



2026|2027

Sponsorship
and advertising
opportunities



Where cultural visions and energies come alive

Since 1994, Festival Place has been the heart of arts and culture in Strathcona County; a dynamic gathering place where creativity and connection thrive. A vibrant multi-use centre for the arts, community and business sector, Festival Place hosts hundreds of local, regional, national and international acts with an average of 500 events per year! Festival Place is home to a variety of community and regional arts organizations, including our own Festival Players, and offers diverse recreational performing arts programs each year for all ages to enjoy.





Our mission

The mission of Festival Place is to enhance the quality of life of Strathcona County residents through increased cultural, social and economic activities. Excellence in programming draws participation from throughout greater Edmonton and into rural Alberta.

Mission actualized

Over its 31 years of growth, Festival Place's mission has been realized through three areas of activity:

1 Presenter of professional artists

Each year, approximately 65-80 noteworthy artists from multiple genres of music, dance and special presentations appear on three stages in our venue.

2 Community theatre

Festival Players and Festival Players for Kids provide a cross-generational theatre experience for amateur performers and enjoyable viewing for the community.

3 Children's programming

High-quality children's programming and recreational activities in music, dance, drama and video arts help enhance children's performance, communication and social skills.

Become a sponsor

Current sponsorship opportunities

As a sponsor at Festival Place, your organization will enjoy a variety of benefits throughout the year including: brand exposure, corporate entertaining, connecting with an influential clientele and recognition in Festival Place's marketing material. Sponsorships of all sizes help Festival Place to offer accessible and affordable programming for the community, with a variety of performances and genres. Custom corporate packages are available to suit your corporate or individual needs.

Performance sponsorship

A great way to increase your corporate visibility while offering a superb evening of entertainment to your guests.

Cost: \$600–\$850 per performance (prices vary by artist).

Series sponsorship

Gain recognition as a cultural leader and arts supporter.

Cost: \$2,500–\$7,500 per year (generally includes 2–5 performances).

New opportunity: On-site activation

If you choose to become a performance or series sponsor, Festival Place now offers an on-site activation opportunity during your sponsored performance to increase brand visibility and audience engagement.

Additional cost applies. Contact us for more information.

Sponsor benefits

Sponsor benefits are customized based on each sponsorship agreement.

Entertaining and hospitality opportunities

Performance sponsor:

- Four complimentary tickets to your sponsored performance in prime seating locations for your clients, friends, or associates.

Series sponsor:

- Eight complimentary tickets to each sponsored performance in prime seating locations.
- Choose between food and drink vouchers for the Festival Place concession or a 30-minute reception with complimentary beverages and hors d'oeuvres for your guests.

Digital and print promotional profile

Performance and series sponsors:

- Name and logo recognition on each sponsored performance's webpage on festivalplace.ca.
- Recognition in weekly eblasts to 10,000+ recipients.
- Name and logo recognition on each sponsored performance's Facebook event page as well as a tag for any sponsored performance's post. (Facebook 5000+ followers, Instagram 2,750+ followers).
- Name and logo recognition in each sponsored performance's playbill (distributed at Festival Place before the show).

On-site recognition

Performance and series sponsors:

- Name and logo displayed on the interior lobby projection wall during each sponsored performance.
- Verbal recognition during opening remarks.





Narnia

Photo credit: Photography by Barbara

Theatre Education Program

Support the development of two major theatrical productions: the Holiday Musical and the Family Day Weekend Musical. These programs engage and inspire the community, offering training under professional directors, musicians and choreographers.

Cost: \$500 to \$10,000 per year.

Theatre production sponsorships

Performance sponsorship:

- Holiday Musical (16 performances): \$600 per performance.
- Family Day Weekend Musical (6 performances): \$500 per performance.
- Both productions: \$1,000.

Presenting sponsorship

- Holiday Musical \$7,500 per year.
- Family Day Weekend Musical: \$2,500 per year.
- Both productions: \$10,000.

Inclusion and accessibility sponsorships

"Pay What You Choose" performance sponsor

We are champions of the philosophy that the arts should be an integral part of our lives, and that Festival Place performances should be accessible to everyone in the community. The "Pay What You Choose" program reduces financial barriers, making it possible for more community members to experience the magic of live theatre and performance.

