



DINING PARTNERS



More information

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OUR ORGANIZATION

The Fredericton Playhouse offers a range of corporate partnership opportunities to suit your business needs, sponsorship objectives and budget.

We offer sponsorship opportunities for our flagship Spotlight Series and our family-friendly Kidstage Series, as well as involvement in events such as The Playhouse Honours — a program that celebrates individuals who contribute to the performing arts in Fredericton. We also offer opportunities through our Dining Partners, Arts are for Everyone and School Field Trips programs, as well as various advertising opportunities.

When you support the Fredericton Playhouse, not only do you help create the magic of live performance in an exceptional setting, but you can entertain your key clients, host your valued employees and share with them experiences that will provoke, enrich and delight, creating memories and building lasting relationships.

A partnership with the Fredericton Playhouse provides an affiliation with an elite cultural brand that holds a place of high respect in the community. By aligning with the Fredericton Playhouse, our corporate partners demonstrate a commitment of civic leadership to our audience and gain access to unique opportunities for logo exposure, client entertainment and employee engagement.

PARTNERSHIPS PROVIDE THE OPPORTUNITY TO:

- Gain direct access to our patrons in a cost-effective way
- Develop direct links with the community
- Raise your profile and visibility through branding opportunities
- Enhance your image through association with an innovative, respected, community-focused facility
- Encourage innovation and creativity locally
- Stand out from the competition
- Enjoy exclusive offers for staff, customers and other stakeholders
- Encourage community participation and enthusiasm in your own employees

65K

AUDIENCE MEMBERS

We attract audiences of more than 65,000 annually.

110

PERFORMANCES

We host an average of 110 performances each year.

2K

CHILDREN

Nearly 3,000 young people participate in our education programs each year.

413

INDIVIDUAL IMPACTS

We provide hundreds of tickets to people in our community facing barriers to participation.

PLAYHOUSE DINING PARTNER

INVESTMENT: \$1,000

Each year, more than 65K people visit the Fredericton Playhouse to attend a performance. When making plans for their night out, many individuals visit a downtown establishment for dinner or a drink. As a Playhouse Dining Partner you can gain an advantage in encouraging Playhouse patrons to visit your location with our unique package of benefits:

- Industry exclusivity for partnered Spotlight Series performance;
- Recognition in our season guide (23K reach), house programs (8K+ reach), posters, online tickets, e-newsletter (22k+ reach) and website (with link to your business);
- Recognition on electronic lobby screen during all Spotlight Series performances;
- Onsite display/table in lobby during partnered performance — subject to availability (e.g. signage, handouts, samples, etc.);
- Recognition from the stage at your partnered performance;
- Recognition on the Dining Partners coupon from September to June, distributed to every customer (at the box office and online);
- Link to Dining Partners coupon in pre-show reminder emails;
- Signage provided by the Playhouse to display in your restaurant, recognizing your participation;
- Two (2) complimentary admissions to partnered Spotlight Series performance;
- Opportunity to purchase additional tickets for all Spotlight Series performances at 20% savings.
- Recognition on Facebook, Twitter & Instagram (more than 18K followers and growing) in relation to partnered show & Dining Partners;

For further information on partnership opportunities with the Fredericton Playhouse, please contact: Christina Nicoll, Development Director, at christina@theplayhouse.ca or by phone at (506) 459-6207.