



partnership opportunities

CANADIAN COLLEGE OF PERFORMING ARTS | CELEBRATING 25 YEARS OF ARTISTIC EXCELLENCE

CANADIAN COLLEGE of PERFORMING ARTS

director@ccpacanada.com | ccpacanada.com

extraordinary performance begins here.

CCPA delivers exceptional performing arts training to promising students from across Canada, internationally, and here at home while showcasing and nurturing the talent of our community. CCPA's programming offers something for everyone. By partnering with CCPA through advertising or sponsorship packages in our 23-24 25th Anniversary season, you're investing in the local arts community while directly targeting active and engaged local clientele.

our audience. your clients.

Our growing audience members are hungry to invest in quality services that benefit a healthy community. They are a network of over 6000 lovers of the Arts. They appreciate and support quality performances and socially responsible work.

our audience

1/3
are young artists and young professionals **under 30**



2/3
are **Adults-Seniors** living in households with a total **income exceeding \$100,000/yr**

2/3
of the CCPA audience identify as **female**

our reach

Full season attracts on average

8,000+ attendees

1.7k dedicated followers

9k impressions /month



2.4k dedicated followers

5k reach /month



SIGHTLINES NEWSLETTER 2/month

6.5k readers



3.5k views/month



start a relationship with ccpa

The Canadian College of Performing Arts offers program **advertising rates** starting as low as \$75 reaching hundreds of patrons.

Performance **sponsorships** start at \$500 and offer you the chance to increase your exposure with larger program ads, lobby signage, social media shoutouts, and acknowledgement in the pre-show speech.

For the best rate and exposure throughout the season, multiple performance sponsorship packages are available saving 20% on each additional sponsorship.

Example of in-house performance partner:

1 play \$500 | 2 plays \$900 (save \$100) | 3 plays \$1220 (save \$280)

take it to the next level

CCPA Production Sponsorship offers you the best exposure both at the performance and during the promotional campaign of the show with your company presence on posters, web pages, and newspaper advertisements.

Year-End Production Sponsors and season sponsors can maximize exposure with your company's logo projected on the McPherson Theatre wall.

We offer a maximum of two Production Sponsors per show.

make a commitment

Production Sponsors and Year-End Sponsors signing on for multiple plays (or seasons) save 15% on an additional sponsorship of equal or lesser value and access additional benefits.

Additional benefits include:

- Year-round presence in the CCPA Lobby – home to 100+ students, faculty, staff, and visiting artists.
- Exposure at season launch and in season brochure.
- First choice for which production in the following season you wish to sponsor.
- **Season Sponsors receive all benefits** and we are happy to work with you on any special events, promotions, or tie-ins

tailor your sponsorship to other areas of ccpa

We would be happy to meet with you and discuss the right fit for your business with the breadth of our programming:

- Become an Associate Producer by underwriting the cost of a specific artist, program, or initiative.
- Become a CHAS Community Outreach Sponsor bringing arts and education directly to the public at schools, long-term care homes, and community groups.
- Solidify your presence with Naming Rights to one of our studios or public spaces.

To book your sponsorships, or if you have any questions, please contact our Managing Artistic Director, Caleb Marshall, at director@ccpacanada.com.

in-kind community partnerships

If your business is interested in an in-kind trade of services, products, or discounts in exchange for advertising/promotion please reach out to the Communications Officer, Varsha, at communications@ccpacanada.com.

KEY SPONSOR OPPORTUNITIES

In-House Productions at CCPA

THE WEIGHT OF ANTS
october 19-22, 2023

LENIN'S EMBALMERS
november 30 - december 3, 2023

PETER AND THE STARCATCHER
december 14 - 17, 2023

DROWSY CHAPERONE
february 9-17, 2024

Year-End Production at the McPherson Playhouse

ANNE OF GREEN GABLES
april 19-21 & 25-27, 2024

**CLICK HERE TO DOWNLOAD
FULL SEASON BROCHURE**
ccpacanada.com



DEADLINE

To ensure maximum benefits, sponsorship should be finalized 3 weeks prior to opening night.

PACKAGES & BENEFITS

SUPPORT THE NEXT GENERATION OF CANADIAN ARTISTS WHILE PROMOTING YOUR BUSINESS.



in-house sponsor

year-end musical sponsor

season partner

Location	CCPA Performance Hall		McPherson Playhouse			All CCPA Event Locations
Direct Audience Reach	Play 600 (5 performances x 120 seats) Musical 960 (8 performances x 120 seats)		5,600 (8 performances x 700 seats)			8000+
	Performance Sponsor (4 Spots)	Play Production Sponsor (2 Spots)	Musical Production Sponsor (2 Spots)	Artist Sponsor (6 Spots)	Performance Sponsor (4 Spots)	Production Sponsor (2 Spots)
	\$500	\$750	\$1,250	\$1,500	\$2,750	\$4,000

Sponsor Benefits

House Program advertisement

*Complimentary Tickets to the production(s) you are sponsoring

Thank you mention in pre-show Speech

Logo on inside cover of program (for remainder of Season from time of booking)

Spotlight post on CCPA's social channels

Logo on CCPA Website

Invitation to the opening night reception

Lobby signage or Logo displayed in pre-show projections

Spotlight in CCPA's opening night Sightlines Newsletter

Signed cast poster

Post-show photo opportunity with members of the cast or creative team

Opportunity to provide an advertorial in exclusive Donor Newsletter**

Logos displayed on all production promotional material (Including a 4 week King Size Victoria Transit Bus Ad)***

Logo displayed with GOBO projections for each Year-End Musical performance****

ANNUAL LAUNCH PRESENCE

- Invitation for 4 Guests
- Dedicated Thank you Slide
- **Opportunity to Address Audience** (one spot per production)
- Logo displayed on all Season promotional material: Brochure, Announcement Newsletter.

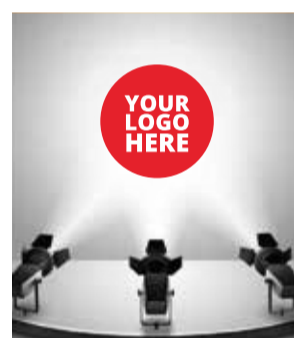
Logo presence and pre-show speech thank you at all additional Performances & Events

- Additional 600+ reach. (Eg: Concert of Remembrance, Showtune Cabarets or Festival of New Works)

Opportunity for custom-created promotions for your business

Opportunity to purchase additional tickets at 20% off the single ticket price.

4	6	8	6	8	10	24 (6 per show - Top Tier)
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program advertising rates for each production

in-house advertiser

year-end musical advertiser

Direct Audience Reach	Play 600 (5 performances x 120 seats) Musical 960 (8 performances x 120 seats)		5,600 (8 performances x 700 seats)		
	1/2 Page Ad	Full Page Ad	1/2 Page Ad	1/2 Page Ad	Full Page Ad
	\$75	\$125	\$150	\$275	\$500
		+ TWO Complimentary Tickets (Value \$50-\$60)		+ TWO Complimentary Tickets (Value \$80-\$100)	

advertising size and specifications

For booking your ad packages, or if you have any questions or concerns, please contact Varsha Salome, the Communications Officer at, communications@ccpacanada.com.

FULL PAGE
5.5" x 8.5"

HALF PAGE
4.75" x 3.75"

QUARTER PAGE
4.75" x 2"

QUARTER PAGE
4.75" x 2"

