



SPONSORSHIP OPPORTUNITIES

2021/2022 Season



STRATHCONA
COUNTY



Where cultural visions and energies come alive.

Festival Place is a vibrant, multi-use centre for the arts, community and business.

Since opening in May 1994, Festival Place has welcomed amateur and professional artists to its theatre stage, and has hosted many community activities and events. Each year, Festival Place offers over 100 professional performances by leading local, regional, national and international artists. Festival Place features performances on three stages: the Presenter Series Main Stage, Café Series and Patio Series.



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, into rural Alberta.

Mission Actualized

Over the 27 years of Festival Place's growth, our mission has found expression in three areas of activity:

- 1 Presenter of Professional Artists: Every year approximately 80-100 noteworthy artists from fifteen 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 interested amateurs and enjoyable viewing for the community at large.
- 3 High quality children's programming and recreational activities in the areas of music, dance, video arts and circus enhance children's performance, communication and social skills; vital qualities for the 21st century.



Sons of the Pioneers



Matt Dusk

Become a sponsor

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 advertising 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.

Sponsorship Benefits

Sponsor benefits are customized based on each sponsorship agreement.

Entertaining and Hospitality Opportunities

- Complimentary tickets in prime seating locations to be given out as you choose to your clients, friends, or associates
- Opportunity to purchase additional tickets at a discounted price, based upon volume and availability
- Reception for your guests on the evening of each sponsored performance, including complimentary beverages and hors d'oeuvres
- Potential opportunity to meet the artists during intermission or after the performance

Print and Digital Advertising

- Name and logo recognition within press release for the sponsored performance, which typically gives exposure through print (i.e. Sherwood Park/Strathcona County News), radio and television in the greater Edmonton region
- Name and logo recognition in our season brochure which will feature you as a sponsor and mailed to 25,000 Festival Place patrons in August (sponsorship in place prior to July 15)
- Name and logo recognition on digital poster, highlighting your sponsored performance and on rotation in indoor Strathcona County recreation facilities (1 month prior to date of sponsored performance)
- Name recognition on hardcopy ticket face for pickup at Festival Place Box Office

E-Marketing, Social Media and Website Recognition

- Name and logo recognition on the Festival Place website at festivalplace.ca which can, in turn, be hyperlinked to your website
- Name and logo recognition in our weekly update of Festival Place events to 13,000+ e-mail addresses
- Name recognition on Festival Place's social media pages (7000+ followers)

On-Site Recognition

- Name and logo recognition in pre-show video advertising of upcoming Festival Place performances
- Name and logo recognition in each sponsored performance's playbill
- Recognition at the beginning of sponsored performance, live from the stage

Outdoor Advertising

- Logo projection on our fly tower which is the largest billboard in Strathcona County

Other

- Product sampling opportunities
- Contests to drive customers to your business



Current Sponsorship Opportunities

Performance Sponsorship

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

Cost: Prices vary according to the artist performing. Performance sponsorships generally range from \$400 - \$1,000 per performance.

Series Sponsorship

This sponsorship package consists of 2 to 7 performances per season. As a series sponsor your company will be recognized in the community as a cultural leader and arts supporter.

Cost: Series sponsorship packages range from \$1,500 - \$6,000 per year

Available Series Sponsorships

Blues Music Series (5 to 7 performances)

\$6,000 / year or \$5,000 / year with a three-year commitment

Celtic Music Series (3 to 4 performances)

\$3,000 / year or \$2,500 / year with a three-year commitment

Classical Music/Vocal Series (2 to 3 performances)

\$2,000 / year or \$1,500 / year with a three-year commitment

Jazz Music Series (3 to 4 performances)

\$3,000 / year or \$2,500 / year with a three-year commitment

Pop/Rock Music Series (5 to 7 performances)

\$6,000 / year or \$5,000 / year with a three-year commitment

Singer/Songwriter Series (3 to 4 performances)

\$3,000 / year or \$2,500 / year with a three-year commitment

World Music Series (4 to 5 performances)

\$4,000 / year or \$3,500 / year with a three-year commitment

Classic Albums Live Series (3 performances)

\$3,000 / year or \$2,500 / year with a three-year commitment

Comedy Series (3-4 performances)

\$3,000 / year or \$2,500 / year with a three-year commitment

Theatre Education Program

This sponsorship package supports the development of two major theatrical productions put on by the Festival Players and the Festival Players for Kids, the annual Christmas Musical and Family Day Weekend Musical. The program aims to engage, inspire, train and support community members who have an active interest in theatre; led by an entire crew of professional directors, musicians and choreographers.

Cost: The Theatre Education Program sponsorship package fee is \$8,000 / year or \$7,500 / year with a three-year commitment.



Katherine Jenkins



Our Current Sponsors

Presenter

Series

Sponsor

Funded by the Government of Canada
Financé par le gouvernement du Canada

Canada

Café Series, Patio Series
and designQ lounge



Country/Bluegrass
Music Series

Nutrien

Family Series

interpipeline

Indigenous Music Series

TC Energy

Folk/Roots Music Series

DUDEY
real estate | CENTURY 21

Official Photographer
of Festival Place

Rob Swyrd
Photography.com

Official Media Sponsor

The News
Sherwood Park - Strathcona County



Peking Acrobats

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.
- To showcase our facility, we will also invite you to join us at a performance.


**Festival
Place**

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