



**Witness the birth of a new
conservation area through photography**

morphology

2021 Sponsorship Opportunities



**Credit Valley
Conservation
FOUNDATION**

A Message from Councillor Stephen Dasko, Mississauga Ward 1

It gives me great pleasure to introduce this unique and exciting project envisioned by my good friend and colleague Jim, Credit Valley Conservation and the community. I am so proud of the work that has been done over these past years to have this concept become a reality. Please review the enclosed material and significance of this worthwhile project. I hope we can count on your support for Morphology 2021.

Stephen

A Message from Credit Valley Conservation Foundation

We are pleased to invite your organization to join us as a sponsor of Morphology 2021, an evolving photography exhibit featuring local artists, documenting the construction of the Jim Tovey Lakeview Conservation Area. Your support will help us ensure Mississauga residents and people across the GTA gain a heightened appreciation for the waterfront and our local environment through the exhibit.

Credit Valley Conservation Foundation is proud to be the charitable partner of Credit Valley Conservation, and we rely on the generous support of our corporate partners to bring CVC's vision of a thriving environment that protects, connects, and sustains us, to life.

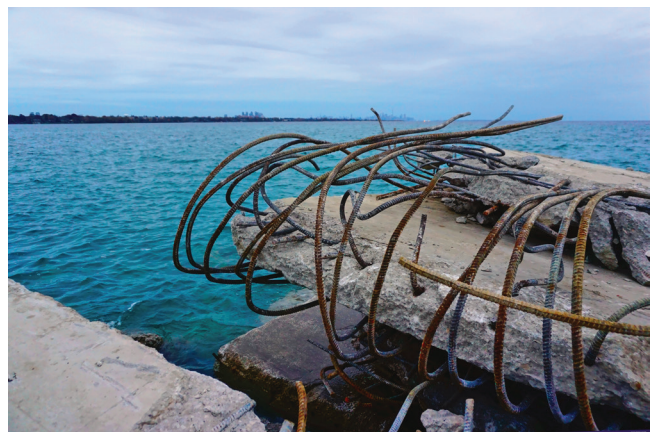
Morphology 2021 is an exclusive opportunity to showcase your brand as a champion of local conservation initiatives.

We look forward to celebrating this special exhibit with you, with a public showing from October 16-23 at the Small Arms Inspection Building in Mississauga's Lakeview community.

With warm regards,



Jon MacMull
Acting Executive Director
Credit Valley Conservation Foundation



A unique exhibit documenting the construction of a coastal wetland and green space through the eyes of local photo artists



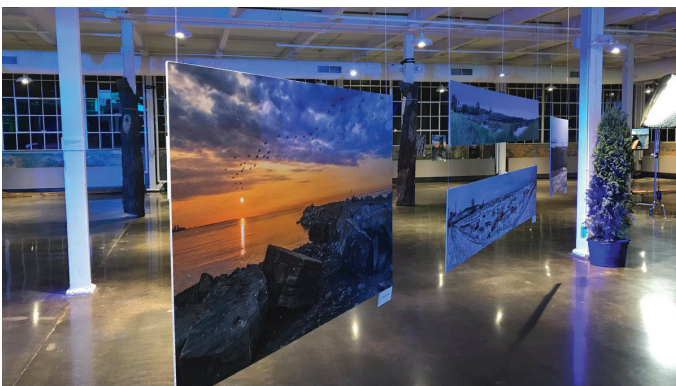
A once in a lifetime transformation is underway on the Mississauga waterfront. Credit Valley Conservation (CVC), the Region of Peel, and Toronto and Region Conservation Authority are creating a stunning 64-acre waterfront conservation area called the Jim Tovey Lakeview Conservation Area (JTLCA). It will transform the Lakeview neighbourhood into a hub for waterfront recreation, a hotspot for wildlife migration and a green oasis in the heart of the city.

Morphology is an evolving photography exhibit featuring local artists, documenting the construction of the JTLCA. Morphology was the vision of the late Councillor Jim Tovey, who was

a tireless advocate for the environment. He led the transformation of the Lakeview waterfront and wanted the public to appreciate nature, environmental science and the Lake Ontario shoreline through art.

2021 will see the 3rd iteration of Morphology in a new hybrid format, with the gallery running at the historic Small Arms Inspection Building in Mississauga between October 16-23, 2021 and a virtual gallery component added with COVID-19 restrictions in mind.

If necessary due to COVID-19 restrictions, the exhibit will be run in a virtual-only format, with all associated recognition and benefits.



