

Category 9 | Promotional Item

VAUGHAN - CORPORATE ART COLLECTION BRANDED DIGNITARY GIFT SERIES

PURPOSE | Vaughan leverages a Corporate Dignitary Gift Items Program to nurture strategic economic relationships and symbolize its transformational city-building vision by profiling its corporate image and valued placemaking assets. In 2024, the program launched a uniquely creative series of 10 art-branded mementos inspired by a selection of original art assets housed in the City's corporate art collections through reproduced cover designs on gifts designed for dignitaries and business leaders. This professionally curated gift series is distributed locally, provincially, nationally, and internationally on City-led mission trips and to community liaisons. As a new dedicated category, the art collection series features 10 custom-branded interpretive gifts designed for travel, to convey the spirit of a creative urban metropolis, reflect a smart city mentality, and support a genuine commitment to sustainability.

EFFECTIVENESS | Vaughan is a creative urban city. The artistic expression depicted in these imaginatively branded promotional items conveys the City's unique identity and socio-economic vitality. They animate treasured civic art assets to diverse audiences to promote tourism and identify Vaughan as a destination of choice.

Three sets of art-branded cover designs inspired by original art in Vaughan's corporate art collections are featured in this series designed for travel:

the ART of travel | LUGGAGE TAGS



A curated collection of artful luggage tags for the modern traveller. Designs reproduce details of original artwork housed in the City's art collections. Three front cover art designs are branded with Vaughan's logo debossed on the back. Each tag is packaged in a logo-branded box with a custom-tailored interpretive statement about the collection and artist.

the ART of expression | NOTEBOOKS AND JOURNALS

A curated collection of notebooks and journals depicting artful covers. Designs reproduce details of original artwork housed in the City's art collections.



NOTEBOOKS | Soft-Cover

Five full-cover art notebook designs accompanied by customized logo-branded bookmarks with interpretive

statements about the collection and artists.



JOURNALS | Hard-Cover

Two hard-cover journal art designs are branded with Vaughan's logo debossed on the front, including a custom-tailored tip-in page with an interpretive statement about the collection, the related artist and the Vaughan logo.

In July 2024, the series was first gifted to dignitaries on a mission to Northern and Central Italy (Sora, Milan Verona, Italy) in partnership with the Italian Chamber of Commerce Canada – Ontario (ICCO), leveraging our creative assets to attract Italian diaspora tourists and enhance our cultural and political ties with Central Italy.

Art curation, graphic design and production of the art-branded gift series cost \$15,200 (690 gifts | 690 interpretive cards for 500 soft-cover notebooks, 100 hard-cover journals and 90 luggage tags).

TARGET AUDIENCE | Dignitaries and business leaders locally, provincially, nationally, and internationally:

- Consul-General and Trade Commissioners
- Chambers of Commerce

- Mayors | Members of Council
- Cultural and Creative Industries Leaders
- National Tourism and Sporting Event Collaborators

SUSTAINABILITY | The 500 soft-cover notebooks were reproduced with recycled materials labelled FSC Mix. The hardcover journals and reusable luggage tags were designed for longevity as keepsakes.