

FREDERICTON PLAYHOUSE

spotlight

SERIES

2011-2012 Partnership Package



your
OPPORTUNITY!

PARTNERSHIP BENEFITS

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 create 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 one which is expected to make a return.

Whether it's a private pre or post-show reception, acknowledging your brand from the stage, having an artist visit with your clients or employees after the show, or your logo appearing in programs and on site 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.

- Over 100 different productions each year
- Over 10,000 households participating each year
- Two time winner of Canadian Arts Presenting Association (CAPACOA) Presenter of the Year Award (2003, 2010)
- 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 recipient for Innovative Marketing & Promotion

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 Categories:

SEASON PARTNER | SERIES PARTNER | 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), providing a direct link to your website
- Partner recognition in electronic newsletter (16,000+ 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)
- Opportunity to work with the Development Director to customize a sponsorship opportunity that will enhance your bottom line
- 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

Entertainment Benefits:

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

SERIES PARTNER

\$5,000*

3-5 shows per series

Entertainment Benefits:

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

PERFORMANCE PARTNER

\$1,750*

One show

Entertainment Benefits:

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

* Plus 13% HST

**Courtesy passes must be exchanged for tickets at the box office and seating is based on availability.

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.

OTHER OPPORTUNITIES

ADVERTISING AND OTHER PARTNER OPPORTUNITIES

During the Spotlight performance season, *Christmas @theplayhouse* and *The Bricklin: An Automotive Fantasy*, the Fredericton Playhouse provides a house program to all patrons. There are four separate programs printed annually.

Each Spotlight house program 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 programming, a message from the Executive Director, and a page to recognize our sponsors, funders, and donors.

For more information about these and other advertising opportunities, please contact:

Janine Papadopoulos
Development Director
t: 506-459-6207 | e: janine@theplayhouse.ca



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

Fredericton Playhouse Inc.
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SPONSOR RELATIONS CONTACTS

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