



the brain project

100 SCULPTURES
100 ARTISTS
1 IMPORTANT CAUSE

JOIN THE PARTNERSHIP



the brain project

The Brain Project took Toronto by storm in its inaugural year. Now, back by popular demand, we're hitting the city's streets again with 100 brain sculptures designed by world-renowned and emerging artists, designers and celebrities. The sculptures will be displayed in the heart of downtown Toronto with the goal of raising funds and awareness for brain health.

The sculptures will be sponsored by corporations and philanthropists, and a portion will be available for private purchase following the exhibit.

Proceeds from The Brain Project will support Baycrest Health Sciences, a global leader in brain health and aging.



WHY?

Because no brain deserves to go blank

Everyone should have the ability to live life to the fullest; it's one of Baycrest's core beliefs. However, with the prevalence of Alzheimer's disease and other brain disorders on the rise, Baycrest needs your help now more than ever.

Baycrest is working hard to improve everyone's brain health through care, ground breaking research, programming and education.

In an effort to raise funds and awareness, Baycrest is excited to present The Brain Project, an outdoor charitable art exhibit in downtown Toronto.

Help us bring Baycrest to the streets and open up the discussion about staying "brain healthy."



Brain Health

IS A REAL ISSUE

Everyone has a stake in better brain health.

More than 564,000 Canadians are currently living with Alzheimer's disease or another form of dementia; and there is **NO CURE**.

1,100,000

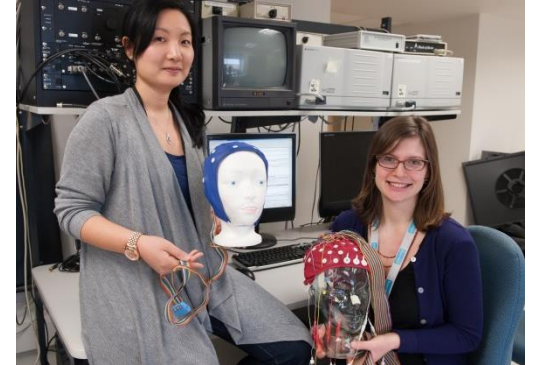
The number of Canadians directly or indirectly affected by Alzheimer's or dementia

\$10,400,000,000

The annual cost to Canadians to care for those living with dementia

Every 4 seconds

Another person is diagnosed with Alzheimer's disease or another form of dementia



BRINGING ART TO THE CITY OF TORONTO



SUPPORT FROM THE CITY

With support from the City of Toronto & Mayor John Tory, each brain sculpture is displayed in a high-traffic downtown location.



EXCLUSIVE LOCATIONS

The locations selected are exclusive and unique to The Brain Project, and are typically not available for general marketing purposes.



HIGH-TRAFFIC LOCATIONS INCLUDE:

Toronto Waterfront, Nathan Phillips Square, Union Station, Bay Adelaide Centre, Four Seasons Hotel, Royal Bank Plaza, Gardiner Museum, and more!



Meet the team

OUR CO-CHAIRS



BEN & JESSICA MULRONEY



NOAH & ERICA GODFREY

GLOBAL AMBASSADOR

Sarah Rafferty (Actress, Suits)

EXECUTIVE COMMITTEE

Paul Godfrey / Sabrina Hahn / David Kassie / Lauren Kimel

Kerry O'Reilly Wilks / Ariella Rohringer

CURATORIAL TEAM



SANDRA AINSLEY
Founder, Sandra Ainsley Gallery



SABRINA HAHN
Founder & Principal, Hahn Fine Art



ALISSA SEXTON
Co-Director, Bau-Xi Gallery



HIGHLIGHTS FROM 2016

The inaugural Brain Project was an overwhelming success!



