

BENEFACTOR PROGRAM CLIENT GIFT PACKAGE

A UNIQUE CLOSING GIFT FOR REALTORS



SUPPORT REGIONAL ARTISTS & DELIGHT YOUR CLIENTS WITH A UNIQUE CLOSING GIFT

A house isn't a home without **art**.

When you surprise your clients with a **MacLaren Art Centre Benefactor Membership**, you give them access to an unforgettable evening at the Benefactor Art Exchange, a piece of original artwork to adorn their home for a year, and access to exclusive cultural events and outings. Immerse your clients in the regional art scene while supporting local artists and the MacLaren Art Centre, a charitable organization serving your community for 40 years.

This unique closing gift ties your business to a vibrant institution, offers your clients a year of artistic discovery, and **reminds them of your personalized service** each time they look at their artwork. Plus, you receive a charitable tax receipt for your purchase.

ABOUT THE BENEFACTOR PROGRAM

This longstanding social fundraising program supports the Gallery's exhibitions, educational programs, and community outreach. After signing up, Benefactors can enjoy exclusive access to the Benefactor Art Exchange: a signature annual event where they can select an original artwork to take home on loan for one year, with the option to purchase the piece during the loan period.

For over 25 years, contributing Benefactor Artists from the region and beyond have been showcasing their work while building relationships with many art collectors and budding art lovers.

"The night of the show is exciting; to see people having emotions about taking a painting they choose home. It's an exciting environment. It's a party time."

ENRIQUE BRAVO, MACLAREN BENEFACTOR ARTIST



WHAT'S INCLUDED IN THE REALTOR CLIENT GIFT PACKAGE:

When you purchase a Benefactor membership (or Junior Benefactor for clients under 40), your client receives*:

- The opportunity to take home an original artwork on loan for 1 year, with the option to purchase the artwork at any time during the loan period
- The opportunity to meet Benefactor Artists who contribute to the Program
- Invites to exclusive studio visits, collection tours, and talks throughout the year
- Advanced ticket sales to events like the [OFF THE HOOK Silent Art Auction](#)
- Free admission to [Family Sunday](#) workshops for up to four children
- Two membership cards, and complimentary admission to select public art galleries in Ontario
- 10% discount on MacLaren [art classes](#), workshops, and Gallery Shop items
- Invitations to MacLaren receptions and events
- Subscription to the MacLaren bi-weekly "What's On at the MacLaren" newsletter
- Donation receipt as noted below

BENEFACTOR FEE: \$500 annually, charitable tax receipt of \$435

JUNIOR BENEFACTOR FEE (under 40 years): \$365 annually, charitable tax receipt of \$300



"Art is food for the soul."

CLAUDIA MANDLER MCKNIGHT, MACLAREN BENEFACTOR ARTIST

*Fee based upon your client's age.

WHY THIS IS THE PERFECT CLOSING GIFT



IT'S UNEXPECTED

A unique experience that has them walking away with an original piece of art on loan for a year.

IT'S PERSONAL

Clients choose the artwork themselves, ensuring it fits their taste and home.

IT REFLECTS YOUR BRAND

This gift says: *I care about you as a client and I'm dialed into my community, supporting the arts in an impactful way.*

IT KEEPS YOU TOP-OF-MIND

Every time guests admire the artwork, your client remembers who gave them such a meaningful welcome. Plus, it becomes a wonderful conversation piece when friends and family visit, naturally opening the door to new connections and potential clients.

If you have a client new to Barrie or Simcoe County, the Benefactor Program is the perfect way to introduce them to their creative community.

The Benefactor Art Exchange takes place annually in March. Keep this in mind when planning your gift to clients. If a client were to purchase their home in October, you can purchase their Benefactor fee and have them pick out their artwork in March of the following year. Benefactors are welcome to bring a guest to attend the event.

PURCHASE YOUR BENEFACTOR CLOSING GIFT TODAY!

Please contact the MacLaren Art Centre for more information and to purchase.

MACLAREN

ARTCENTRE

37 Mulcaster St, Barrie, ON L4M 3M2
(705) 721-9696

maclarenart.com/become-a-benefactor
maclaren@maclarenart.com