Meet the artists



Gabriella Bank

Gabriella Bank is an independent video producer/photographer. Winner of the Mississauga Arts Council's Marty Media Award in the Established Media category, she lives and works with her husband Sandor in Mississauga. Their co-produced corporate and charity work is enriched by love for the life and people of Mississauga. They are documenting many aspects of life in the community including a unique variety of historical, cultural and musical events. Their work has accumulated a wealth of Mississauga's history.



Sandor Bank

Sandor and his wife Gabriella have been in the media business for over 18 years. Their company Sanborg Productions specializes in photography, videography, documentaries, and radio/television commercials. Sandor's career includes designing computer systems, VR software as well as involvement in the music business. While having lived all over the world, they now call Canada home.



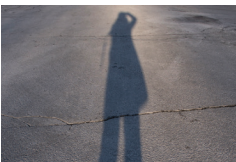
PJ Bell

My educational background and passion has been and continues to be in the fine arts. As an artist who rarely has a shortage of creative ideas the question that I struggle with the most in subject matter is.... how important is it? The wetlands project has the integrity and ecological conscience that nurtures our diligent plans for the planet's survival. 'Morphology' explores a photographic moment that otherwise may not have been captured. I am honoured to be involved.



Darren Clarke

Native to Port Credit, Mr. Darren Clarke is an accomplished UAV Pilot and President of Hummingbird Aerial Productions. Working closely with Transport Canada, NAV Canada with a Special Flight Operations Certificate, Hummingbird was proud to capture aerial images of the Lakeshore Watershed Project. As a professional UAV Pilot and Operator Mr. Clarke has captured many aerial images throughout Ontario including breathtaking scenery of Manitoulin Island with map data for surveying and tourism.



Julie Knox

Julie Knox is originally from the Ottawa Valley but currently lives in Port Credit, Ontario, which she has called home for the last 18 years. Julie's interests in photography lie within the realms of photojournalism and fine art.



Nina Munteanu

Nina is a Canadian ecologist / limnologist and internationally published author of award-nominated speculative novels, short stories and non-fiction. She is co-editor of Europa SF and currently teaches writing courses at George Brown College and the University of Toronto. Her latest book is "Water Is...", a scientific study and personal journey as limnologist, mother, teacher and environmentalist. "Water Is..." was recently picked by Margaret Atwood in the NY Times as 2016 'The Year in Reading'.

Meet the artists (continued)



Lachlan McVie

An expert in off-camera lighting, adventure photography and urban exploration, Lachlan makes use of lights and flashes to create many of his unique images. Whether scaling construction cranes, traversing sewer networks or rappelling into tunnels behind Niagara Falls, he strives to capture images from truly uncommon perspectives.



Marcelo Leonardo Pazán

Marcelo Leonardo Pazán is a full-time professional artist and is the owner of the Pazán Gallery located in Port Credit, Mississauga. Originally from Cuenca, Ecuador, Pazán immigrated to Canada at the age of 6. He worked at The Toronto Star Newspapers for 17 years creating advertising designs for a wide variety of clients. In 2011, Pazán started his own art gallery and custom framing business and began to create artworks in digital photography, and in oil and acrylic paintings.



Martin Pinker

Retired photographer with a career background in major advertising agencies in the UK and Canada. A prolific creator of global and local photography, from candid street images to creative landscapes. A daily image posted on Facebook for over a decade. Past President of Mississauga Camera Club.



Annette Seip

Annette graduated with an MSc, worked in science and then picked up a digital camera. Going back to school at Sheridan, Annette began her new journey of photography and illustration. Her work has been widely exhibited in both group and solo shows, and has been published in the Star, Globe and Mail and other Toronto publications.



Stephen Uhraney

Stephen Uhraney began his career at the Mississauga News as an editorial photographer. Expanding creatively he began shooting documentary projects. His most recent work was shown at Toronto's Scotiabank Contact Festival, a two-year project detailing the lives of migrant farm workers in the Holland Marsh. Stephen also shoots environmental street photography. "It comes down to this. I have a camera with me at all times, I see something I like, I shoot it."



Bob Warren

Bob is interested in the dynamic range of light and dark in his subject matter. By using the techniques of High Dynamic Range photography, he is able to explore the range of light/shadow/colour/texture in a scene which may not be obvious to the naked eye.

Jim Tovey Lakeview Conservation Area



CONNECTING PEOPLE WITH NATURE

The eastern Mississauga waterfront has been heavily urbanized and currently supports little habitat for wildlife. The new conservation area will replace the existing shoreline with a more natural, diverse and ecologically functional one. A larger connected stretch of beach will provide habitat for birds and fish as well as an opportunity for residents to get close to the lake. The streams that currently flow there will feed into new wetlands before they enter the lake. Wetlands provide wildlife habitat and naturally filter water before it enters Lake Ontario.