Big Picture Success

100 SCULPTURES - 100 ARTISTS - 1 IMPORTANT CAUSE



Sponsors

- \$1.3 MILLION RAISED
- Presenting Sponsor: TELUS
- 22 Ground Breaker Sponsors (\$25K)
- 13 Innovator Sponsors (\$15K)



Artists

- 100 world renowned and emerging artists
- 10 creative and gallery partners
- Mr. Brainwash, Toronto Blue Jays, Gary Taxali, Donald Robertson, Kim Kardashian, Michael Bublé, Bobbie Burgers, Karim Rashid, Charles Pachter, MUSE... and more!



Locations

- 50 high-traffic locations
- 10 million in total foot traffic
- Union Station, Nathan Phillip Square, Brookfield Place, Distillery District, Yorkdale, Sony Centre, Yorkville, Ryerson... and more!



Community Engagement

- Over 141 million media impressions
- 339,189+ reached on Facebook
- 11,000,000+ #NoBlankBrains impressions
- \$20K+ in online donations at brainproject.ca

Media Highlights

A POWERFUL BRAND

Since kicking-off the inaugural exhibit, The Brain Project has been featured in 184 print, broadcast, online and tablet stories.

Huge visibility through Cineplex partnership

- 30 second commercial, featuring sponsor logos, was shown in 50+ Cineplex theaters across the GTA

AIR CANADA
enRoute



CBC



Radio



CINEPLEX

Citytv

**TORONTO
LIFE**

POST CITY TORONTO

**INTERIOR
DESIGN**

MARKETING

**Global
NEWS**

READER'S DIGEST
**best
health**

Designlines

TORONTO STAR

**HELLO!
CANADA**

THE GLOBE AND MAIL

**LOU
LOU**

**CP
24**

BT **BREAKFAST
TELEVISION**

CHATELAINE
EVERYDAY. EXTRAORDINARY.

THE KIT

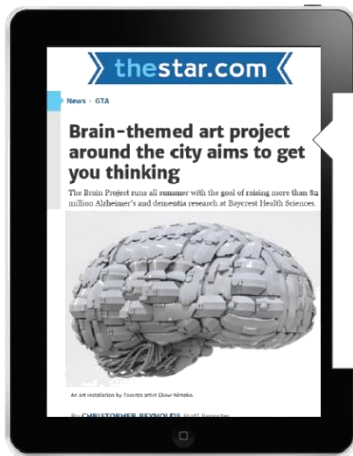
NATIONAL POST

E L L E

ZOOMER
MAGAZINE

FASHION

Media Highlights (continued)



"Toronto artist Ekow Nimako showcases the building blocks of the brain with Lego. His lifelong infatuation with robots, spaceships 'and anything related to futuristic modes of transportation' drew him to Duplo-esque art, his profile states. But his focus isn't fun and games; as the population ages, the number of Canadians suffering from neurodegenerative diseases is expected to climb to 1.4 million in 2031 from 750,000 in 2011."

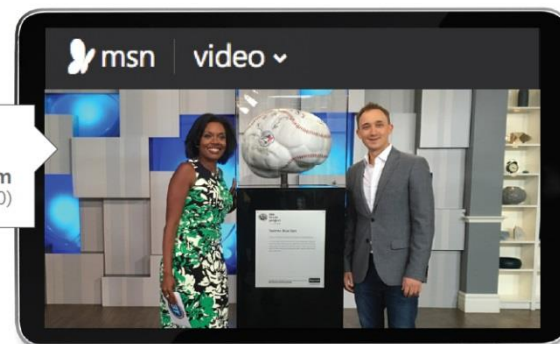
- TheStar.com
(reach: 1,376,000)



"When there are people strong enough in this world to make a change, to make it a better world, you just want to be part of it." - Mr. Brainwash, artist

