style has influenced generations of photographers that followed and his monumental 'The Decisive Moment' show was the first photographic exhibit ever to be displayed in the halls of the Louvre.

X has chosen Decisive Moment as its unifying theme for 2008 in honour of Cartier-Bresson's contributions to the world of photography

Gare St. Lazare, Paris, 1932, Man Jumping a Puddle by Henri Bresson-Cartier

"Photography is not like painting," Cartier-Bresson told the Washington Post in 1957. "There is a creative fraction of a second when you are taking a picture. Your eye must see a composition or an expression that life itself offers you, and you must know with intuition when to click the camera. That is the moment the photographer is creative," he said. "Oop! The Moment! Once you miss it, it is gone forever."

### **THE OPPORTUNITY**

X invites YOUR COMPANY to partner with us for the second annual 10-day festival in September 2008.

Sponsorship of X gives YOUR COMPANY exclusive access to a target audience consisting of affluent, educated consumers who are passionate about culture, education and technology.

X, through our prestigious exhibitions and fundraising events, is able to provide YOUR COMPANY with a variety of exclusive settings to reach this desirable audience.

#### Festival X Launch – May 28, 2008

The Launch Party is an opportunity to publicly announce the second incarnation of X, Ottawa and Gatineau's Annual Festival of Photographic art. This fundraising event will be a high profile opportunity for the arts community to support X and promote its objectives. Attendees will include gallery owners, artists, students, cultural consumers and arts educators, and media.

#### Festival X Opening Gala – September 18, 2008

Featuring a cocktail reception, photographic exhibit, and formal moments for speeches, The Opening Gala is a prime opportunity for sponsors to highlight their involvement with X to the local media and VIPs. Media outlets expected to attend: The Ottawa Citizen, Le Droit, Where Magazine, Xpress and Voir.

## **BRANDING, MARKETING & ENTERTAINMENT BENEFITS FESTIVAL X OFFERS LEADING UP TO AND THROUGHOUT THE 10-DAY EVENT**

### **BRANDING BENEFITS**

Logo recognition on the various promotional materials such as:

Newspaper and magazine advertisements

The X Guide

Posters

Event signage (interior/exterior)

Press releases

Web presence on Festival X website:

Logo hyperlinks, banner ads on the X Website.

Opportunity to create and sponsor an online gallery that displays a sampling of the type of works attendees can expect to see.

Verbal Name Recognition:

At every opportunity, YOUR COMPANY will be thanked verbally at X events

### **MARKETING BENEFITS**

Cross Promotions:

X can provide an opportunity for YOUR COMPANY to participate in cross-promotions by contributing your own promotional elements such as merchandise, media or other collateral at the Inaugural Launch Party or Opening Night Party.

X can allow YOUR COMPANY to use the X name for in-store contesting promotions.

Opportunities for YOUR COMPANY to create on-line promotions with X

X can work with YOUR COMPANY to create their own customized event(s) for cross-promotional purposes.

## ENTERTAINMENT BENEFITS

Invitations to the X Launch Party

X can provide you with an opportunity to host one of the above events as a presenting sponsor e.g. "Your Company presents the X, Launch Party".

FESTIVAL X

SPONSORSHIP OPPORTUNITIES AT A GLANCE

## X OTTAWA PHOTOGRAPHY FESTIVAL

Sponsorship Categories and Benefits

Package Contents Bronze\$2,000 Silver\$4,000 Gold

<b>Package Contents</b>	<b>Bronze \$2,000</b>	<b>Silver \$4,000</b>	<b>Gold \$5,500</b>
<b>Branding Benefits</b>			
<b>Logo Recognition</b>			
Newspaper and magazine advertisements	X	X	X
The X Guide (pamphlet)		X	X
Posters	X	X	X
Event signage (interior/exterior)	X	X	X
Press releases		X	X
<b>Logo Placement</b>			
Top Tier			X
Middle Tier		X	
Bottom Tier	X		
<b>Web presence on Festival X website</b>			
Logo hyperlinks		X	X
Logo, not hyperlinked	X		
Create and sponsor an online gallery			X
<b>Cross Promotions</b>			
Contribute merchandise or other collateral at Launch Party			X
Use the X name for in-store contesting promotions	X	X	X
Create on-line promotions with X		X	X
Create your own customized X event(s) for cross-promotional purposes		X	X
<b>Entertainment Benefits</b>			
Invitations to the X inaugural Launch Party	X	X	X
Host X Launch Party			X
Host X Opening Gala			X
Presenting Sponsor of X Launch Party			X

**FOR FURTHER INFORMATION REGARDING X,  
CONTACT SPONSORSHIP@FESTIVALX.CA  
VISIT OUR WEB SITE: WWW.FESTIVALX.CA**

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