



# 2021-22 PARTNERSHIP OPPORTUNITIES

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Julie Friddell, Development Director: [julie@theplayhouse.ca](mailto:julie@theplayhouse.ca)  
506-304-2021 (cell/evenings), or 506-459-6207 (office).

FREDERICTON  
**playHouse**  
experience it live.



# OUR ORGANIZATION

The Fredericton Playhouse is the City's hub of live performance, offering opportunities to everyone in the Capital Region to experience world-class art and inspiration from across Canada and beyond. In our last full year, we opened our doors to more than 67,000 people at over 180 performances and other events.

**From classic rock to ballet, drag comedy cabaret, children's theatre, and everything in between, the Playhouse is Fredericton's passport to the world of professional performing arts.**



*THE FREDERICTON  
PLAYHOUSE  
OFFERS A RANGE  
OF CORPORATE  
PARTNERSHIP  
OPPORTUNITIES  
TO SUIT YOUR  
BUSINESS NEEDS,  
SPONSORSHIP  
OBJECTIVES, AND  
BUDGET.*

# OUR PARTNERS

By aligning with the Fredericton Playhouse, our corporate partners demonstrate a commitment of civic leadership by promoting the positive role that the arts play in the cultural life of our City.

*Our 2019-2020 partners.*



# PARTNERSHIP OPPORTUNITIES

When you partner with the Fredericton Playhouse, you not only help us share the magic of live performance with our community - you can also entertain your key clients or host your valued employees, sharing experiences with them that will enrich and delight, create memories, and build lasting relationships. A partnership with the Playhouse provides an affiliation with a cultural brand that holds a place of high respect in our community.

## PARTNERSHIPS PROVIDE:

- Direct, cost-effective access to our 67,000+ patrons
- Direct links with the community
- Unique opportunities for brand exposure, client entertainment, and employee engagement
- Exclusive offers for your staff, customers, and other stakeholders

## PARTNERSHIPS SERVE TO:

- Raise your profile and visibility through branding and promotional opportunities
- Enhance your image through association with an innovative, respected, community-focused cultural organization
- Differentiate you from the competition
- Encourage local artistic innovation and creativity
- Encourage community participation and enthusiasm in your own employees

*Be part of sharing the magic of live performance with your community!*



# SPOTLIGHT SERIES

For our 2021-22 season, the Playhouse will bring the world to Fredericton through our Spotlight Series of 28 professional performances. These inspiring live experiences engage Canadian and international artists who represent a selection of the most exceptional talent on offer.

**This year, we will provide a wide variety of diverse opportunities in music, dance, theatre, comedy, film, and circus to offer our audiences new artistic and cultural experiences.**



## Become a Spotlight Series partner!

*The Playhouse offers two partnership options for the Spotlight Series. Partners receive the following benefits in addition to all partner benefits (see page 6).*

### SEASON PARTNER

ALL performances  
Investment:  
\$12,000+HST

- Full-page colour ad in the Winter/Spring house program (reach of 7,000+ patrons)
- Four (4) complimentary admissions for every 2021-22 Spotlight performance
- And much more (see page 6)

### PERFORMANCE PARTNER

SINGLE performance  
Investment:  
\$1,800+HST

- Half-page colour ad in the Winter/Spring house program (reach of 7,000+ patrons)
- Eight (8) complimentary admissions to partnered Spotlight performance
- And much more (see page 6)

# KIDSTAGE SERIES

Our Kidstage Series offers 4 performances aimed specifically at sharing theatre, music, imagination, and fun with young audiences and families.

We use "Pay What You Will" ticketing for Kidstage to remove economic barriers to attendance so that more of our neighbours can enjoy the magic of live performance.



## Become a Kidstage Series partner!

*The Playhouse offers two partnership options for the Kidstage Series. Partners receive the following benefits in addition to all partner benefits (see page 6).*

### SEASON PARTNER

ALL performances  
Investment:  
\$3,000+HST

- Full-page colour ad in the Winter/Spring house program (reach of 7,000+ patrons)
- Four (4) complimentary admissions for every 2021-22 Kidstage performance
- And much more (see page 6)

### PERFORMANCE PARTNER

SINGLE performance  
Investment:  
\$1,000+HST

- Half-page colour ad in the Winter/Spring house program (reach of 7,000+ patrons)
- Eight (8) complimentary admissions to partnered Kidstage performance
- And much more (see page 6)



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# BENEFITS FOR ALL PARTNERS

- **Industry exclusivity** among your partner group (season or performance(s))
- **Recognition on all Spotlight or Kidstage Series marketing materials**, including our Season Guide (mailed to 21,000+ households), Winter/Spring house program (reach of 7,000+ patrons), show posters, tickets, weekly e-newsletter (sent to 30,000+ subscribers), e-blasts, and our website (with link to yours)
- **Recognition from the stage** at the Season Preview event in November and each partnered performance(s)
- **Opportunity to welcome the audience from the stage** at partnered performance(s) (when available)
- **Logo on the electronic lobby screen** at partnered performance(s)
- **Opportunity for an onsite display in the lobby** during partnered performance(s)
- **Partnership mention** on Playhouse social media platforms (Facebook, Twitter, Instagram; 19,500+ followers) in relation to partnered performance(s), where applicable
- **Amplification of any sponsor-initiated social media activity** in relation to partnered performance(s)
- **Opportunity to host a reception before or after partnered performance** where the Playhouse Executive Director will publicly thank you for your support (performers may be invited)
- **Opportunity for partnership activation activities** (partner-initiated promotions)
- **Opportunity to purchase additional tickets** for all Spotlight shows at 20% discount
- **Signage provided by the Playhouse** to display in your business, recognizing your partnership

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# ADDITIONAL PARTNERSHIP OPPORTUNITIES

## Beyond the Spotlight

To complement our Spotlight and Kidstage performances, we provide workshops, master classes, film screenings, food and drink tastings, and other enrichment activities to deepen the artistic experience for our patrons. If you have an idea for a partnership activity that you think our audiences will love, let's explore the possibilities.

## Arts are for Everyone

We believe the arts are an integral part of our lives, and everyone has the right to experience the magical world of live performance. Through this access initiative, we provide complimentary tickets or specialized artistic experiences to those in our community facing barriers to participation, so everyone feels welcome in the Playhouse.

## School Field Trips

The Fredericton Playhouse offers 6 school performances designed to expose students to the magic of live, professional performing arts. Often providing children and youth the first theatre experience of their lives, this program offers a variety of performances for K-12 students in drama, music, and dance.

## Friends of the Fredericton Playhouse

We are seeking a corporate partner or two to provide a matching contribution for our annual Friends of the Fredericton Playhouse donations campaign. Our Friends support access initiatives, children's and youth programming, and enrichment opportunities in the community.

**To discuss partnership opportunities, please contact Julie Friddell, Development Director, at [julie@theplayhouse.ca](mailto:julie@theplayhouse.ca), 506-304-2021 (cell/evenings), or 506-459-6207 (office).**