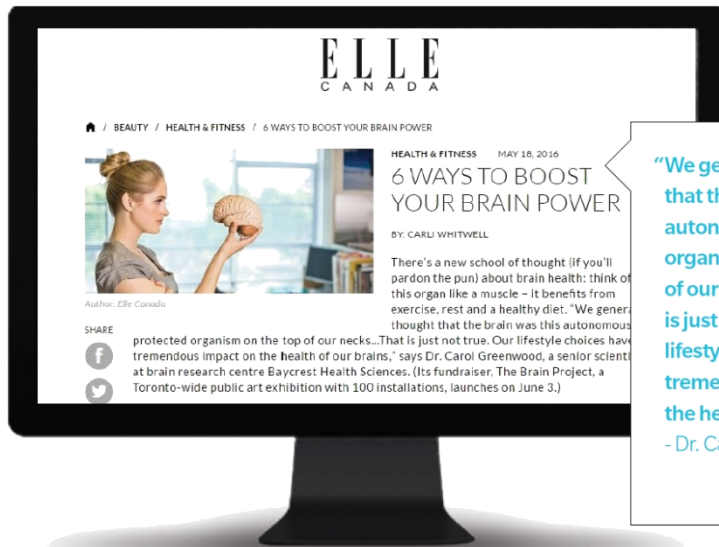
- NationalPost.com
(reach: 564,000)

The Brain Project: Unveiling the 'Jays' brain on Breakfast Television - msn.com
(reach: 10,533,000)



"If the yellow brick road in the Land of Oz led to Toronto, The Scarecrow, ever in search of a brain, could have saved himself a lot of trouble. Instead of dealing with flying monkeys and a Wicked Witch, the straw man could have strolled down any of Toronto's not-so-yellow-brick-roads and come upon a brain in plain sight."

- EverythingZoomer.com
(reach: 1,351,000)



"We generally thought that the brain was this autonomous, protected organism on the top of our necks...That is just not true. Our lifestyle choices have tremendous impact on the health of our brains."

- Dr. Carol Greenwood
- ElleCanada.com
(reach: 1,390,000)

Our Global Ambassador

SARAH RAFFERTY

Being The Brain Project Global Ambassador
"Suits" her just fine!

"I was honoured to be asked to represent The Brain Project and work closely with Baycrest. Brain health is a cause near and dear to my heart; it is a cause that is global, no matter where you live, you need to start thinking and talking about brain health. I lost my grandmother to Alzheimer's. It is my sincere hope that our children can grow up in a world without Alzheimer's and dementia."

- Sarah Rafferty (Actress, Suits)



2016 Brands & Sponsors

OUR PAST SUPPORTERS

We are very grateful for all the fantastic corporate support we received in our inaugural year.

Over 35 companies, foundations, and brands supported The Brain Project.

Each sponsor received logo recognition on their sculpture which was publicly displayed for more than 6 months and seen by over 10 million people.



The Creative Minds

2017 ARTISTS TO BE ANNOUNCED SOON!

A variety of artists, designers, and celebrities will be selected to participate in the project.

Artists will be given a blank sculpture to bring to life using the medium of their choice.



"Brain Wash"
Mr. Brainwash



"Unforgettable"
Michael Buble & Rob Ubels



"A Feast for the Senses"
Jacqueline Poirier



"Pathways"
Air Canada



"Knowledge in the Brain"
Karim Rashid



"Time Travel"
Lisa Santana & Kelvin Goddard for Unit 5



Popular high-traffic locations



DISTILLERY DISTRICT



RBC PLAZA



FIRST CANADIAN PLACE



ST. LAWRENCE MARKET



FIRST CANADIAN PLACE



BAU-XI GALLERY



GARDINER MUSEUM



WATERFRONT



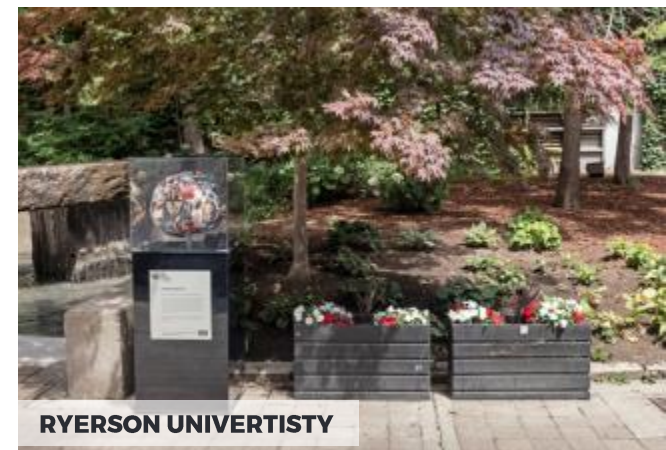
UNION STATION



SPADINA MUSEUM



SONY CENTRE



RYERSON UNIVERSITY



COMING SUMMER 2017

An experience you won't want to miss!



