



2025-26 PARTNERSHIP OPPORTUNITIES

Julie O'Brien, Development Manager
julie.obrien@theplayhouse.ca
506-459-6207 (office) or 506-238-1536 (cell)

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. **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.**

Last season (2023-24), we welcomed more than 70,000 people to over 120 performances and other events, representing 20.5% of Fredericton households. Online, our social media community grew to more than 24,000 followers, while our direct email marketing reached more than 26,500 accounts. We continue to grow and strengthen our community connections every year with the help of our sponsors and partners.

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

**Share the magic of live performance
with your community!**



OUR 2024-25 PARTNERS



Employment and Labour Group



Ian Howey

WEALTH ADVISOR



BMO Nesbitt Burns



Andrew Craik
Senior Investment Advisor
BMO Nesbitt Burns



MARKETING • DESIGN • PRINTING

PARTNERSHIP OPPORTUNITIES

By partnering with the Fredericton Playhouse, you demonstrate civic leadership by promoting the positive role that the arts play in the life of our city.

“At Kiers Marketing, we believe in the power of community and the arts to bring people together. Since 2004, we’ve been proud sponsors of The Playhouse, an organization that has enriched the lives of countless individuals through its incredible programming and performances.

The logo for K!ERS, featuring the word "K!ERS" in a bold, blue, sans-serif font. The exclamation point is integrated into the letter "I".

MARKETING • DESIGN • PRINTING

Supporting The Playhouse for the past 20 years has been a privilege, and we’re thrilled to continue this partnership as they evolve and expand. Here’s to many more years of bringing the arts to life in our community!”

- Karen Grant, Kiers Marketing

WHY PARTNER WITH THE FREDERICTON PLAYHOUSE THIS SEASON:

- Demonstrate your commitment to Corporate Social Responsibility by supporting the Arts and live performance
- Encourage community building and participation in the Arts within your own team
- Enhance your image through association with an innovative, respected, community-focused cultural organization
- Differentiate yourself from the competition and reach a new audience

SPOTLIGHT SERIES

The Fredericton Playhouse Spotlight Series invites some of the most exciting artists touring today to the Playhouse stage, offering East Coast favourites, internationally acclaimed ensembles, up-and-coming musicians, innovative dance and circus shows, hilarious comedy performances, inspiring theatre pieces and much more.

By sponsoring a show in our Spotlight Series, you will help to bring the world to Fredericton next season and promote the positive role that the arts play in the life of our city.



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 colour ad in our digital house program for the entire Spotlight season, linked to your website
- Your company logo in our digital house program all season, linked to your website
- Four (4) complimentary admissions for every 2024-25 Spotlight performance
- And much more (see page 6)

PERFORMANCE PARTNER

SINGLE performance

Investment:

\$1,800+HST

- Full colour ad in our digital house program for your sponsored show, linked to your website
- Your company logo in our digital house program all season, linked to your website
- Eight (8) complimentary admissions to your partnered Spotlight performance
- And much more (see page 6)

KIDSTAGE SERIES

Designed to capture the imaginations of children, the Fredericton Playhouse's Kidstage Series is the perfect way to introduce young audiences to the magic of performing arts.

We use "Pay What You Will" ticketing for all Kidstage Series performances 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 our digital house program for the entire Kidstage season, linked to your website
- Your company logo in our digital house program all season, linked to your website
- Four (4) complimentary admissions for every 2024-25 Kidstage performance
- And much more (see page 6)

PERFORMANCE PARTNER

SINGLE performance
Investment:
\$1,000+HST

- Full colour ad in our digital house program for your sponsored show, linked to your website
- Your company logo in our digital house program all season, linked to your website
- Eight (8) complimentary admissions to your partnered Kidstage performance
- And much more (see page 6)

BENEFITS FOR ALL PARTNERS

- **Industry exclusivity** at your Partnership level (season or performance)
- **Recognition on Spotlight or Kidstage Series marketing materials**, including our season guides, in-house digital programs, show posters, tickets, our website (with link to yours), season- or show-specific emails, and social media posts.
- **Up to six (6) individual Playhouse Memberships** for you and your staff
- **Opportunity to purchase additional tickets** for all Spotlight shows at 20% discount
- **Recognition from the stage** at the Season Preview event in June and each partnered performance(s)
- **Opportunity to welcome the audience from the stage** at partnered performance(s)
- **Logo on the electronic lobby screen** at partnered performance(s)
- **Opportunity for an onsite display in the lobby** during partnered performance(s)
- **Opportunity for partnership activation** activities (partner-initiated promotions)
- **Promotional material provided by the Playhouse to display in your business**, recognizing your partnership