



SPONSORSHIP OPPORTUNITIES

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OUR ORGANIZATION

The Fredericton Playhouse is the city's home for live performance – a place where our community comes together to laugh, be moved, and share memorable experiences. Each season, we present a diverse mix of professional performances from across Canada and beyond, making the Playhouse a well-loved gathering place. With the support of our sponsors and partners, our connection to the community extends beyond the stage as we continue to grow the impact of live performance in Fredericton.

The 2024 - 2025 season in numbers:

76K

Tickets
issued

212K

Social media
engagements

22K

Email
subscribers

174

Shows
presented

6.3K

Households
reached

WHY SPONSOR THIS SEASON?

Reach an engaged local audience

Reach thousands of patrons in a space they already trust and return to.

Connect with new clients

Be promoted to touring artists, promoters, and rental clients through our preferred vendor list.

Stand out in a milestone season

The 2026–27 season marks the final year in our historic Queen Street home. You can be part of this important moment in the community.

Position your organization for what's next

Receive priority consideration for opportunities at the new Ron & Erma Hawkes Centre for the Arts, opening fall 2027.

Support the arts when it matters most

Help sustain the arts in Fredericton during a year of transition, growth, and forward momentum.

Create meaningful client and staff experiences

Use live performance for client hosting, relationship building, and staff recognition – something far more memorable.

FROM OUR PARTNER

Scott's Nursery is proud to support the Fredericton Playhouse, which brings creativity, inspiration, and joy to our community. Sponsoring shows also gives us a meaningful way to thank our staff and share memorable experiences together.



~Jenny Scott, Scott's Nursery

PARTNERSHIP OPTIONS AT A GLANCE

We offer two ways to partner with the Fredericton Playhouse: **Series** and **Performance** partnerships, giving businesses flexibility based on their goals, audience, and budget.

Series Sponsorship

\$12,500
+HST

Spotlight Series Partner: The Spotlight Series is our most diverse and wide-reaching series with shows ranging from East Coast favourites to internationally acclaimed ensembles.

This sponsorship provides season-long visibility and multiple audience touchpoints across the series' 20+ shows.

\$3,500
+HST

Kidstage Series Partner: This series introduces young audiences to the magic of live performance. Pay-What-You-Will pricing makes this series accessible to families across our community.

Sponsoring Kidstage connects your organization with families, education, and shared moments that resonate long after the curtain call.

Performance Sponsorship

\$2,000
+HST

Spotlight Performance Partner: Support one Spotlight Series performance and align your brand with a standout artist or production. This option offers meaningful visibility and audience engagement at a more accessible level, while still tapping into the excitement and energy of our mainstage programming.

\$1,200
+HST

Kidstage Series Partner: This sponsorship offers focused visibility at a family/children performance. It's an opportunity to connect your organization with parents, caregivers, and young audiences during a moment they experience together.

BENEFITS

1. **Category exclusivity** :You are guaranteed to be the only partner from your industry at your partnership level.
2. **Preferred vendor exposure**: Inclusion on the Playhouse's preferred vendor list, shared with touring artists, promoters, and rental clients seeking trusted local services.
3. **Onstage recognition**: Your organization will be represented at the Season Preview event in June and at each partnered performance(s).
4. **Brand visibility**: Recognition on marketing materials, including:
 - Season guides, show posters & other printed materials.
 - Website (linking back to you).
 - In-house digital programs.
 - Season or show-specific emails and social media posts.
 - Lobby screen at partnered performance(s).
5. **On-site presence**: Access lobby space to display your brand during partnered performances.
6. **Welcome remarks**: Opportunity to welcome the audience from the stage at partnered performance(s).
7. **Complimentary tickets**: Receive complimentary tickets, plus 20% off all Spotlight Performance tickets.
 - Performance sponsor: 8 admissions to your partnered performance.
 - Series sponsor: 4 admissions to all performances in the series.
8. **Complimentary memberships**: Get up to 6 complimentary Playhouse Memberships for you and your staff (valued at \$55 each).
9. **Partner Activations** : Opportunity for partner-initiated activations such as promotions, receptions, etc.



CURRENT PERFORMANCE SPONSORS



CURRENT SEASON SPONSORS



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