02

100 NEW CREATIVE MINDS

2017 Artists to be announced soon!



01

ICONIC LOCATIONS

The Brain Project will be returning to iconic downtown Toronto locations.

Union Station, Gardiner Museum, Distillery District, Bau-Xi Gallery, and more!



03

FRESH IDEAS

New in 2017, The Brain Project will celebrate Canada's 150th anniversary with a unique exhibit of 10 sculptures designed by inspiring and influential Canadians who have shaped our country.

Great Canadian Minds

A SPECIAL EXHIBIT TO CELEBRATE
CANADA'S 150th ANNIVERSARY



New in 2017!

The Brain Project celebrates Canada's 150th anniversary with a unique exhibit of 10 brain sculptures designed and inspired by Canadians who have shaped our literary, scientific, cultural, and political landscape.

Witness the history and impact of these remarkable Canadians come to life through art and design, while bringing attention to brain health and how important it is for every Canadian to keep their mind healthy.

This series of sculptures will be displayed together in downtown Toronto from July through August 2017. Following the public exhibit, the sculptures will be auctioned off and proceeds will support Baycrest Health Sciences, a global leader in aging and brain health.



Turning the mall into the met

ADDED EXPOSURE AT YORKDALE

In the Fall of 2017, The Brain Project will be exclusively displayed at Yorkdale Shopping Centre.

This unique exhibit is the first time all 100 sculptures from the 2017 exhibit will be assembled together in one location.

Unparalleled exposure for your brand!

Each year, Yorkdale sees 18 MILLION visitors from around the world.



Timeline of Events

MILESTONES

February 2017

Sponsor recruitment and artist onboarding.
Blank brains are shipped to confirmed artists.

March - April 2017

Artists work in progress.
Marketing & communications teasers about the exhibit.

May 2017

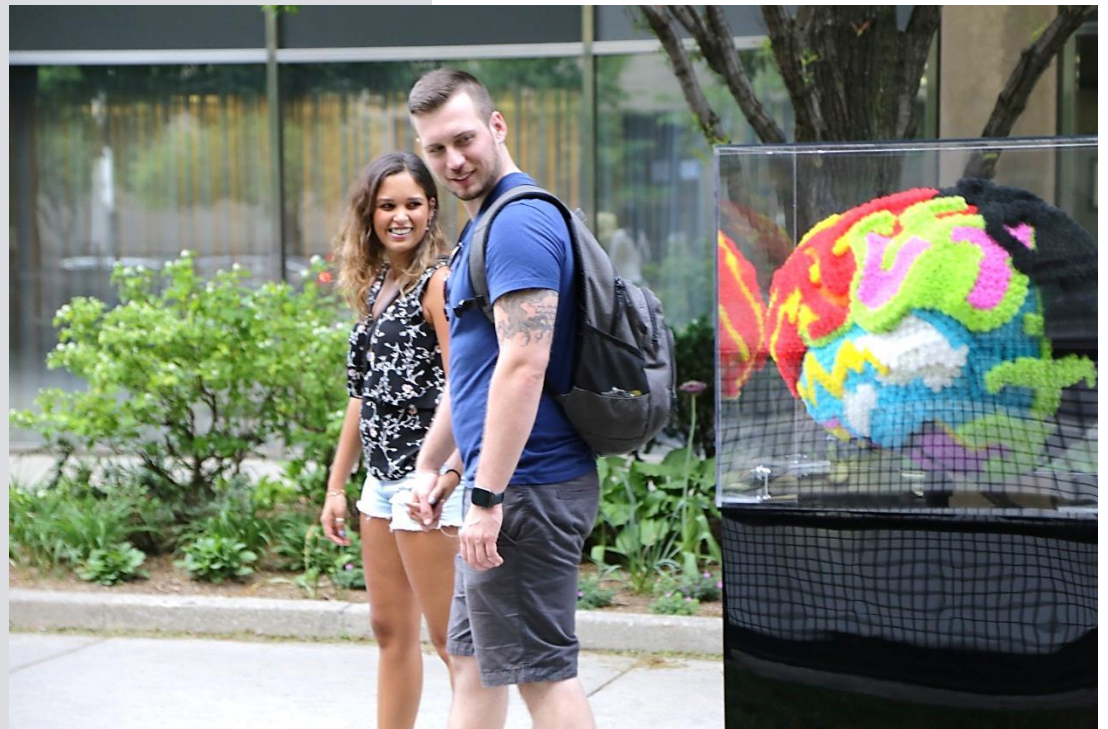
Collect sculptures from artists and launch event to be held (details TBD).

