



2024-25 PARTNERSHIP OPPORTUNITIES

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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 (2022-23), we welcomed more than 56,000 people to over 120 performances and other events, representing 20.5% of Fredericton households. Online, our social media community grew to more than 23,000 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.



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

OUR 2023-24 PARTNERS

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.



DRISDELLE
REAL ESTATE TEAM



GALLERY 78
FINE ART



SHIVERING SONGS

Andrew Craik

Vice President & Senior Investment Advisor

BMO Private Wealth

The Craik Team
BMO Nesbitt Burns



Art Centre
College of Extended Learning
DESIGNWORKS!

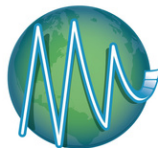


COX & PALMER

Employment and Labour Group



Parkland
RETIREMENT LIVING
FREDERICTON



ATLANTIC MEDIAWORKS
VIDEO PRODUCTION



COREY
INSURANCE SERVICES
GROUP • LIFE • LIVING BENEFITS



Ian Howey
WEALTH ADVISOR



BMO Nesbitt Burns

K!ERS

MARKETING • DESIGN • PRINTING

PARTNERSHIP OPPORTUNITIES

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.

PARTNERSHIPS PROVIDE:

- Brand exposure
- Digital presence
- Advertising opportunities
- On-site promotion
- Publicity and recognition
- Networking opportunities
- VIP tickets

PARTNERSHIPS SERVE TO:

- 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

Share the magic of live performance with your community!

SPOTLIGHT SERIES

For our 2024-25 season, the Playhouse will bring the world to Fredericton through our Spotlight Series.

These inspiring live experiences engage Canadian and international artists who represent a selection of the most exceptional talent on offer.

Performances include music, dance, circus, theatre, comedy, and more!



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

Our Kidstage Series shares theatre, music, imagination, and fun with young audiences and families.

We use “Pay What You Will” ticketing for the Kidstage Series 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.
- **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 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
- **Promotional material provided by the Playhouse to display in your business**, recognizing your partnership

BECOME A COMMUNITY CHAMPION

The Fredericton Performing Arts Centre

In addition to sponsorship opportunities at the Playhouse, New Brunswick companies also have the opportunity to become a community champion of the new Performing Arts Centre, through a donation to the \$10 million Encore! campaign.

The Performing Arts Centre will be an iconic landmark and the heartbeat of our region. It will drive economic and cultural activity at a scale well beyond the capacity of the Playhouse. The 72,000 square foot municipal gem, two-and-a-half times the size of the Playhouse, will feature two formal performance venues and two huge lobbies that will act as a "community living room" day and evening. This new centre will become an important piece of the artistic, cultural, social, and economic ecology of New Brunswick for generations to come.

The new Performing Arts Centre will be a space for everyone - made possible by community champions like you and your business!



Take a Seat!

\$1,000 or \$200/yr for 5 years



Be a "Builder of the PAC"

\$10,000 or \$2,000/yr for 5 years



Join the Legacy Wall

\$25,000 or \$5,000/yr for 5 years

For more information visit www.frederictonpac.ca

