



21/22 SEASON
SPONSORSHIP OPPORTUNITIES

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Promote your business to thousands of potential customers and clients by becoming a Sponsor

Becoming a Sponsor is a great opportunity to enhance your brand awareness, provide client appreciation experiences and promote your business by being associated with BPAC, directly reaching thousands of potential customers over the course of an entire year!

Promote your business by accessing BPAC's extensive reach:

- **Over 120,000 patrons** visit BPAC annually
- **100,000 tickets** are issued each season
- **27,500 E-newsletter subscribers** and growing (4+ emails per month)
- **85,000 Season Brochures** direct-mailed and distributed annually
- **50,000 House Programs** are printed and put into patrons' hands throughout the Season (at 50+ events)
- **100,000 Playbills** are printed and put into patrons' hands throughout the Season (335 events in 2019)
- **1.3 million total circulation** of regular print ads are placed throughout the Season in Toronto Star (1.2 million daily), Burlington Post (62,000 weekly), Hamilton Spectator (115,000 daily), Bay Observer, Snapd and more.
- **773,000 monthly social media** reach and growing (Facebook, Instagram & Twitter)
- **6,500 active Facebook followers** and growing, with an average reach of 1,500 per post
- **22,000 monthly visitors** to our site: burlingtonpac.ca
- Our patrons have an **average household income of \$122,561**
- 70% of our patrons live in Burlington; 80% of those patrons live within 10km of the downtown core.
- Last year our **patrons spent \$2.1 million in the downtown core** when attending BPAC performances.

A little about us

The Burlington Performing Arts Centre (BPAC) is a charitable organization, 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, comedy, 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.

The Burlington Performing Arts Centre is a not-for-profit charitable organization. Box Office revenues cover less than 25% of our annual operating budget. BPAC relies on the generosity and support of our sponsors to deliver outstanding programming, while keeping ticket prices affordable. In turn, we help our Sponsors to reach hundreds of thousands of potential clients and customers with customized sponsorship opportunities.

Season Sponsor

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 and its impact on the community.

As Season Sponsor, your organization will enjoy a wide variety of benefits, including but not limited to:

- On-site branding opportunities throughout the 21/22 Season (12 months)
- Company name on all tickets for Presenting Series performances
- Logo recognition in the 21/22 Season Brochure (85,000 copies — 75,000 direct-mailed to Burlington and area homes)
- Logo recognition and full page ad in Fall and Winter/Spring Playbills (30,000 copies)
- Logo and full-page ad in all Presenting Series programs (50+ shows)
- Logo recognition on inserts in all rental client programs
- Logo recognition on all appropriate print advertising (Toronto Star, Burlington Post, Hamilton Spectator, and more)
- Logo and link on all e-newsletters (27,500+ subscribers and growing; 4+ emails per month)
- Logo recognition in the Lobby all season long (seen by over 120,000 patrons over 12 months)
- Promotion as Season Sponsor on our social media channels throughout the Season
- Logo and link on our website (22,000 visitors monthly)
- A Presenting Sponsor VIP Box (4 complimentary tickets) for every Main Theatre performance in the Presenting Series (valued at over \$12,000)
- Public acknowledgment at Sponsored Performances and an invitation to introduce the show (where possible)
- Lobby Activation at all Sponsored Performances
- Eight (8) complimentary tickets to our Season Launch event
- Recognition and opportunity to speak at our Season Launch event
- Complimentary and discounted ticket offers throughout the Season
- Opportunity to host an exclusive corporate event
- Access to the exclusive Members' Lounge when attending performances for you and your guests
- Additional tickets available for all 21/221 BPAC Presents performances at \$5 off per ticket
- Company name on a permanent seat plaque in the Main Theatre

Benefit Value of Approx. \$300K

Series Sponsor

This sponsorship can be tailored to your target demographic. Sponsorship investment varies based on number of performances in your Series.

As Series Sponsor, your organization will enjoy a wide variety of benefits, including but not limited to:

- Logo recognition in the 21/22 Season Brochure (85,000 copies — 75,000 mailed to Burlington and area homes)
- Logo recognition and half page ad in Fall and Winter/Spring Playbills (30,000 copies)
- Logo recognition in all house programs and a full-page ad in all Sponsored Series programs
- Logo recognition on inserts in all rental client programs
- Logo recognition on all appropriate print advertising (Toronto Star, Burlington Post, Hamilton Spectator, and more)
- Logo and link on e-newsletters (27,500+ subscribers and growing; 4+ emails per month)
- Logo recognition in the Lobby all season long (seen by over 120,000 patrons over 12 months)
- Promotion as Series Sponsor on our social media channels throughout the Season
- Logo and link on our website and all Sponsored Series event pages (22,000 visitors monthly)
- A Series Sponsor VIP Box (four (4) complimentary tickets) to each of the Sponsored Series performances
- Public acknowledgment at Sponsored Performances and an invitation to introduce the show (where possible)
- Lobby Activation at all Sponsored Performances
- Four (4) complimentary tickets and recognition at our Season Launch event
- Complimentary and discounted ticket offers throughout the Season
- Opportunity to host an exclusive corporate event
- Access to the exclusive Members' Lounge when attending performances for you and your guests
- Additional tickets available for all 21/22 BPAC Presents performances at \$5 off per ticket
- Company name on a permanent seat plaque in the Main Theatre

Benefit Value of Approx. \$15K-\$40K

Show Sponsor

Sponsor a performance in either our Main Theatre or our Community Studio Theatre. This sponsorship can be tailored to your target demographic.