July 2017 – August 2017

Brains on the streets in downtown Toronto; public exhibit is launched.

September 2017

All 100 sculptures will be on display as a united art exhibit at Yorkdale Shopping Centre. Selection of brains are available for purchase through Baycrest Foundation.





SPONSORSHIP OPPORTUNITIES

**MARKETING
LOGO RECOGNITION
EXPOSURE**

You'll be in good company

SPONSORSHIP OPPORTUNITIES

The success of The Brain Project relies on the generosity of our sponsors.

Baycrest will once again undertake an aggressive marketing campaign to promote The Brain Project 2017.

Sponsors will see their brand displayed in front of the local community and millions of tourists who visit Toronto each summer. Sponsors have the opportunity to support the project in multiple ways based on their desired level of exposure and fit with their marketing strategy.



Visionary Sponsor

\$25K



As a Visionary Sponsor, you are directly supporting an artist, allowing them to create a one-of-a-kind piece of art. Following the public exhibit, the art is yours to keep and display in a location of your choosing.



Logo Recognition

Logo on brainproject.ca sponsor page and all print materials

- Your logo will appear on the base plaque of your sculpture, seen by millions of people that walk past the exhibit



Brain Sculpture Ownership

Ownership of one brain sculpture with your company name and logo on the base plaque

- Sponsor may display the sculpture publicly in a location of their choosing (in agreement with Baycrest) or be matched to a pre-arranged, high-traffic location in downtown Toronto
- Option to recruit your own artist or select an existing design from the online submissions



Promotion through an aggressive marketing campaign

Featured in all marketing materials and campaign collateral such as: digital and print advertising, email marketing and online at brainproject.ca

- Special mention in press release and media advisories
- Opportunity to be highlighted in "Sponsor Stories" in The Brain Project newsletter
- Inclusion in Baycrest communication tools such as the monthly ebuletin with a distribution of 30,000+
- Recognition through paid advertisements in major news vehicles
- Facebook, Twitter and Instagram thank you banners
- 6 personalized posts through The Brain Project's social media channels
- Highlight your support in sponsor newsletter, sent to all confirmed sponsors



Employee Engagement

Exclusive opportunity to engage your employees in The Brain Project

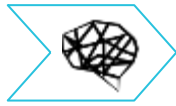
- Opportunity for staff to submit designs as part of the "Brain Collective" online art gallery
- Two tickets to ancillary event for The Brain Project
- Opportunity to create a custom activation for your staff, surrounding your sponsored sculpture

Innovator Sponsor

\$15K



As an Innovator Sponsor, you are supporting an artist's work, allowing them to interpret their vision and full artistic expression on a brain sculpture.



