CAPITOL CENTRE

SPONSORSHIP PACKAGE

CAPITOL CENTRE | WKP KENNEDY GALLERY | BETTY SPEERS THEATRE

The Capitol Centre is a not-for-profit charitable organization, a world-class venue, the cultural hub of the community, and the focal point for performing and visual arts activity in downtown North Bay.

Since 1929, we have proudly brought North Bay and its surrounding communities access to the diversity and richness of Canadian and international performances, encompassing music, comedy, visual arts, theatre, dance, and captivating family programming.

Our mission is to immerse the community in meaningful artistic experiences through thoughtfully curated programing while taking a proactive role in nurturing our community's cultural landscape. We firmly believe that the arts are not just sources of joy; they also play a vital role in enhancing mental health and overall well-being.

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

This is why the Capitol Centre depends on the generosity and support of our valued sponsors to deliver exceptional programming while ensuring that ticket prices remain accessible, and our art gallery remains free to the public. In return, we offer our sponsors the opportunity to engage with thousands of potential clients and customers through tailored sponsorship initiatives that shine a spotlight on their commitment to the arts.

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

- Over 21k patrons visit the Capitol Centre annually
- Patrons have an average annual household income of $79k
- 5k e-newsletter subscribers and growing
- 12k active Facebook followers & 3.4k Instagram followers, with an average reach of 1.5k per post
- 75k monthly visitors to our website

SPONSOR LEVELS

BRONZE

CHOICE OF 1 SHOW

- Two complimentary tickets to sponsored performance
- Inclusion in season brochure & on-site sponsor signage
- Recognition on all marketing materials for sponsored performance
- On-stage recognition ahead of sponsored performance
- Website recognition

$500

SILVER

CHOICE OF 2 SHOWS

- Two complimentary tickets to sponsored performances
- Inclusion in season brochure & on-site sponsor signage
- Recognition on all marketing materials for sponsored performances
- On-stage recognition ahead of sponsored performances
- Website recognition
- Opportunity to provide digital ad for insertion in pre-show emails sent to all ticket holders

$1,000

GOLD

CHOICE OF 3 SHOWS

- Two complimentary tickets to sponsored performances
- Opportunity to purchase tickets at the Member Price for all Capitol Centre Presents shows
- Inclusion in season brochure & on-site sponsor signage
- Recognition on all marketing materials for sponsored performances
- On-stage recognition ahead of sponsored performances
- Website recognition with link
- Opportunity to provide digital ad for insertion in pre-show emails sent to all ticket holders
- Opportunity to display pop-up banner in the theatre lobby during sponsored performances
- Opportunity to insert content in one Capitol Centre Newsletter (distribution 5,000+)

$2,500

For all inquiries please contact Lisa Krueger **lkrueger@capitolcentre.org**

Only one Series left!

SERIES

5-7 SHOWS PER SERIES

- Two complimentary tickets to all Series performances
- Opportunity to purchase tickets at the Member Price for all Capitol Centre Presents shows
- Invitation to exclusive meet & greets for any Series performances, and Season Launch event
- Inclusion in season brochure & on-site sponsor signage
- Recognition on all marketing materials for all Series performances
- On-stage recognition ahead of all Series performances, and special recognition at Season Launch event
- Website recognition with link
- Opportunity to provide digital ad for insertion in pre-show emails sent to all ticket holders
- Opportunity to display pop-up banner in the theatre lobby during three performances in sponsored Series
- Opportunity to insert content in two Capitol Centre Newsletters (distribution 5,000+)

$3,500

SEASON

~25 SHOWS PER SEASON

- Two complimentary tickets to all 2025-26 Season performances
- Opportunity to purchase tickets at the Member Price for all Capitol Centre Presents shows
- Invitation to exclusive meet & greets and Season Launch event
- Inclusion in season brochure & on-site sponsor signage
- Recognition on all marketing materials for all 2025-26 Season performances
- On-stage recognition at Season Open & Close, and periodically throughout the season
- Special recognition at Season Launch event
- Website recognition with link
- Opportunity to provide digital ad for insertion in pre-show emails sent to all ticket holders
- Opportunity to display pop-up banner in the theatre lobby during five 2025-26 Season performances
- Opportunity to insert content in four Capitol Centre Newsletters (distribution 5,000+)
- Discount on Capitol Centre space rental

$5,000

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PLATINUM SPONSOR

- Two complimentary tickets to all Capitol Centre Presents performances
- Opportunity to purchase tickets at the Member Price for all Capitol Centre Presents shows
- Invitation to exclusive meet & greets and Season Launch event
- Inclusion in season brochure & on-site sponsor signage
- Recognition on all marketing materials for all Capitol Centre Presents performances
- Recognition in the footer of Capitol Centre letterhead, e-newsletters, and pre-show emails
- On-stage recognition at Season Open & Close, all One Off performances, and periodically throughout the season
- Special recognition at Season Launch event
- Website recognition with link
- Opportunity to provide digital ad for insertion in pre-show emails sent to all ticket holders
- Opportunity to display pop-up banner in the theatre lobby during eight 2025-26 Season performances
- Opportunity to insert content in six Capitol Centre Newsletters (distribution 5,000+)
- Discount on Capitol Centre space rental
- Additional tailored opportunities available

$10,000

SPONSORSHIP LEVELS

	PLATINUM $10,000	SEASON $5,000	SERIES $3,500	GOLD $2,500	SILVER $1,000	BRONZE $500
Complimentary tickets	o	o	o	o	o	o
Season Brochure & On-site Signage	o	o	o	o	o	o
Recognition on sponsored marketing materials	o	o	o	o	o	o
On-stage Recognition	o	o	o	o	o	o
Website Recognition	o	o	o	o	o	o
Digital ad in pre-show emails	o	o	o	o	o	
Purchase tickets at Member Price	o	o	o	o		
Opportunity to display pop-up banner	o	o	o	o		
Opportunity to provide e-newsletter content	o	o	o	o		
Invitations to special events	o	o	o			
Special recognition at Season Launch	o	o				
Discount on rental space	o	o				
Recognition on letterhead and e-communication	o					
Additional opportunities available	o					

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