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2024-25 Capitol Centre SPONSORSHIP PACKAGE

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As a non-profit organization, the Capitol Centre relies on corporate support through sponsorship of the shows, events, and exhibits we present to remain the heart and soul of arts, culture, and entertainment in this region.

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The Capitol Centre is a not-for-profit 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 and visual arts activity in downtown North Bay.

For the past 95 years, the Capitol Centre has provided North Bay 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. We believe that arts are not only enjoyable, but they can also have a positive impact on mental health and well-being.

Box Office revenues cover less than 25% of our annual operating budget.

As a result, the Capitol Centre relies on the generosity and support of our Sponsors to deliver outstanding programming, while keeping ticket prices affordable. In turn, we help our Sponsors reach thousands of potential clients and customers with customized sponsorship opportunities.

Promote your business by accessing the Capitol Centre's extensive reach:

- Over **21k** patrons visit the Capitol Centre annually.
- Our patrons have an average household income of **\$79.4k**.
- Over **19k** tickets are issued for Capitol Centre Presents performances and films each season.
- **5k** e-newsletter subscribers and growing (2-3 emails per month).
- **10.8k** Performance Programs are printed and put into patrons' hands throughout the Season (at 30+ events).
- **10.3k** active Facebook followers & **2.4k** Instagram followers and growing, with an average reach of **1.5k** per post.
- **36k** monthly visitors to our website.



Invest in the arts as a way to offer entertainment, education, sector innovation, and community support.



Improve access to the performing and visual arts for everyone to enjoy through our community-building initiatives.




Give valuable support for local, national, and international artists to perform on a world-class stage and grow their audiences.



Empower future artists and patrons to reach their full potential through our Next Generation Education Series.

		PLATINUM	SEASON	SERIES	GOLD	SILVER	BRONZE
AGREEMENT	Multi-Year or Single Year	Multi-Year	Single Year	Single Year	Single Year	Single Year	Single Year
	Value	\$10,000.00	\$5,000.00	\$3,500.00	\$2,500.00	\$1,000.00	\$500.00
	Cash or In-Kind	Cash or In-Kind	Cash or In-Kind	Cash or In-Kind	Cash or In-Kind	Cash or In-Kind	Cash
	Number of Sponsored Performances	All CC Presents shows	All CC Presents shows	All shows in Series (4-6 shows)	3 shows	2 shows	1 show
TICKETS	Show Tickets	Two tickets to all CC Presents shows	Two tickets to CC Presents shows in Season	Two tickets to each show in Series	Two tickets to each show in Series	Two tickets to each sponsored performance	One ticket to each sponsored performance
	Opportunity to purchase tickets to CC Presents shows at member price						
INVITATIONS	Invitation to Season Launch Event						
	Invitation to Season Opener Reception					If sponsored performance	
	Invitation to exclusive receptions and/or meet and greets (2 or 3 each season)			If sponsored performance	If sponsored performance		
VERBAL	Acknowledgment from Stage	Season Open and Close, all ONE-OFF shows & periodically throughout season	Season Open and Close & periodically throughout season	All shows in Series	Sponsored performances	Sponsored performances	Sponsored performance
	Special Recognition at Season Launch						
SOCIAL	Recognition on social media platforms - event descriptions, post-event shout outs, etc.						

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LOGO RECOGNITION	Logo recognition in season brochure						
	Logo recognition on sponsor slide displayed on flat-screen monitors throughout the building						
	Logo recognition on website	Logo with link to URL	Logo with link to URL	Logo with link to URL	Logo with link to URL	Logo Only	Business Name Only
	Logo recognition on posters and in performance programs	All CC Presents shows	All CC Presents shows	All shows in Series	Sponsored performances	Sponsored performances	Sponsored performance <i>Business Name Only</i>
	Logo recognition on CC letterhead and Arts Alive newsletter (sent 2x monthly to approx. 5,000 patrons)						
	Logo recognition on Monthly Event Calendar						
ADDITIONAL	Opportunity to display corporate pop-up sign/banner in theatre lobby	8 CC presents shows	5 CC presents shows	3 Shows in series	Sponsored performance		
	Opportunity to provide a digital flyer for insertion in pre-event reminder e mails to all ticket-holders	All CC Presents shows	All CC Presents shows	All shows in Series	Sponsored performance		
	Opportunity to insert concert in Arts Alive Newsletters (distribution of 5,000+)	6 newsletters	4 newsletters	2 newsletters	1 newsletter		
	Discount on space rental						

★ *“The Best Western North Bay is proud to support the Capitol Centre! Their commitment to providing exceptional events and cultural experiences to the community is one of the many reasons we have been a sponsor for years. Plus, who wouldn’t want free tickets! Our staff and guests are able to enjoy a variety of shows and events each season.”* Cindy – Director of Sales and Catering, Best Western North Bay.