Logo Recognition

Logo on brainproject.ca sponsor page and all print materials

- Your logo will appear on the base plaque of your sculpture, seen by millions of people that walk past the exhibit



Brain Sculpture Support

Sponsor one brain sculpture with your company name and logo on the base plaque

- The brain design will be selected by The Brain Project curatorial team and the sculpture will be sold at auction once the public exhibit
- Sculpture will be displayed in a high-traffic location in downtown Toronto



Promotion through an aggressive marketing campaign

Featured in all marketing materials and campaign collateral such as: digital and print advertising, email marketing and online at brainproject.ca

- Special mention in press release and media advisories
- Opportunity to be highlighted in "Sponsor Stories" in The Brain Project newsletter
- Inclusion in Baycrest communication tools such as the monthly ebuletin with a distribution of 30,000+
- Recognition through paid advertisements in major news vehicles
- Facebook, Twitter and Instagram thank you banners
- 6 personalized posts through The Brain Project's social media channels
- Highlight your support in sponsor newsletter, sent to all confirmed sponsors



Employee Engagement

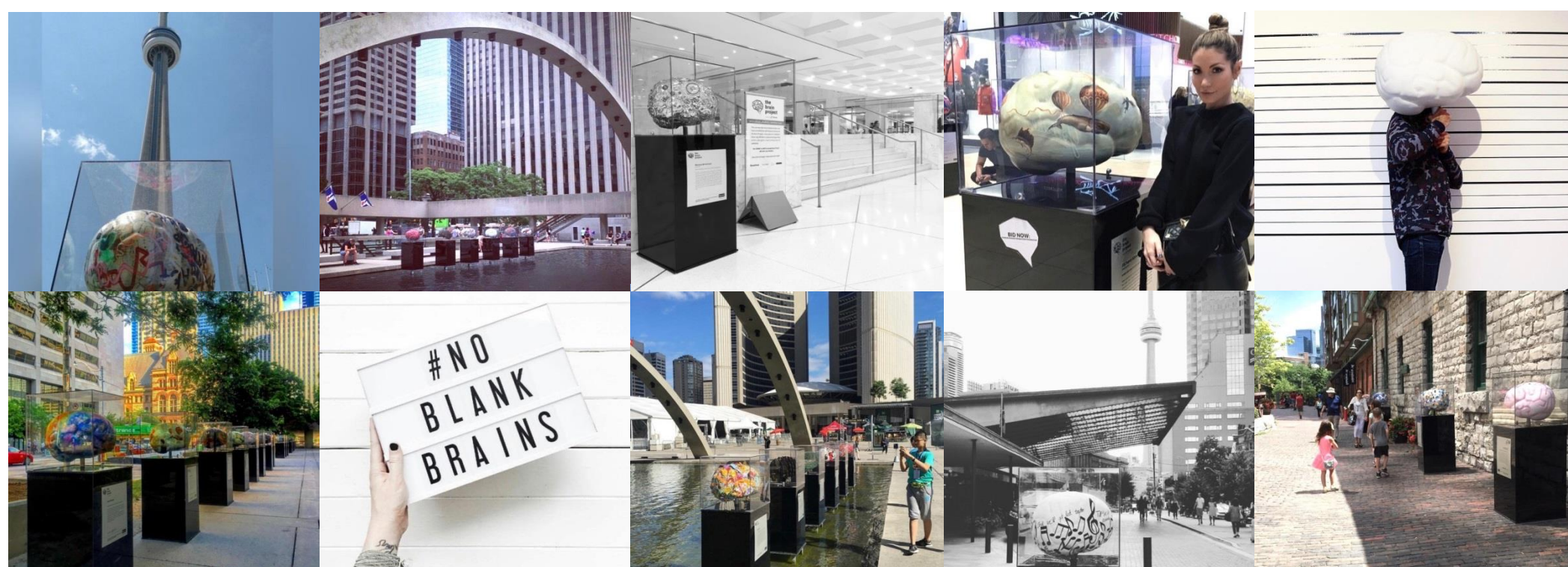
Exclusive opportunity to engage your employees in The Brain Project

- Opportunity for staff to submit designs as part of the "Brain Collective" online art gallery
- Two tickets to ancillary event for The Brain Project
- Opportunity to create a custom activation for your staff, surrounding your sponsored sculpture

