CANADIAN HERITAGE
ARTS SOCIETY

CANADIAN COLLEGE of PERFORMING ARTS

Sponsorship Packages – 2026-27

Sponsors enable us to offer our Canadian College of Performing Arts (CCPA) artists-in-training the main-stage performance experience that is limited in other training programs, while also producing an excellent quality theatre experience to our audiences.

Being a sponsor enables you to share your values and business in a meaningful connection to a not-for-profit organization.

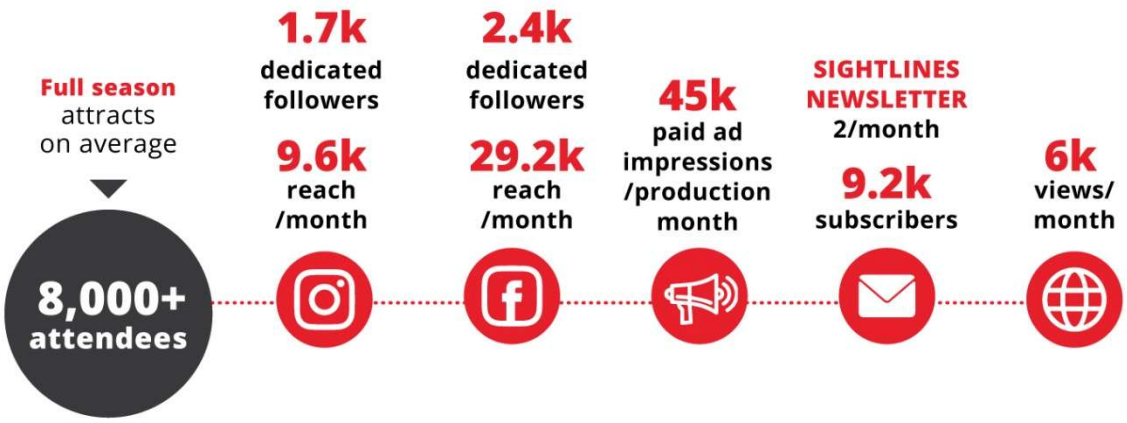
We have a variety of sponsorship packages; we hope that we can partner with you on one that supports both you and our artists. Some of our packages are exclusive, and others are shared with like minded partners.

To discuss sponsorship partnering, please contact us at partnerships@ccpacanada.com.

If you are interested in advertising in our playbills, theatre show programs, please contact Bonnie Light at promote@bonnielightadvertising.com

OUR REACH:

Our full season of performances and performance events attract an average of 8,000 audience. Our audiences provide a richly diverse community that are potential clients and service users for our sponsors.



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SEASON SPONSORS

CHAS/CCPA Season Sponsorship: $15,000

Our **Season Sponsorship** extends across all **5 productions**, those at CCPA's Performance Hall and the annual McPherson Playhouse year-end musical, **reaching a total 6,500+ audience** directly. Additional performance events through the year will increase this reach by a further 1,500 and ensure that the breadth of our audience reach is maximised.

Season sponsorship benefits include:

- acknowledgement in the season launch event in August
- acknowledgement in front-of-house displays from Sept – May (visible to all building users including students, faculty, external rental customers, audience and visiting artists)
- acknowledgment in all 5 show programs as a sponsor
- a full-page advert in all 5 show programs
- digital recognition on our website
- logo inclusion in monthly newsletters from Sept – April (8 total)
- logo included on posters for all 5 productions, distributed across Victoria/CRD, and included in any large-scale advertising (i.e. transit bus advert for Year-End Musical)
- complimentary tickets to 4 performances at CCPA (2 tickets per show/8 tickets in total)
- complimentary tickets to Opening Night of the Year-End Musical at McPherson Playhouse (4 tickets total), including a pre-show reception
- opportunity to purchase additional tickets at 20% off
- additional benefits can include access to behind-the-scenes news and invitations to meet the artists

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Studio Ensemble Season Sponsorship: $8,000

Our Studio Ensemble cohort are not only the performers but also take on creative production roles in these shows that are directed by nationally acclaimed guest directors. There are 3 productions each year, 2 plays in the autumn each reaching 550+ audience and a musical in the spring reaching 900+ audience; for a total of 2,000+ audience each season.