MAKING OUR GREAT LAKES GREATER

The waterfront is the community's connection with Lake Ontario, the Great Lakes and a wider ecosystem that connects six provinces and eight states. Restoring our piece of the waterfront benefits the ecosystem and is a model for other waterfront projects within the Great Lakes region.

CONNECTING HABITAT

The north shore of Lake Ontario is a hotspot for migratory birds and butterflies making their way up and down the North American continent. This area will be our local connection to a continental scale migration that will continue uninterrupted for years. Birds and butterflies will move on to their migratory destination after stopping to rest and feed at the new conservation area.

Learn more at cvc.ca/jimtoveylakeviewca

In loving memory



“One summer afternoon in 2017, Jim and I were touring the construction site of what is to become the Jim Tovey Lakeview Conservation Area. Piles of stones, driftwood, logs and rocks, as well as individual large logs and

rocks had been positioned to become future fish habitat in one of three wetlands.

Jim said, “Oh, I wish more people could witness the morphing of the waterfront. This looks like a sculpture garden.” Within the next few minutes, Jim totally envisioned the concept of an evolving photography exhibit to artistically document the repurposing of what was an industrial waterfront back to nature.

The first Morphology Exhibit held in January 2018, was displayed at the Region of Peel's Water Purification Plant. Since then it has continued to expand documenting the project's progress. Morphology has now also been viewed at the Great Hall in City Hall, the Small Arms Inspection Building, and at the Peel Art Gallery Museum and Archives in Brampton. My hope is that it excites you for the future of Mississauga.”

- Lee Tovey, Morphology organizer and wife of Councillor Jim Tovey

Morphology 2021 Sponsorship Levels

Morphology 2021 Presenting Sponsor - \$20,000

SOLD

Number of sponsorships available: 1

Recognition & Benefits:

- Presenting Sponsor exclusivity
- Prominent recognition as Presenting Sponsor on all promotional materials
- Prominent recognition as Presenting Sponsor on the Morphology micro-website, social media posts, looped digital presentation at the event (full-page slide) and event signage
- Inclusion in all Morphology media release(s) as issued with an opportunity for direct quote
- Speaking opportunity at Morphology, covid restrictions permitting
- Recognition plaque for display in your offices
- Logo recognition on CVCF website donor spotlight (1 month)
- Recognition in Credit Valley Conversations (electronic distribution to 8,000+ subscribers)
- Annual in-year recognition on the annual and donors and supporters wall on the CVCF website
- Recognition on the digital CVCF Donor and Supporter screen at 1255 Old Derry Road in Mississauga (CVC Head Office) and virtual lifetime donors and supporters listing on the CVCF website

Protector Sponsor - \$10,000

Number of sponsorships available: unlimited

Recognition & Benefits:

- Recognition on the Morphology micro-website, social media posts, looped digital presentation at the event (half-page slide) and event signage
- Inclusion in post-event Morphology media release as issued
- Recognition plaque for display in your offices
- Logo recognition on CVCF website donor spotlight (2 weeks)
- Recognition in Credit Valley Conversations (electronic distribution to 8,000+ subscribers)
- Annual in-year recognition on the annual and donors and supporters wall on the CVCF website
- Recognition on the digital CVCF Donor and Supporter screen at 1255 Old Derry Road in Mississauga (CVC Head Office) and virtual lifetime donors and supporters listing on the CVCF website

Advocate Sponsor - \$5,000

Number of sponsorships available: unlimited

Recognition & Benefits:

- Recognition on the Morphology micro-website, looped digital presentation at the event (quarter-page slide) and event signage
- Inclusion in post-event Morphology media release as issued
- Recognition in Credit Valley Conversations (electronic distribution to 8,000+ subscribers)
- Annual in-year recognition on the annual and donors and supporters wall on the CVCF website
- Recognition on the digital CVCF Donor and Supporter screen at 1255 Old Derry Road in Mississauga (CVC Head Office) and virtual lifetime donors and supporters listing on the CVCF website

Supporter Sponsor - \$2,500

Number of sponsorships available: unlimited

Recognition & Benefits:

- Recognition on the Morphology micro-website, looped digital presentation at the event (quarter-page slide) and event signage
- Inclusion in post-event Morphology media release as issued

With Gratitude

Thank you for considering a Morphology 2021 sponsorship. We look forward to the opportunity to build a lasting partnership with your company. To discuss next steps, or to confirm the details of your 2021 sponsorship, please feel free to reach out at your convenience.

Jon MacMull

Acting Executive Director

Credit Valley Conservation Foundation

jon.macmull@cvc.ca

647-272-1187