LOGO RECOGNITION & EXPOSURE

PICTURE THIS AS AN INTERACTIVE BILLBOARD, PHOTOGRAPHED & TALKED ABOUT ALL OVER SOCIAL MEDIA

- YOUR LOGO WILL APPEAR ON THE SCULPTURE, SEEN AND TALKED ABOUT BY MILLIONS!
- 10 MILLION PEOPLE WILL VIEW THE BRAIN SCULPTURES THROUGHOUT THE SUMMER & FALL
- OVER 141 MILLION MEDIA IMPRESSIONS & 339,189+ REACHED ON FACEBOOK
- 11,000,000+ #NOBLANKBRAINS IMPRESSIONS





ALL

ABOUT YOU

AND

YOUR BRAND

ACTIVATE YOUR SPONSORSHIP

CASE STUDY #1

HUDSON'S BAY

An in-store display using The Brain Project logo and artist, Donald Robertson's design was the cornerstone of the HBC Foundation's support. Specially designed decals were made to create a bespoke display that took over the third floor (in the Women's Wear section) of their flagship Queen Street location. Mannequins had The Brain Project logo on their heads, pillars were covered in a variety of interesting art, and signs described the project/how important this cause is to all Canadians.

The activation attracted more than 125,000 visitors and shoppers.



CASE STUDY #2

BULGARI



Bulgari commissioned ceramic artist Pascale Girardin to design a sculpture that reflected their company's rich Italian heritage. Inspired by the beauty of Bulgari's Divas' Dream collection, Girardin created "Illumination".

Bulgari hosted a VIP cocktail party in their Yorkdale store as a special preview for their high-end customers. Pasquale attended the party to reveal her sculpture and The Brain Project Global Ambassador, Sarah Rafferty, was in attendance wearing Bulgari's jewels.

The sculpture was then placed outside The Gardiner Museum for the summer before coming back to Yorkdale for the final exhibit.



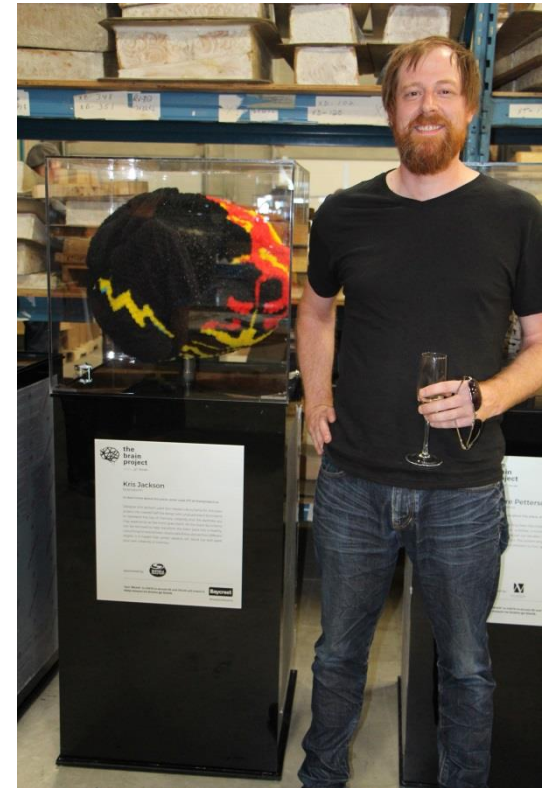
CASE STUDY #3

SPIN MASTER TOYS

Spin Maser Toys chose to use an in-house toy designer to create a sculpture that was a reflection of their brand, while also conveying a powerful message about brain disease.

Covering half the design with unglued **black Bunchems**, designer Kris Jackson used Spin Master's Bunchems toy to represent the loss of memory, creativity and the darkness one may experience as the mind begins to go blank. All the black Bunchems can be removed, helping to transform the brain back into a healthy, colourful symmetrical state.