DID YOU KNOW?

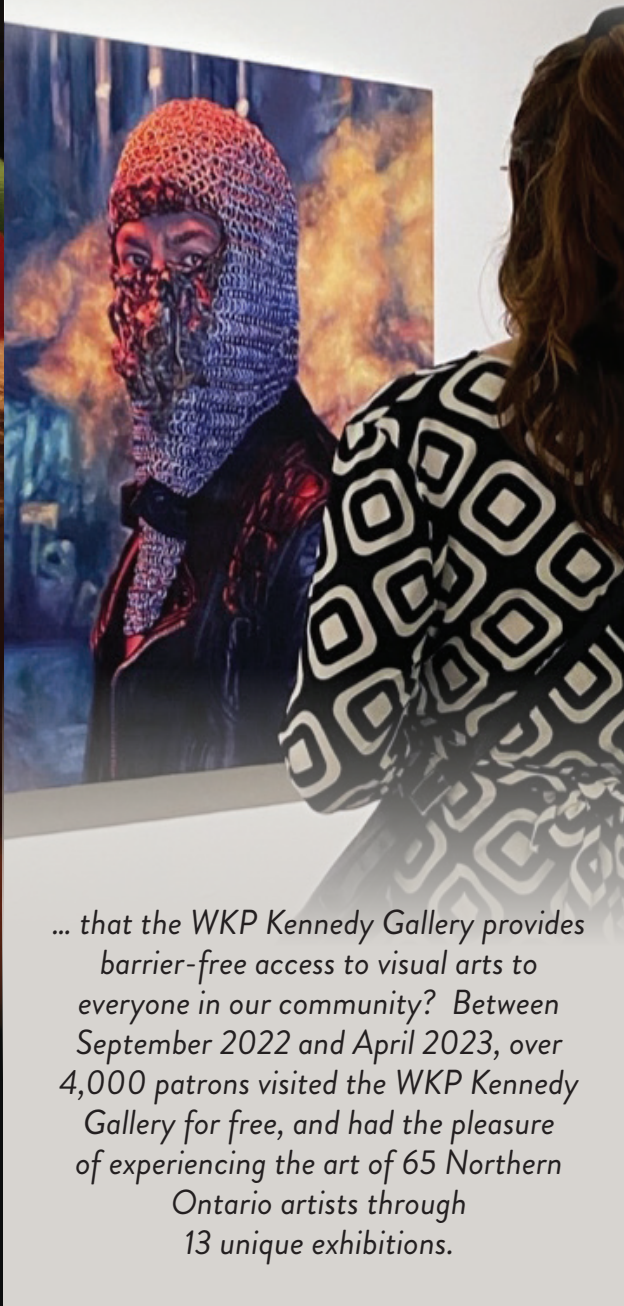


... that events like the Children's Holiday Open House and The Ultimate Potter Weekend are free for the community to attend, all organized by Capitol Centre staff with the goal of providing accessible, family-friendly fun for all?



... that in 2023, the Capitol Centre screened 10 FREE Family Films, and started off the new year with a free all-weekend movie marathon? The cost is approximately \$850 per screening, but they were free for the community to attend.

... that the WKP Kennedy Gallery uses 50-60 gallons of paint every year to paint the walls for all of our exhibits?



... that the WKP Kennedy Gallery provides barrier-free access to visual arts to everyone in our community? Between September 2022 and April 2023, over 4,000 patrons visited the WKP Kennedy Gallery for free, and had the pleasure of experiencing the art of 65 Northern Ontario artists through 13 unique exhibitions.

... that over 25 local organizations are included in our Arts for All program which provides complimentary tickets to local not-for-profits and service groups, allowing those who may not otherwise have access to tickets to attend performances?



... that through the Next Generation Education Series, approximately 4,000 local students and the opportunity to attend a specially-curated performance at the Capitol Centre at no cost to the student or the school? Programming for this series offers ways to compliment curriculum, with the intention of being more than a traditional field trip. Instead, they are unique and thrilling cultural experiences that support the development of creative students who, in turn, build creative communities.

If you would like more information about supporting
the Capitol Centre through sponsorship contact:

Lisa Krueger - lkrueger@capitolcentre.org
or call 705-474-1944 x 250.