Studio Ensemble sponsorship benefits include:

- acknowledgement in the season launch event in August
- acknowledgement in front-of-house displays from Sept – Feb (visible to all building users including students, faculty, external rental customers, audience and visiting artists)
- acknowledgment in 3 show programs as a sponsor
- a full-page advert in 3 show programs
- logo inclusion in monthly newsletters from Sept – Feb (5 total)
- logo included on posters for the 3 productions, distributed across Victoria/CRD
- complimentary tickets to 3 performances at CCPA (2 tickets per show/6 tickets in total)
- complimentary tickets to Opening Night of the Year-End Musical at McPherson Playhouse (2 tickets total), including a pre-show reception (alternate dates possible)
- opportunity to purchase additional tickets at 20% off
- additional benefits can include access to behind-the-scenes news and invitations to meet the artists

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SHOW SPONSORS

Year-End Musical Sponsorship: $5,000

Make a show possible – each sponsor is ensuring that the costs of staging the production in a professional theatre are met. With eight performances in the run, we are looking to generate $32,000 toward the production.

Our annual Year-End musical is a main-stage production of a recognized musical, performed by the CCPA artists-in-training at the McPherson Playhouse each April. This production has all the spectacle and magic of Broadway; a rare opportunity to see a large-scale cast on a local stage.

The year-end musical reaches around 4,000+ audience each spring, across a wide age range.

Year-End Musical sponsorship specific benefits include:

- highlighted thanks in two Sightlines Newsletters (March & April)
- acknowledgment in show program as a sponsor
- a full-page advert in show program
- logo included on large public advertising, such as a king size transit advert
- logo projection within theatre space
- complimentary tickets to Opening Night of the Year-End Musical at McPherson Playhouse (4 tickets total), including a pre-show reception (alternate dates possible)
- opportunity to purchase additional tickets at 20% off

Exclusive Sponsorship: Year-End Musical Schools Matinee Performance: $6,000

Each year we produce a free schools' matinee performance benefiting up to 500 students from across Vancouver Island. We seek a dedicated sponsor for this performance as it has no box office sales to balance the costs.

Schools Matinee Sponsorship specific benefits in addition to those offered for the Year-End Musical Sponsorship, include:

- Stated acknowledgement associated with this special performance
- Editorial note in program highlighting the contribution to young people's arts education

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Festival of New Works Sponsorship: $3,000

One of the most rewarding and exciting moments of our artist in training journey is sharing a new work as part of our festival in the Spring. Our Year 2 students submit proposals to create a new 10-minute creative work that they then develop with a mentor; they cast their peers from Year 1 to perform, taking on creative leadership and presenting their work in a festival format with an engaging talk-back about their experience.

Festival of New Works sponsorship benefits include:

- acknowledgement in front-of-house displays from Sept – April (visible to all building users including students, faculty, external rental customers, audience and visiting artists)
- acknowledgment in show programs as a sponsor
- logo and thanks in the festival program
- a half-page advert in the Year End Musical program
- acknowledgment in Sightlines monthly newsletter (Feb)
- complimentary tickets to both performances at CCPA (4 tickets per show/8 tickets in total)
- complimentary tickets to Opening Night of the Year-End Musical at McPherson Playhouse (2 tickets total), including a pre-show reception (alternate dates possible)

Community Performance Sponsorship: $2,000

We are committed to bringing the performing arts to our community and so work to ensure that we reach those who would not otherwise attend a theatre performance. This sponsorship opportunity aligns with outreach to our community and showcases your support to a different audience than our tickets performances can.

We have two main community performances:

Concert of Remembrance: Annually, we create a new concert-style performance for our community to honour Remembrance commemorations. This is usually performed as a concert alongside the Band of the 5th (British Columbia) Field Regiment, Royal Canadian Artillery. Tickets are by donation and are shared between the Canadian Heritage Arts Society (who own and operate the Canadian College of Performing Arts), and the Esquimalt Military Family Resource Centre, an independent non-profit organization that serves military families. Around this performance, the students of the Canadian College of Performing Arts tour around the community, presenting in Legions, care homes and community settings to connect with their audience more directly.

Winter Celebrations: in 2025 we further developed our festive period offerings, engaging our students to create a repertoire of songs to share in the community. They performed as part of Downtown

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Victoria's Lights of Wonder and shared a community concert at our College. Our alumni also regularly are booked to entertain as part of festive markets and in community settings and care homes.

We look to raise $20,000 to support this work each year, some of which comes from donations. But sponsors would make a significant difference in realising this special community engagement work.

Community Performance Sponsorship specific benefits include:

- highlighted thanks in Sightlines Newsletters
- acknowledgment/logo as a sponsor in our sponsors list included in all playbill programs
- a half-page advert in 1 playbill program of your choice
- logo on website, social media and community program print created for the event
- complimentary tickets to the event (usually by donation)
- complimentary tickets to Opening Night of the Year-End Musical at McPherson Playhouse (2 tickets total), including a pre-show reception (alternate dates possible)