



### ENJOY THESE BENEFITS:

- Recognition as a community partner and leader
- Access to free and discounted tickets
- Social media posts
- Logo on website and printed materials
- On-site signage
- Donor spotlights in our Festival newsletter
- Ad space in printed & digital program
- Dedicated Sponsor Evening

### WHY SPONSOR?

- Strengthens relationships with existing customers
- Heightens visibility and brand awareness
- Provides access and visibility to potential customers
- Increases awareness of your business as a genuine partner of the community
- Differentiates your business from the competition

### ABOUT THE ST. LAWRENCE SHAKESPEARE FESTIVAL:

The one and only professional outdoor theatre in the St. Lawrence Seaway area, the Festival fulfils an essential role in the artistic life of the region. The St. Lawrence Shakespeare Festival attracts visitors to the region and fosters economic growth. Our tickets are priced to please and families appreciate our 14 and Under Go Free Program.

As we head into our 23rd season on the banks of the St. Lawrence River, join us in welcoming residents and tourists alike to enjoy an evening by the water and experience this wonderful region.

Our continuing success is thanks to the amazing support we have received over the years from community partners and we look forward to creating a prosperous future together.

### THE FESTIVAL BY THE NUMBERS:

**Print Materials:** 2,000 printed programs, 150 posters, 7,500 rack cards

**Website Traffic:** over 22,000 annually      **Social Media:** Facebook followers 3000+, Instagram followers 900+

**Newsletters:** 20 editions annually, emailed to 3,600 subscribers

**Audience:** Over 3000 people, and growing, enjoy our shows annually, with approximately 20% purchasing season passes to enjoy repeat visits. Children under 14 are introduced to live theatre through our 'Kids Go Free' program.

**We are a major regional tourist attraction, serving more than just Prescott:**

Prescott, Brockville and surrounding area: 49%

Under 100km (including Ottawa and Kingston): 39%

Rest of Ontario, Canada, and USA: 12%

# SPONSOR LEVELS

Season Sponsor  
\$15,000 +

Production Sponsor  
\$5,000 - \$14,999

Performance Sponsor  
\$2,500 - 4,999

Supporting Sponsor  
\$1,000 - \$2,499

Backstage Benefactor  
\$500 - \$999

Friend of the Festival  
\$250 - \$499

## SIGNAGE & PROGRAM ADVERTISING (PRINT & DIGITAL)

Name / Logo on all sponsorship signage	Logo	Logo	Logo	Logo	Logo	Name
Signage within the Amphitheatre	For every performance	For sponsored production	1 week of performances (7 shows)	1 performance		
Signage at the two major entrances to the Amphitheatre	✓					
Logo on season poster (150 distributed) & rack cards (7500 distributed)	✓	✓				
Logo on print at home tickets	✓					
Name / Logo on sponsorship page	Logo	Logo	Logo	Logo	Logo	Name
Ad in program	Full-page, colour, premium placement inside back cover	1/2 page close to sponsored production info	1/4 page	1/8 page		

## TICKETS

Complimentary tickets for the season	12	10	8	6	4	2
Discount of additional tickets	15%	10%	10%			

## SOCIAL MEDIA, NEWSLETTER, WEBSITE

Social Media Shoutout	✓	✓	✓	✓	✓	✓
Dedicated Post on Social Media	✓	✓	✓			
Newsletter Feature	Personal greeting	Logo				
Banner ad on homepage with link	✓					
Dedicated sponsor page w/ profile & link	✓					
Logo and link on homepage of website	✓	✓	✓			
Featured on Sponsorship page on website	Logo	Logo	Logo	Logo	Logo	Name

## ON-SITE PROMOTION, RECOGNITION, SPEAKING

Distribute promotional materials	All events	Sponsored Production	One night per production			
Verbal recognition in pre-show announcement	Every performance	Every performance of sponsored show	Every performance for 1 chosen week	1 chosen performance		
Recognition in press releases as sponsor	✓	✓				
Invitation to speak at opening & closing receptions	✓					

## ADDITIONAL BENEFITS

Commemorative poster signed by company	✓	✓	✓	✓	✓	
Volunteer opportunities with your branded apparel	✓	✓	✓	✓	✓	
Invites to all Director's Club events	✓	✓	✓	✓	✓	
Media opportunities where available	✓					