

MAINSTAGE

-THEATRE COMPANY-

2023 SPONSORSHIP PACKAGE





Who We Are

Founded in 2008, Mainstage Theatre Company is a registered charitable organization dedicated to guiding young performing artists to personal and professional success. Our exciting program, under the leadership of Artistic Director Jen Cohen, gives pre-professional performers ages 11 to 21 the opportunity to participate in an enriched and intense 12-week rehearsal process, culminating in a fully designed and produced musical theatre production. Known for the skill of its actors, beautifully designed and crafted sets and costumes, and helmed by industry professionals, our productions are an audience hit, and our program has become a competitor in the theatre education industry in Toronto.

Our Values

At Mainstage Theatre Company, we pride ourselves on the tremendous experience we provide to Toronto's youth by giving them an opportunity to work with and learn from professional theatre artists. Our superior musical theatre training expands our company members' appreciation for the arts and broadens their understanding of themselves. Many of our alumni have gone on to pursue professional training for a career in the arts. Most importantly, we invite these youth to be part of a family where collaboration is encouraged, growth is essential and exploration is celebrated.

Message from our Artistic Director

I am proud to be part of Mainstage Theatre Company – an organization that has not only been a pillar to many young folks interested in a career in musical theatre but has now helped a generation become confident and self-aware individuals. Our programming has allowed youth to hone their artistic abilities while exploring issues in contemporary society, and to explore their own goals, aspirations and relationships to the community at large.

The exceptional opportunities offered by Mainstage did not exist in my community or my school when I was a teenager. And now, with continuous cuts in arts education, they are becoming harder to find in our city – a community that has touted itself as an incubator for the arts. This makes our mission all the more important, but we need your help.

By supporting Mainstage, you'll be making a big difference in the lives of these young performers and are participating in developing the future of the Canadian performing arts. Further, you will be an active partner in the Toronto theatre scene. Thank you in advance for taking the time to consider sponsoring Mainstage Theatre Company.



Jen Cohen
Artistic Director



2016



2017



2017



2018



2018



2019



2019



2020



2021

75

YOUTH PARTICIPANTS
ANNUALLY

1200

ATTENDANCE AT
SHOWS ANNUALLY

1650

FOLLOWERS ON
SOCIAL MEDIA

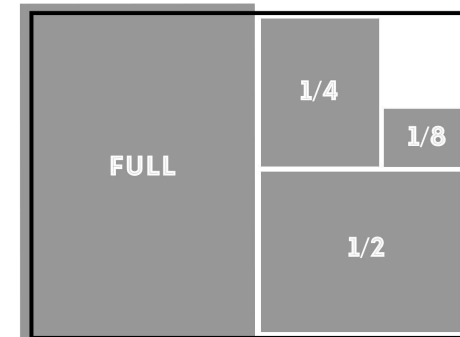
2022 Opportunities

Show Sponsor	Business Card Level	\$250	<ul style="list-style-type: none"> Your business card printed in black & white in our playbill (1/8 of page).
	Bronze Level	\$500	<ul style="list-style-type: none"> 1/4 page, black & white ad in our playbill measuring 2.75" x 4.25". 2 tickets to any performance.
	Silver Level	\$1,000 - \$2,000	<ul style="list-style-type: none"> 1/2 page black & white ad in our playbill measuring 5.5" x 4.25". 2 tickets to any performance. Your logo on our website.
Season Sponsor	Gold Level	\$2,000 - \$5,000	<ul style="list-style-type: none"> A full page, black & white ad in our playbill measuring 5.5" x 8.5" 2 tickets to any performance for each production. Your logo on our website with a link to your site. Sponsor acknowledgement during the curtain speech at each performance.
	Platinum Level	\$5,000-\$10,000	<p>Title Sponsor</p> <ul style="list-style-type: none"> A full page, color ad on the cover jacket of the playbill, as well as your logo on the front cover, for both of our major season productions. Your logo on our website with a link to your site. 4 tickets to any performance for each production. Sponsor acknowledgement during the curtain speech at every performance. Your logo on all promotional materials, including posters and mailings.

As a charitable, not-for-profit organization, Mainstage Theatre Company relies on fundraising, donations and sponsorship in order to continue to offer our high-quality program. Fees and ticket sales only cover 75% of the cost of our programming each year. Donors help us bridge the gap, increase our ability to offer bursaries, and produce the highest quality productions with our talented young artists.

All sponsorship levels include advertisement placements in our playbill. Our playbill is a professionally designed and printed booklet, measuring 5.5" x 8.5", that features a beautiful, full-colour cover with black and white pages inside. Our playbill is personally placed into the hands of our patrons – your prospective customer – at every performance, and we anticipate an audience of over 500 people for each production. Our patrons are predominantly Toronto based working professionals with children, who are interested in supporting a wide range of local businesses and services. Your advertisement will not only be seen but will be revisited many times because our patrons take the playbill home with them as a memento of our show.

Please email us at info@mainstagetheatre.com if you have any questions or would like to speak with us about your sponsorship of Mainstage Theatre Company.



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