



PASTEL SOCIETY OF EASTERN CANADA

**PARTNERSHIP PLAN
2017**



ABOUT OUR SOCIETY?

The Pastel Society of Eastern Canada, also known as PSEC, is made up of pastel painters who use dry pastels as a medium. Founded in 1995, its current membership is made up of about 250 members, 80 who are Signature Members* and 7 Master Pastellists. For several years now, PSEC has been associated with European and American organizations such as the *Art du Pastel de France* (APF) and the *International Association of Pastel Societies* (IAPS) in the United States.

We are a widely-known and well reputed pastel society whose legal status is that of a non-profit organization. Run entirely by volunteers, we are financed primarily by our annual memberships as well as a percentage of the artwork sold at our exhibitions.

Already more than 20 years of existence and successful exhibitions!

Each fall, on a grand scale, we hold a juried exhibition, "Les Pastellistes" at a prestigious venue in Montreal. Every two years, the exhibition is open to artists internationally.

We also hold in the spring of each year an exhibition, "Pastel Toujours", which is open to all members of the PSEC. This exhibition aims to promote the art of pastel outside of Montreal.

The Pastel Society of Eastern Canada's exhibitions are popular events that create magical encounters. You may find in the Appendices some of our most recent activities, which show a growing level of participation.

* Members who have gained entry to three juried PSEC exhibitions.

NOS TROIS PILLIERS

OUR MISSION

- Promote artistic activities and appreciation of the arts in the field of pastel.

OUR VALUES

- Involvement
- Quality
- Creativity
- Sharing and exchanges
- Supporting the new generation

OUR VISION

- Exposure
- National and International Exhibitions
- Accessibility
- Education

CLIENTELE

Our members are comprised of amateur, semi-professional and professional practitioners of pastel art.

The involvement of our members is an important value and we encourage volunteering in the course of preparation for, as well as throughout the duration of our exhibitions. The participation of the members contributes greatly to the success of the Society and we are deeply grateful to them!

PSEC also reaches out to artists who follow our events without necessarily being members of our society, as well as art enthusiasts who come to our exhibitions and purchase our paintings. We receive approximately 1,200 visitors at our fall exhibition.

PARTNERSHIP OBJECTIVE

Your sponsorship is precious to us and we trust that this Partnership Plan will be mutually advantageous. We therefore offer advertising vehicles for your organization as well as a relationship, which during the year, could lead to diverse and common objectives or projects

You will find on the next page the Partnership Plan we offer, depending on the sponsored event and the value of your sponsorship followed by the details of the visibility vehicles the PSEC offers you.

It is understood that, if necessary, the partner undertakes to transmit to the PSEC its logo in high resolution in JPEG format and gives it the right to use it accordingly to the chosen partnership plan.

PARTNERSHIP PLAN

		PASTEL TOUJOURS Spring Exhibition	LES PASTELLISTES Major Exhibition Held in Fall				
			A Plan 1500* ≤ 750 \$	B Plan > 750 \$ ≤ 500 \$	C Plan > 500 \$ ≤ 300 \$	D Plan > 300 \$ ≤ 150 \$	E Plan > 150 \$
VISIBILITY OFFER		X					
1.	Your logo will be more predominant on all of our publicity (See: Predominant Logo)		<input type="checkbox"/>				
2.	Your logo will appear in our newspaper advertisement (See: Medias)		<input type="checkbox"/>	<input type="checkbox"/>			
3.	Your logo will appear in our poster (See: Poster)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
4.	Your logo will appear on our invitation (See: Invitations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
5.	Your logo will appear on our distinguished program (See: Program)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	For an entire year, your logo will be most predominant on each page of our website (See: PSEC Website)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.	Your sponsorship will be announced at the opening ceremony (See: Opening Ceremony)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
8.	Possibility of associating the name of your company to an award given to artists (See: Award).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
9.	The name of your company will appear on our website under “Art Supply Stores” (See: Art Supply Stores).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
10.	Announcement of your contribution, along with thanks will go out to our members (See: “Pastel Post”).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
11.	Possibility of another type of partnership association or of undertaking a common project (See: Other Type of Partnership).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

* For sponsor more than \$1500, please communicate with us to discuss elements of visibility for major partnership.
Reine Goodrow, PSEC - Exhibition Chair “Les Pastellistes” rgoodrow@sympatico.ca, Tél. 450-589-2247

VISIBILITY OFFER

1. PREDOMINANT LOGO

Offered to Plan A only – Your logo will be more predominant on all of our publicity.

2. MEDIAS

PSEC generally publishes its advertisements in the following media:

- La Presse + (section Arts): reaches 400 000 readers on line
- Radio classique: reaches 945 000 listeners monthly
- Magazines: The international magazine « The Pastel Journal »
- Local Papers: JMM Journal “Métro Montréal”
- Facebook Following

3. POSTER

- Several posters are distributed at strategic locations near our venue, as well as in Montreal and Quebec City

4. INVITATIONS

We send out approximately 50 invitation cards by regular mail to VIP contacts, about 250 go out by email to our members who in turn send it out to their contacts, as well as 2,000 to PSEC’s list of contacts, past visitors/buyers wishing to be informed of our exhibitions.

