



CANADIAN
COLLEGE of
**PERFORMING
ARTS**



partnership opportunities

CANADIAN COLLEGE OF PERFORMING ARTS

partnerships@ccpacanada.com | ccpacanada.com

extraordinary training = extraordinary performance

The Canadian College of Performing Arts (CCPA) delivers exceptional performing arts training to promising students 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, you are investing in education and the arts community while directly targeting active and engaged local clientele.

our audience are **your clients**

Our theatre audiences exceed 6000 annually; they are individuals who appreciate quality services and socially responsible products that benefit and contribute to a healthy community.

our audience

1/3
are young artists and
young professionals
under 30



2/3 are **Adults-Seniors**
living 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

1.7K
dedicated
followers

2.4K
dedicated
followers

**SIGHTLINES
NEWSLETTER**

At least one per month

8,000+
attendees

9K
Impressions
/month

5K
reach
/month

6.5K
readers

3.5K
views
/month



start a relationship by advertising

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

For the best rate and exposure throughout the season, sponsorship packages include advertising, and multiple sponsorships save 20%.

Example of in-house performance partner savings:

1 play \$500 | 3 plays \$1200 (save \$300)

take it to the **next** level

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.

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.

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, including:

- 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 Director at partnerships@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 our Communications Officer at communications@ccpacanada.com.

SPONSORSHIP PACKAGES

SUPPORT THE NEXT GENERATION OF CANADIAN ARTISTS WHILE PROMOTING YOUR BUSINESS

	in-house plays		in-house musicals		year-end musical		season partner
Potential Audience Reach	600 (5 performances x 120 seats)		960 (8 performances x 120 seats)		5,600 (8 performances x 700 seats)		8000+
Benefits	Play Performance Sponsor	Play Production Sponsor	Musical Performance Sponsor	Musical Production Sponsor	YEM Performance Sponsor	YEM Production Sponsor	Full Season Sponsor
	\$500	\$1,000	\$1,250	\$1,500	\$2,750	\$4,000	\$10,000
House Program advertisement	1/4	1/2	1/2	Full	1/2	Full	5 x Full
Complimentary Tickets to Opening Night and a reception for the production(s) you are Sponsoring							
Complimentary Tickets to the production(s) you're sponsoring							
Thank you in pre-show Speech							
Logo in program and on CCPA website							
Spotlight post on CCPA's social channels							
Lobby signage							
Spotlight in CCPA's opening night Sightlines Newsletter							
Opportunity to purchase additional tickets at 20% off the single ticket price							
Signed cast poster							
Post-show photo opportunity with members of the cast or creative team							
Logo projection At McPherson Theatre							
Advertorial in exclusive Donor Newsletter							
Logos displayed on all production promotional material (including a 4 week King Size Victoria Transit Bus Ad							
Logo displayed on all Season promotional material: Brochure, Announcement Newsletter							
Logo presence and thank you at all additional Performances and Events							

Additional 600+ reach

- Concert of Remembrance
- Showtune Cabarets
- Festival of New Works



To book your sponsorship package, or if you have any questions, please contact us at partnerships@ccpacanada.com

program advertising rates

Potential Audience Reach

in-house productions (CCPA)

Plays: 600 (5 performances x 120 seats)
Musical: 960 (8 performances x 120 seats)

1/2 Page Ad

\$75

Full Page Ad

\$125

+ TWO
Complimentary
Tickets
(value \$50 - \$60)

year-end musical (RMTS)

5,600 (8 performances x 700 seats)

1/4 Page Ad

\$150

1/2 Page Ad

\$275

Full Page Ad

\$500

+ 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 us at communications@ccpacanada.com

