

CANADA

British Council Canada is pleased to announce its second **Creative Industries Initiative** for UK Arts Schools

- **August to November 2017** - Virtual reality exhibit in Montreal, QC

Deadline: July 8th 2017

Virtual reality exhibit in Montreal, QC

Showcasing UK creativity in Virtual reality for Montreal's 375th anniversary. The project will present a virtual reality exhibit as part of the KM3 public art festival in Montreal, which is new to mark the city's 375th anniversary. The exhibit will be a giant wave, that will change form as the audience interacts with it. The work will be a collaboration between UK virtual reality company, Marshmallow Laser Feast, and a Quebec partner



To learn more about the KM3 public arts festival:
www.dexigner.com/news/29297

Objective:

- *Profile and promote the UK's Creative Industries*
- *Demonstrate and strengthen the close bilateral relationship between Canada and the UK upon the occasion of Montreal's 375th and Canada's 150th anniversaries in 2017*

Benefits to UK universities:

- A Colossal Wave offers a great opportunity for UK arts schools and universities to align their brand to an innovative installation in a major public space in Montreal
This is a unique opportunity for UK arts schools as no local schools have been invited to sponsor this event.
- Raise awareness about study prospects in Digital Arts in the UK and to inform students, especially undergraduates, about UK trends and strengths in that sector.
Insight: The creative industries for digital arts are growing more rapidly in Canada than the talent pool that these companies recruit from. So Canada and Montreal in particular, has a shortage of appropriately skilled new recruits. As it should be cheaper to recruit local talent than import it from abroad, there is a need for training in the sector which offers an opportunity for UK universities.
- Branding opportunities for the UK universities through the exposure of their logo, name and website exposure
- Increase the number of clicks through rate/visits to UK universities' websites

Market you could expect to reach:

- *Professionals or undergraduate students from Montreal Universities and other QC surroundings looking to study a Post graduate degree in Digital Arts (350,000+)*

GREAT

BRITAIN



SPONSORSHIP OPPORTUNITY FOR UK ARTS SCHOOLS MONTREAL, QC, 2017

- *Academic from the Digital Arts sector in Montreal*
- *Digital arts sector professionals (Department, Phi Centre, Mutek) and art funding bodies (Société de développement des entreprises culturelles, Société des arts technologiques, National Film Board)*
- *Federal government, Quebec government, City of Montreal officials*
- *Québec Investors (La Caisse, CGI)*
- *Media*
- *General public*

Sponsorship opportunity includes:

Logo and university's name in the following:

- Onsite logo from August to November
- British Council Canada press release launch in August 2017- potential reach 10K+people in Quebec
- British Council Canada social media network – 3 months of a digital media campaign (Facebook, twitter and Instagram) – potential reach 50K+
- New website developed by Marshmallows in the UK – which will reach a global market

Total expense £800 + VAT

Total value CAD\$75,000 = GBP **£46,000** .

The value of this sponsorship package is expected to increase (the expense will remain the same) , as new local and international partners have expressed their interest on this exhibit

Please make sure to express your interest on this opportunity before **July 8th, 2017** .

For further information, please contact:

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