

Become a Partner with CentreStage Theatre

Showing the world our best

Partnering with CentreStage is beneficial in many ways. It not only promotes your business but provides support for local live theatre. It also allows the theatre to provide workshops and drama camps for youth throughout the year.

Background:

CentreStage Theatre is a year-round community, volunteer-based theatre, that has been thriving since 1984. We provide an opportunity for people to come together to share their love of theatre. Over the years, we have produced close to 300 plays and musicals involving countless local actors and technicians.

CentreStage Theatre is a vital part of Kings County. Each year, CentreStage brings in through its doors over 10,000 people. The yearly economic impact (restaurants, gas, accommodation, etc.) is approximately \$700,000. CentreStage Theatre has a strong reputation, is able to maintain itself, and would be a worthwhile place to invest your promotional dollars.

CentreStage Theatre offers great exposure. There are eight Main Stage productions a year, each running for six weeks (12-14 performances) and two family shows that run concurrently with the main shows for three weeks each (6 performances). With attendance at approximately 75% of capacity per show, audiences come from the Valley, the Halifax region, the South Shore, and beyond. This is a great advertising opportunity! In addition, all sponsors are mentioned in our bi-monthly e-newsletter that is sent to over 2000 key stakeholders.

Your Support:

There are several ways in which you can support CentreStage Theatre while making a large advertising and public relations impact.

1. *Advertising in our programs:*

- **Platinum:**
1/2 page ad in each regular program during a year and 1/2 pages in each special event program (2 or 3 a year) for \$500. (1/2 page = 4" high x 5" wide)
- **Gold:**
A 1/2 page ad in each regular program during a year for \$400. (1/2 page = 4" high x 5" wide)
- **Silver:**
A 1/4 page ad in each regular program during a year for \$250. (2" high x 5" wide)
- **Single ads:**
Program – full page \$110. (5" wide x 7.5" high)
Program – 1/2 page - \$60. ((1/2 page = 4" high x 5" wide)
- Program – 1/4 page - \$35. (2" high x 5" wide)

2. *Show Sponsorship:* CentreStage will provide you with sole sponsorship for one of our Main stage performances. Sponsorship must be **booked three weeks prior** to opening night. Included is:

- a. You will be listed on the front of the program as the show sponsor, “Brought to you by (your business)”
- b. Your full-page ad placed in the program (5" wide x 7.5" high)
- c. The opportunity to display your logo in the Theatre
- d. Your sponsorship noted in all media releases
- e. Your sponsorship noted in the bi-monthly e-newsletter that is distributed to over 2000 key stakeholders
- f. The opportunity to provide door prizes of your choice at performances to further promote your business.
- g. Two complimentary tickets to the show.

All for \$750 per production for a main stage performance (approximately 14 shows).

If you have any questions regarding advertising or sponsorship please contact Nancy Henry, 902-678-8040 or nandghenry@eastlink.ca.

Thank you for your considered support of our community theatre!