

FREDERICTON PLAYHOUSE INC.



**2020-21 PARTNERSHIP
OPPORTUNITIES**

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.

3K

CHILDREN

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

400

INDIVIDUAL IMPACTS

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

SEASON PARTNER

ALL PERFORMANCES INVESTMENT: \$12,000

- Industry exclusivity among Season Partners;
- Recognition on all Spotlight Series marketing materials, including: season guide (reach of 23K), house programs (reach of 8K+), posters, tickets, e-newsletter (reach of 22K+) and website;
- Recognition from the stage at Season Launch event in June and each Spotlight performance;
- Logo recognition on electronic screen at entrance to all Spotlight performances;
- Partnership mention on Facebook, Twitter & Instagram (more than 18K followers and growing);
- Support of any sponsor-initiated social media activity in relation to partnered performances;
- Opportunity to host a reception before or after a Spotlight performance where the Playhouse Executive Director will publicly thank the partner for their support (performers may be invited);
- Onsite display/table in lobby during Spotlight performances (on availability);
- Opportunity to welcome the audience from the stage at a Spotlight performance (on availability);
- Full-page, colour ad in the Fall/Holiday and Winter/Spring house programs (reach of 8K+);
- Four (4) complimentary admissions for every 2020-21 Spotlight performance;
- Twenty (20) ticket vouchers to be exchanged for any 2020-21 Spotlight performance (excluding Special Presentations);
- Opportunity to purchase additional tickets for all Spotlight shows at 20% discount.

PERFORMANCE PARTNER

SINGLE PERFORMANCE INVESTMENT: \$1,800

- Industry exclusivity for partnered Spotlight Series performance;
- Recognition on all marketing materials, including: season guide (reach of 23K), house programs (reach of 8K+), posters, tickets, e-newsletter (reach of 22K+) and website;
- Recognition from the stage at Season Launch event in June and at partnered Spotlight performance;
- Logo recognition on electronic screen at entrance to partnered Spotlight Series performance;
- Mention on Facebook, Twitter & Instagram (more than 18K followers and growing) in relation to partnered show;
- Support of any sponsor-initiated social media activity in relation to partnered performances;
- Opportunity to host a reception before or after partnered Spotlight performance where the Playhouse Executive Director will publicly thank the partner for their support (performers may be invited);
- Onsite display/table in lobby during partnered performance (on availability);
- Opportunity to welcome the audience from the stage at a partnered Spotlight show (on availability);
- Half-page, colour ad in Fall/Holiday and/or Winter/Spring house programs (depending on date of partnered Spotlight performance);
- Eight (8) complimentary admissions to partnered Spotlight performance;
- Opportunity to purchase additional tickets for all Spotlight performances at a 20% per cent discount.

Please contact Development Director Christina Nicoll for pricing information when partnering on multiple Spotlight Series performances.

KIDSTAGE SERIES PARTNER

ALL KIDSTAGE PERFORMANCES INVESTMENT: \$3,000

- Industry exclusivity among Kidstage Partners;
- Recognition on all Kidstage Series marketing materials, including: season guide (reach of 23K), house programs (reach of 8K+), posters, tickets, e-newsletter (reach of 22K+) and website;
- Recognition from the stage at Season Launch event in June and each Kidstage performance;
- Logo recognition on electronic screen at entrance to all Kidstage performances;
- Mention on Facebook, Twitter & Instagram in relation to partnership (more than 18K followers and growing);
- Support of any sponsor-initiated social media activity in relation to partnered performances;
- Opportunity to host special reception before or after a Kidstage performance where Playhouse Executive Director will publicly thank the partner for their support (performers may be invited);
- Onsite display/table in lobby during partnered performances (on availability);
- Opportunity to welcome the audience from the stage at a Kidstage performance (on availability);
- Full-page, colour ad in the Fall/Holiday and Winter/Spring house programs (distribution more than 8K);
- Six (6) complimentary admissions for every 2020-21 Kidstage Series performances;
- Opportunity to purchase additional tickets for all Kidstage and Spotlight Series shows at a 20 per cent discount.

KIDSTAGE PERFORMANCE PARTNER

SINGLE PERFORMANCE INVESTMENT: \$1,000

- Industry exclusivity among Kidstage Partners;
- Recognition on all Kidstage Series marketing materials, including: season guide (reach of 23K), house programs (reach of 8K+), posters, tickets, e-newsletter (reach of 22K+) and website;
- Recognition from the stage at Season Launch event in June and at partnered Kidstage performance;
- Logo recognition on electronic screen at entrance to partnered Kidstage performance;
- Mention on Facebook, Twitter & Instagram in relation to partnership (more than 18K followers and growing);
- Support of any sponsor-initiated social media activity in relation to partnered performances;
- Opportunity to host special reception before or after a Kidstage performance where Playhouse Executive Director will publicly thank the partner for their support (performers may be invited);
- Onsite display/table in lobby during partnered performances (on availability);
- Opportunity to welcome the audience from the stage at a Kidstage performance (on availability);
- Half-page full-colour ad in the Fall/Holiday and Winter/Spring house programs (depending on date of performance);
- Eight (8) complimentary admissions for partnered Kidstage Series performance;
- Opportunity to purchase additional tickets for all Kidstage and Spotlight Series shows at a 20% discount.

Please contact Development Director Christina Nicoll for pricing information when partnering on multiple Kidstage Series performances.

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.

ADDITIONAL PARTNERSHIP OPPORTUNITIES

PLAYHOUSE HONOURS

Each year, the Board of Directors of the Fredericton Playhouse recognizes an individual's involvement in the performing arts in Fredericton. This award fosters a deeper appreciation of the value that people bring to community life through their work in music, theatre, dance, spoken word, and multidisciplinary performing arts.

ARTS ARE FOR EVERYONE

We believe the arts are an integral part of our lives, and that everyone has the right to access and experience the magical world of the performing arts. It is essential that we continue to expand our programs so that everyone in our community will think of the Playhouse as a place where they are welcome. Through this program, we provide complimentary tickets to those in our community facing barriers to participation.

SCHOOL FIELD TRIPS

The Fredericton Playhouse offers a series of school matinée field trips each season designed to expose students to the magic of live, professional performing arts. This program offers performances for students in grades K-12 in theatre, music and dance.

EXPERIENCE MORE!

Our Experience More! program is a series of innovative workshops and activities that take place in conjunction with the Fredericton Playhouse Spotlight Series.

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