

FREDERICTON PLAYHOUSE
spotlight
SERIES

Cirque Éloïze – RAIN – Comme une pluie dans tes yeux – Photo Credit: © 2007.
Productions Éloïze – Patrick Lazic

2010 - 2011
Partner Package

your
opportunity!

2010/2011 PARTNERSHIP OPPORTUNITIES

Your partnership opportunity with the Fredericton Playhouse can:

- Heighten your business' exposure and increase your client base,
- Demonstrate your commitment to the Fredericton Community,
- Sustain customer loyalty,
- Provide employee incentives, and
- Increase morale within your organization.

The Fredericton Playhouse delivers partnership opportunities through its Spotlight Performance Series that are mutually beneficial. In today's increasingly competitive marketplace, businesses and organizations are partnering with cultural institutions to devise innovative ways to reach consumers, convey messages and achieve organizational objectives.

Partnering with the Spotlight Performance Series is a different kind of marketing. You'll work with the Playhouse team to **customize a package that will help you achieve your objectives**. It is a **marketing investment** – and investments are expected to make a return.

Whether it's a private pre or post-show reception, acknowledging your brand from stage, an artist visiting with your clients or employees after the show, or your logo appearing in programs and on signage, Spotlight Performance Series Partnership can provide opportunities that can't be found in other sponsorship programs.

A world-class entertainment journey – that's what the Spotlight Performance Series is all about. We hope you'll come along for the ride.



ORGANIZATION HIGHLIGHTS

- Over 100 different productions each year
- Over 10,000 households participating each year
- Three time winner of the ECMA Venue of the Year (2006, 2007 & 2009)
- 2008 Fredericton Chamber of Commerce Community Impact Award recipient
- 2005 Contact East Award for Innovative Marketing & Promotion recipient
- 2005 Fredericton Chamber of Commerce Business Excellence finalist
- 2003 Canadian Arts Presenting Association Presenter Organization of the Year Award

BUSINESS OPPORTUNITIES

- Associate your business with quality, professional national and international artists
- Add name recognition to a diverse audience – creating interest in your products and services
- Invest in your community through educational, cultural and entertaining programming
- Build impactful relationships with clients, suppliers and/or employees
- Improve customer loyalty
- Enhance your reputation and standing in the community by being viewed as a leader in supporting cultural life in the capital region



CUSTOMIZE YOUR PARTNERSHIP

Partner Category

Season Partner, Series Partner, and Performance Partner

Marketing Benefits for each partner category include:

- Recognition on all marketing materials including season guide (distribution 12,000), posters, flyers, tickets, and website
- Logo/mention on media advertising pertaining to Partnered Spotlight event(s)
- Partner recognition on website: www.theplayhouse.ca (avg. 1600 unique visits each week) providing a direct link to your website
- Partner recognition in electronic newsletter – 12,000+ subscribers and growing
- Partner's name appears on tickets to Partnered Spotlight shows
- Industry exclusivity inside individual series and between season partners
- Signage at entrance to Partnered Spotlight event(s)
- Opportunity to host special partner reception* before or after to each Partnered Spotlight show where Playhouse director will publicly thank the partner for their support. (performers may be invited to the reception as well)
- Recognition at a special media event scheduled for the season launch
- Recognition in special season programs (all performances)
- Recognition from the stage at each Partnered Spotlight show
- Opportunity to speak from the stage at Partnered Spotlight show (when available)
- Balcony Lounge access at pre-show and intermission with complimentary light refreshments
- Online contesting opportunities with subscribers to the Playhouse e-newsletter
- Special invitation to the annual "Partner Appreciation Night"

*Does not include the cost of catering



CUSTOMIZE YOUR PARTNERSHIP

SEASON PARTNER (maximum 2 partners)

\$10,000*

All Spotlight Performances

SERIES PARTNER

\$5,000*

3-5 shows per series

PERFORMANCE PARTNER

\$1,750*

One show

Entertainment Benefits

- 6 full seasons subscriptions
- 30 courtesy passes** for seasons performances
- Opportunity to buy discounted tickets for shows in the Spotlight

Entertainment Benefits

- 6 series subscriptions
- 20 courtesy passes** for partnered series performances
- Opportunity to buy discounted tickets for shows in the partnered

Entertainment Benefits

- 8 tickets to partnered Performance
- Opportunity to buy discounted tickets for partnered show

* Plus 13% HST

** Courtesy passes must be exchanged for tickets at the Box Office and seating is based on availability



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OTHER PARTNER OPPORTUNITIES

MEDIA PARTNER

Media partners are an important part of our marketing strategy and help shape the makeup of our marketing mix. These opportunities are specific to official media outlets and are usually based upon an agreement of cash and in-kind support with an approximate value of a season partner.

“THE BRICKLIN” PARTNER

The Fredericton Playhouse has commissioned a new musical play depicting the story of the Bricklin – the failed automobile manufacturing venture headed by American promoter Malcolm Bricklin and financed by the Hatfield government of the early-mid seventies.



The musical is written by two renowned Canadian playwrights. Paul Ledoux, an award winning writer for stage and screen, collaborates with composer/lyricist Allen Cole, who spent his boyhood in Fredericton during the Bricklin era. Together, they have created a brassy, full-length musical that recalls the flamboyant premier, the controversial entrepreneur, and their shared dream of an innovative new sports car being produced in New Brunswick.

Partnership opportunities exist with this exciting project. Join our team for a customized partner program. Two categories are available – Production Partner and Presenting Partner.

Contact the Development Director 506-459-6207 for a Bricklin Package.

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OTHER PARTNER OPPORTUNITIES

CHRISTMAS@THEPLAYHOUSE PARTNER

Quickly becoming one of our most popular Christmas shows, Christmas@theplayhouse is the one show the Fredericton Playhouse fully *produces* each year. A true community event, Christmas @theplayhouse brings together over 100 performers - amateur and professional - each year from the greater Fredericton region. Two types of partnerships exist: Production Partner and Performance Partner. For more information contact the Development Director at 506-459-6207

ADVERTISING OPPORTUNITY

During the Spotlight Performance Season, Christmas@thePlayhouse and the new Bricklin Musical, the Fredericton Playhouse provides a **performance guide** to all patrons. This is a full-colour, multi-page publication. There are four separate programs printed annually.

Each publication contains photos and descriptions of each performance, artist(s) or group. Additionally, there are descriptions of performances taking place within our education and outreach series, a message from the executive director and a page to recognize our sponsors, funders and donors.

Contact the Development Director at 506-459-6207 to find out about various advertising options.



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Contributing to the Spotlight Performance Series allows the Fredericton Playhouse to uphold its vision:

The Fredericton Playhouse operates a world-class performing arts centre which promotes artistic excellence, accessibility to a wide audience, and a diversity of programming, in a fiscally responsible manner that recognizes accountability to the community.

CONTACT INFORMATION

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