5. PROGRAM

Our distinguished exhibition’s program presents each of our participating artists and their work(s). The logos of our sponsors are clearly represented. We distribute approximately 1,500 programs to visitors.

6. PSEC WEBSITE (www.pastelsec.com)

For an entire year, your logo will be most predominant, appearing automatically on each page of our website: You may find in the Appendices some statistics about our web site.

7. OPENING CEREMONY (Vernissage)

During the ceremony on opening night, we clearly announce the prizes awarded and their sponsors. Of course, these sponsors are also invited and their presence allows us to thank them openly before the general public.



8. AWARD

At the awards ceremony, sponsors associated with a prize are invited to hand the prize to the winner.

9. ART SUPPLY STORES

Should this apply to you, the name of your company will appear on our website under the tab “Useful Links” and link “Art Supply Stores”.

10. “PASTEL POST”

An announcement of your contribution, along with thanks and a short description of your company, will go out to our members in our newsletter to our members called “Pastel Post”

11. OTHER TYPE OF PARTNERSHIP

During the year, our partnership can take various forms, beginning with a look at our mutual needs. One possibility is to display a selection of our pastel paintings in your offices.

If you sell art material, we can see with you what the needs or the requirements of your clientele are. We can be of help at the time of a product launching by your organization by providing a demonstration by one of our artists. We could also invite you to present your product at one of our organized PSEC events, for example at one of our Annual General Meetings. All ideas are welcomed.

It would be a pleasure and indeed a great privilege to establish your organization as a partner of our Pastel Society of Eastern Canada (PSEC). In the name of our membership, we wish to thank you for your interest. And of course, we certainly hope to see you at the *vernissage*!

Reine Goodrow

PSEC – Exhibition Chair “Les Pastellistes”

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THE APENDICES:

- **ACTIVITY ORGANIZED BY PSEC**
- **GREEN TURN**
- **STATISTICS ON PSEC WEB SITE**

ACTIVITY ORGANISED BY THE PSEC

EXHIBITION « LES PASTELLISTES » - *Fall Exhibition*

In the fall of each year, we hold a major exhibition with jury, "Les Pastellistes". We present this exhibition in a prestigious place in Montreal. Every two years, this exhibition is open to artists internationally. At the opening ceremony, 5 grand prizes are awarded as well as 4 separate category' awards, 1 creativity prize and 4 honourable mentions. Throughout the exhibition free activities are offered to visitors.

The 21st edition of "Les Pastellistes" was held from October 28 to November 6, 2016 at the elegant Gallery 203 in the Old Montreal, at 227 Notre-Dame Street West (across the street from Notre-Dame Church).

The event attracted some 400 people on opening night alone! Over \$ 5000 in awards were given to the winning artists. As usual, about 100 pastel works were shown. Also, over the ten days of exhibition, free daily activities, such as demonstrations and guided visits, were offered to the public as is the case every year.

EXHIBITION « PASTEL TOUJOURS » - *Spring Exhibition*

We also hold in the spring of each year, an exhibition open to all PSEC members, "Pastel Toujours". This exhibition aims to promote the art of pastel outside of Montreal. At the opening ceremony, 3 grand prizes are awarded as well as 3 honourable mentions. Throughout the exhibition free activities are offered to visitors.

The 19th edition of "Pastel Toujours" was held at the Pierre-Boucher Museum in Trois-Rivières from January 24 to March 20, 2016.

WORKSHOPS

Sometimes, the PSEC organizes training workshops for its members. The teachers are internationally renowned Master Pastellists.

Last autumn two two-day workshops were set up by the PSEC and the training was given by the American professional artist and Master Pastellist Richard McKinley.



GREEN TURN

Concerned about the environment, our Society has made a green shift, including:

- Minimization of postal items by automating our online services (including submission of works);
- Establishment of an online voting system, which avoids travel by car;
- Sending mass e-mail invitations;
- Promotion of public transportation to members and visitors during exhibitions held in Montreal;
- Establishment of drop-off points for the transport of works of art during our events;
- Establishment of an artists' material market that allows the recycling of these supplies by other artists;
- Our "Courrier Pastel" newsletter is sent via e-mail.

STATISTICS ON PSEC WEB SITE

Here are some statistics from our website for the period of October 1, 2014 to September 30, 2016:

- 250 000 pages were visited;
- On average, 45 people visit the site each day;
- On average, the duration of a visit is 4 to 5 minutes;
- On average, one person views 8 to 9 pages;
- The rebound total is approximately 40%;
- Mobile phones and tablets constitute approximately 30% of the visit;
- 76% of our visitors are from Canada;
- On average, there are approximately 1,280 visits and 10,400 pages viewed each month.