Holiday Musical: \$5,000

Family Day Weekend Musical: \$2,000

Both productions: \$7,000



Cinderella

Photo credit: Photography by Barbara

Advertise with us

Playbill advertising

Ad space is available for purchase in our Patio Series playbill and our two Theatre Production playbills.

Playbill advertising rates

	Holiday musical	Family Day weekend musical	Both musicals	Patio Series	All playbills
Back cover - full page	\$1,000	\$750	\$1,500	\$750	\$2,150
Inside front cover - full page	\$850	\$650	\$1,300	\$650	\$1,850
Full page	\$700	\$550	\$1,100	\$550	\$1,550
1/2 page	\$550	\$400	\$850	\$400	\$1,150
1/3 page	\$450	\$300	\$650	\$300	\$850
1/4 page	\$350	\$200	\$450	\$200	\$550

Holiday Musical

6,000+ attendees | Artwork due: November 1

Family Day Weekend Musical

2,000+ attendees | Artwork due: January 20

Patio Series

3,000+ attendees | Artwork due: April 15

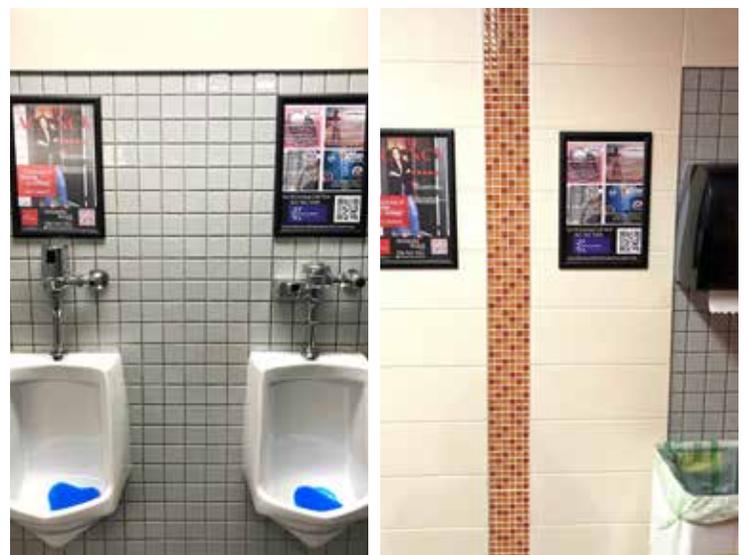
Advertising sizes

 Full page
Live: 5" x 8", Trim: 5.5" x 8.5"
Bleed: 1/8" on all sides

 1/3 page
5" x 2.5"

 1/2 page
Horizontal: 5" x 3.8"
Vertical: 2.3" x 8"

 1/4 page
2.3" x 3.8"



Snap frame advertising

Washroom locations

- An affordable way to connect with your community—ideal for smaller advertising budgets.
- Three-month bookings are perfect for short-term campaigns, flash sales, and seasonal promotions.
- Capture attention and drive engagement with high-visibility ad placements.

Snap frame advertising rates

Month	Cost (2 snap frames included)
January to March	\$400
April to June	\$550
July to September	\$250
October to December	\$550

*Prices are subject to GST. Proofs of proposed artwork are subject to approval by Strathcona County and must conform to federal, provincial and municipal laws, regulations and bylaws and must comply with the Canadian Code of Advertising Standards. Printing and Installation by Strathcona County.

Advertising size

- *11x17 Poster*
Live: 10" x 16", Trim: 11" x 17", Bleed 1/8" on all sides, include crop marks

Submission requirements

Print ready submission

A print-ready poster must be supplied by the advertiser to Strathcona County, no later than one week prior to the first day of the booked month.

Email files to: crysta.brown@strathcona.ca

Technical requirements

File type: PDF (high resolution, print-ready)

Resolution: Minimum 300 DPI

Colour mode: CMYK for colour accuracy

Fonts: Convert all text to outlines or embed fonts to avoid missing fonts

File size: Keep under 25MB for easy submission

Become a sponsor today!

Connect with our community while supporting the best in arts and culture.

Next steps

- Contact us to learn more about becoming a sponsor.
- We will set up a meeting with you to learn about your goals and objectives.
- Together we will customize a sponsorship package to meet your unique needs.



Crysta Brown

Community Partnership Liaison, Culture

100 Festival Way
Sherwood Park, AB, T8A 5T2

780-410-8569

crysta.brown@strathcona.ca

festivalplace.ca



Photo credit: Lindsay Reid Photography



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