The sculpture was displayed in Nathan Phillips Square in downtown Toronto for thousands of people to view, think about, and enjoy.



spinmaster
Nathan Phillips Square >



Goods & Products

DISTRIBUTE YOUR PRODUCT

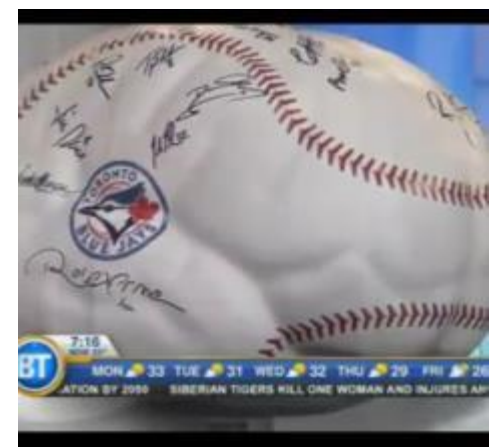
The Brain Project's network of artists, city partners, sponsors, creative partners and committee members offer a unique network within which you may choose to promote your goods and products.

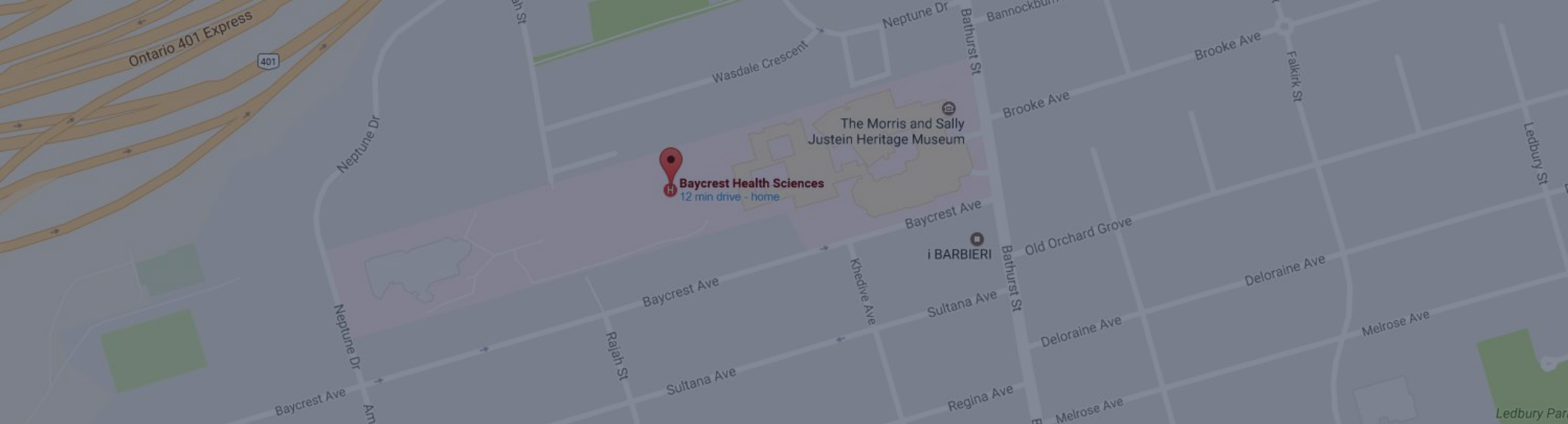
We will work with your team to develop a recognition and/or distribution strategy that aligns with your marketing objectives.



Opportunities include:

- Provide products/goods to all Brain Project artists, including celebrities and athletes
- Provide products/goods to guests at ancillary events and/or closing party
- Provide products/goods to be used as prize for online contests and blogger and social media outreach
- Provide products/goods at alternative Baycrest Foundation fundraising events (if appropriate)





**For more information, contact
Cristina Costa, Baycrest Foundation**



416.785.2500 x 3661



ccosta@baycrest.org



Brainproject.ca



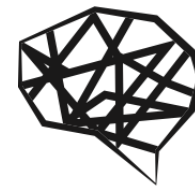
@thebrainproject_



@thebrainproj



/TheBrainProj



**the
brain
project**

#NoBlankBrains

Baycrest