

“Sanavallianiq Isumagijaujunut – Building for Dreams”
The NUNAVUT MEDIA ARTS CENTRE Fundraising Campaign

Donor Levels and Recognition Program
2012-2016

Donor Category Name	Friend of Johnny	Media Supporter	Community Leader	NMAC Builder	History Keeper	IQ/Trad Knowledge Champion	Language Protector	Guardian of Inuit Culture
Donor Level	\$25 - \$999	\$1,000-\$4,999	\$5,000-\$9,999	\$10,000-\$49,999	\$50,000-\$99,999	\$100,000-\$499,999	\$500,000-\$999,999	\$1 million+
Donors list ⁱ	X	X	X	X	X	X	X	X
Thank you letter from IBC Chair	X	X	X	X	X	X	X	X
Website recognition ⁱⁱ	X	X	X	X	X	X	X	X
Donor sculpture/wall ⁱⁱⁱ	X	X	X	X	X	X	X	X
Thank-you package ^{iv}		X	X	X	X	X	X	X
Recognition in IBC’s closing credits			X For next available year	X For next available year after donation until launch	X For next available year after donation until launch + 1 year	X For next available year after donation until launch + 2 years	X For next available year after donation until launch +3 years	X For next available year after donation until launch +5 years
Recognition in annual				X	X	X	X	X

Donor Category Name	Friend of Johnny	Media Supporter	Community Leader	NMAC Builder	History Keeper	IQ/Trad Knowledge Champion	Language Protector	Guardian of Inuit Culture
Donor Level	\$25 - \$999	\$1,000- \$4,999	\$5,000- \$9,999	\$10,000- \$49,999	\$50,000- \$99,999	\$100,000- \$499,999	\$500,000- \$999,999	\$1 million+
print advertisement								
Invitation to Grand Opening of NMAC					X	X	X	X
Media release					X	X	X	X
Name a room ^v							X – added July 4/13	X
Name the building ^{vi}								2 Million – X

ⁱ Simple list of donors, sorted by tier, updated monthly. Posted on website, and physically at IBC, plus possibly one or two other public sites in Iqaluit.

ⁱⁱ Website recognition tiered based on donor category, ranging from a simple list of donors to full corporate profile and links for major donors.

ⁱⁱⁱ Commissioned artwork (sculpture, mural) in a medium that would allow recognition of major donors.

^{iv} Letter from IBC Chair, IBC goodies, DVDs, promo items, etc. Scaleable depending on contribution.

^v The Language Protectors and Guardians of Inuit Culture get to name a room of the donor’s choice (from list available on a first-come, first-served basis). The Room options include the Green/Meeting Room, Board/Training Room, Control Room, Studio Space, Edit Suites.

^{vi} **The donor who commits \$2 million will name the NMAC building.**