As Show Sponsor, your organization will enjoy a wide variety of benefits, including but not limited to:

- Logo recognition in the 20/21 Season Brochure (85,000 copies — 75,000 mailed to Burlington and area homes)
- Logo recognition in Fall and Winter/Spring Playbills (30,000 copies)
- Logo recognition in all house programs and a full-page ad in all Sponsored Show programs
- Logo recognition on inserts in all rental client programs
- Logo recognition on all appropriate print advertising (Toronto Star, Burlington Post, Hamilton Spectator, and more)
- Logo and link on e-newsletters (27,500+ subscribers and growing; 4+ emails per month)
- Logo recognition in the Lobby all season long (seen by over 120,000 patrons over 12 months)
- Promotion as Show Sponsor on our social media channels throughout the Season
- Logo and link on our website and Sponsored event pages (22,000 visitors monthly)
- Show Sponsor VIP Box (four (4) complimentary tickets) to each of the Sponsored performances
- Public acknowledgment at Sponsored Performances and an invitation to introduce the show (where possible)
- Lobby Activation at all Sponsored Performances
- Logo recognition at our Season Launch event
- Complimentary and discounted ticket offers throughout the Season
- Additional tickets available for all 21/22 BPAC Presents performances at \$5 off per ticket

Benefit Value of Approx. \$5K-\$10K

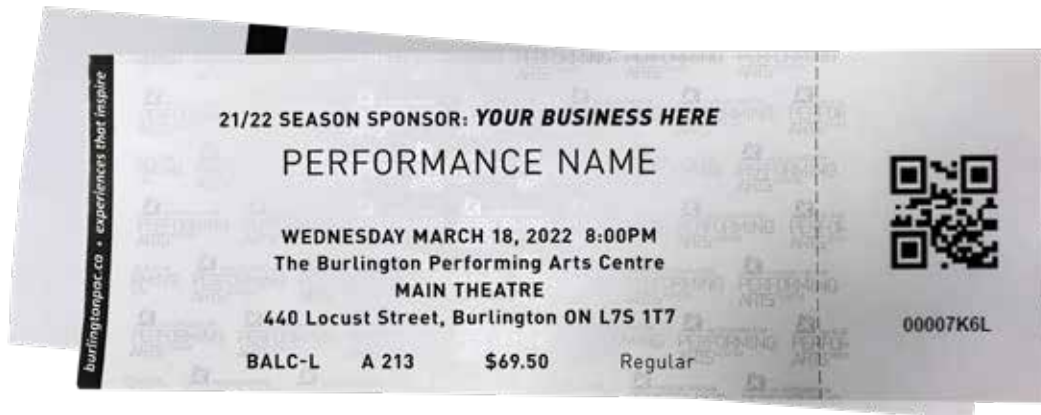


MAIN THEATRE
Seating capacity: 718



COMMUNITY STUDIO THEATRE
Seating capacity: 160

BPAC Tickets



Sample of BPAC ticket showing sponsorship opportunities.

Other ways to support

Make a name for yourself in your community by helping support the arts. Support happens on many levels.

GOLDEN TICKET PROGRAM

BPAC's Golden ticket program provides complimentary access to performances and workshops to students and families who would otherwise not be able to access these inspirational performing arts experiences.

FESTIVAL OF TREES SPONSORSHIP

Promote your local business or organization to over 10,000 local visitors over a 4-week period while supporting BPAC by sponsoring a tree.

IN-KIND SPONSORSHIP

In addition to cash sponsorships, BPAC partners with the local community to support our events and artists. In-Kind Sponsorship opportunities include artist accommodations, transportation and meals, catering for events, floral arrangements, printing, and more.

'TAKE YOUR SEAT' PROGRAM

Main Theatre seats are available for purchase. As a Seat Sponsor, your gift to BPAC will be recognized with a plaque placed directly on your seat as a permanent reminder of your generosity.

JAZZ FEST SPONSORSHIP

Our annual outdoor Jazz Festival happens rain or shine and attracts hundreds of people to BPAC for free live jazz performances on our Plaza.

CORPORATE TICKET BUY

Treat your staff and clients to an evening of world-class entertainment. Pre- and Post-show Reception in the Family Lobby, and Artist 'Meet & Greet' opportunities are also available.

For more information please contact:

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