



2024|2025

Sponsorship
and Advertising
Opportunities





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 presents over 65 professional performances by leading local, regional, national and international artists. Festival Place features performances on three stages: the Presenter Series Main Stage, Cabaret 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 30 years of Festival Place's growth, our mission has found expression in three areas of activity:

- 1 Presenter of Professional Artists: Every year approximately 65-80 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.



Michelle Wright



Qualico Patio Series

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
- Reception for your guests on the evening of each sponsored performance, including complimentary beverages and hors d'oeuvres

Print and Digital Advertising

- 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 June 30)
- 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 10,000+ e-mail addresses
- Name recognition on Festival Place's social media pages (7000+ followers)

On-Site Recognition

- Name and logo recognition on digital video advertisement of upcoming Festival Place performances
- Name and logo recognition in each sponsored performance's playbill
- Recognition in opening remarks, at the beginning of the sponsored performance
- Name and logo recognition on interior lobby wall projection for each sponsored performance

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 \$500 to \$750 per performance.

Series Sponsorship

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 \$2,500 - \$7,500 per year

Available Series Sponsorships

- Classic Albums Live Series (3 performances) \$3,500/year or \$3,000/year with a three-year commitment
- Comedy Series (3 performances) \$3,500/year or \$3,000/year with a three-year commitment
- Family Series (3 performances) \$3,500/year or \$3,000/year with a three-year commitment
- Headliner Series (Our top 3 performances of the season) \$5,500/year or \$5,000/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 packages range from \$500 to \$10,000 per year.

Theatre Education Program Sponsorships

Performance Sponsorship

- Christmas Musical Performance Sponsorship (18 performances to choose from) \$600
- Family Day Weekend Musical Performance Sponsorship (6 performances to choose from) \$500
- Performance sponsorship for BOTH Musical productions \$1,000

Presenting Sponsorship

- Presenting sponsor of the Christmas Musical \$7,500/year
- Presenting sponsor of the Family Day Weekend Musical \$2,500/year
- Presenting sponsor for BOTH the Christmas Musical and Family Day Weekend Musical \$10,000 or \$9,500/year with a three-year commitment



Advertise with us!

Ad space is available for purchase in our Patio Series playbill and Family Day weekend and Christmas musical productions playbills.

Playbill advertising rates

	Christmas 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

Christmas Musical 6,000+ attendees | Artwork due: November 1

Family Day Weekend Musical 2,000+ attendees | Artwork due: January 10

Patio Series 3,000+ attendees | Artwork due: April 1

Advertising sizes

Full page Live: 5" x 8" Trim: 5.5" x 8.5" Bleed: 5.75" x 8.75"

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

1/3 page 5" x 2.5"

1/4 page 2.3" x 3.8"

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
Fund Development Coordinator

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Photo credit: Lindsay Reid Photography



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