

# BPAC Sponsorship OPPORTUNITIES



Support The Burlington Performing Arts Centre  
by becoming a Sponsor for our 2019/20 season.



## ABOUT BPAC

The Burlington Performing Arts Centre (BPAC) is a world-class venue, a presenter, an educator, a public place, the cultural hub of the community and the focal point for performing arts activity in downtown Burlington. BPAC's Presenting Season provides Burlington and surrounding areas direct access to the diversity and richness of Canadian and International work, in music, theatre, dance and family programming. Our Sponsors help us to engage the community in meaningful arts experiences through curated programming choices and allow us to take a leadership role in our community's cultural development, by ensuring that we remain healthy, sustainable and dynamic.

## ABOUT OUR PATRONS

Each year, BPAC sees an average of 110,000 patrons come through our doors. Our patrons have an average household income of \$122,561. 65% of patrons come from Burlington, 80% of patrons live within 10km from downtown, 60% are married homeowners, and 70% have a college diploma or higher. Last year our patrons spent \$2.1 million in the downtown core when attending BPAC performances.

## SEASON SPONSOR: \$50,000 ANNUALLY



**Our top-tier sponsorship opportunity, with only one available, this is a way to stand out from the crowd and show the community of Burlington that you support the arts. Benefits include, but are not limited to:**

- On-site branding opportunity throughout the 2019/20 season *(e.g. company car parked in terrace)*
- Company name on all tickets for Presenting Series performances *(35,000 tickets annually)*
- Logo recognition in the 2019/20 Season Brochure *(50,000 copies — 30,000 mailed to Burlington homes)*
- Full page ad in all playbills *(40,000 copies)*
- Logo and full page ad on all Presenting Series programs *(60 per season, 40,000 patrons)*
- Logo and link on all e-newsletters *(approximately 70 per season, reaching 27,000 patrons each issue)*
- Logo recognition in 2019 & 2020 BPAC Annual Reports
- Logo recognition on all appropriate print advertising *(Toronto Star, Burlington Post, Hamilton Spectator)*
- Logo recognition on inserts in all rental company programs *(approximately 20 per season)*
- Logo on all branded pillar wraps in the lobby *(40)*
- Logo displayed in the lobby for the entire season *(110,000 patrons through the lobby annually)*
- Logo and link on our website *(22,000 visitors monthly)*
- A Presenting Sponsor VIP Box *(4 tickets)* reserved for every Main Theatre performance in the Presenting Series *(valued at over \$11,000)*
- Eight (8) complimentary tickets to the season launch event on May 28, 2019
- Opportunity to speak at the season launch event
- Opportunity to host an exclusive corporate event in our space
- Access to the Discovery Ford Member's Lounge when attending performances
- Public acknowledgment at Sponsored Performances and an invitation for a staff member to introduce the show where possible
- Additional tickets available for all 2019/20 BPAC Presents performances at \$5 off per ticket

**Benefits Value: \$319,625** *(details upon request)*

## SERIES SPONSOR: \$10,000–\$20,000



This sponsorship can be tailored to your interests. Sponsorship investment varies based on number of shows in your series. Benefits include, but are not limited to:

- Logo recognition in the 2019/20 Season Brochure (50,000 copies — 30,000 mailed to Burlington homes)
- Logo recognition in all playbills (40,000 copies)
- Logo recognition in all programs and a full page ad in all Sponsored Series programs
- Logo recognition at our season launch – May 28, 2019
- Two (2) Tickets to the season launch – May 28, 2019
- Logo recognition in all appropriate print and digital advertising for Sponsored Series performances
- Logo displayed in the lobby during all performances
- Logo in 2019 & 2020 BPAC Annual Reports
- Logo and link on our website (22,000 visitors monthly)
- Logo recognition on all Sponsored Series event pages with a link to your website
- Promotion as a sponsor on BPAC social media platforms for every Sponsored Series performance
- Public acknowledgment at Sponsored Performances and an invitation for a staff member to introduce the show where possible
- Four (4) complimentary tickets to each of the Sponsored Series performances
- Additional tickets available for all 2019/20 BPAC Presents performances at \$5 off per ticket

**Benefits Value: \$15,000 — \$40,000** (details upon request)

## SHOW SPONSOR: \$2,000–\$5,000



**COMMUNITY STUDIO THEATRE SHOW SPONSOR: \$2,000**

**MAIN THEATRE SHOW SPONSOR: \$5,000**

Benefits include, but are not limited to:

- Logo recognition in the 2019/20 Season Brochure (50,000 copies — 30,000 mailed to Burlington homes)
- Logo recognition in playbill for your Sponsored performance
- Logo recognition in all programs and full page ad in your Sponsored performance program
- Logo recognition at our season launch – May 28, 2019
- Logo recognition in all appropriate print and digital advertising for your Sponsored performance
- Logo displayed in the lobby during all performances
- Logo in 2019 & 2020 BPAC Annual Reports
- Logo and link on our website (22,000 visitors monthly)
- Logo recognition on Sponsored event page with a link to your website
- Promotion as a sponsor on BPAC social media platforms for your Sponsored performance
- Thank you from the stage at Sponsored performance
- Public acknowledgment at Sponsored Performances and an invitation for a staff member to introduce the show where possible
- Four (4) complimentary tickets to each Sponsored performance
- Additional tickets available for all 2019/20 BPAC Presents performances at \$5 off per ticket

**Benefits Value: \$5,500 — \$9,500** (details upon request)

## CUSTOM SPONSORSHIP

We want to work with you to make sure you are happy with your sponsorship and that we have explored all possibilities. Please reach out to us to customize a sponsorship package that's right for you.

## IN-KIND SPONSORSHIP

In addition to cash sponsorships, BPAC wants to work with our local community to support our events and artists. In-Kind Sponsorship opportunities include food, flowers, printing, and accommodations.



### MAIN THEATRE

Seating capacity: 720



### COMMUNITY STUDIO THEATRE

Seating capacity: 200

**Support the Burlington Performing Arts Centre.  
Become a 2019–2020 Season Sponsor.**



For more information please contact:

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