

SPONSORSHIP PACKAGE!


HAMILTON

**WORLD-CLASS ENTERTAINMENT EVERYBODY
CAN AFFORD, RIGHT IN YOUR NEIGHBOURHOOD.**

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Charitable registration
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What is the **FRINGE** Festival?



With ticket prices ranging from \$5-12 per show, it is world-class entertainment that everybody can afford and enjoy.

The Hamilton Fringe Festival is an 11-day non-profit theatre event that combines the talents and resources of dozens of companies and hundreds of volunteers to allow new and emerging artists from Hamilton alongside those from the national and international communities to present innovative theatre to thousands of people.

THEATRE, DANCE, COMEDY, MUSICALS, MAGIC!

Fringe festivals return ALL TICKET REVENUE to performing companies, a commitment that allows virtually any size company, even single individuals, to participate. In the last year alone, members of the Canadian Associ-

ation of Fringe Festivals boasted an overall attendance of 1,171,096 across events. A total \$3,673,920 was returned to the participating artists in over 9,416 performances from 1399 companies. This represents an unequalled opportunity for artists and audiences in Canadian theatre today.

THE FRINGE IN HAMILTON

“As a measure of a livable city, the arts are always important. But in Hamilton, they also play a critical role in the local economy and in maintaining critical redevelopment mass.”

—Howard Elliott
Hamilton Spectator

Recent studies have proven that communities that support the arts outperform cities that don't, in terms of economic activity. Strong cultural ties create strong economic returns. A thriving arts community makes Hamilton a better place to live, work, and play.

The Hamilton Fringe Festival is one of 22 yearly events licensed by the Canadian Association of Fringe Festivals (CAFF). The concept began with the Edinburgh Fringe Festival, which started in 1947. Hamilton's Festival began in 2003.

- Since the first Canadian debut in Edmonton in 1982, fringe festivals have become some of the most popular and most successful theatre events in the country.
- Fringe Festivals promote tourism, provide fun opportunities for volunteers, and play a crucial role in developing theatre in Canada.



SPONSORSHIP

What does it mean to you?

1. Greater visibility for your products and services
2. Enhanced community image
3. A chance to be part of Hamilton's rapidly growing arts and culture scene



Bringing thousands of theatre patrons each year into the downtown core generates economic spin-offs for the associated businesses. Since 2013 The Hamilton Fringe audience has DOUBLED and continues to grow!

Sponsorship for this event by your company will align you with one of the most highly anticipated and widely supported events in Hamilton. With major media sponsors including the Hamilton Spectator and CHCH TV, the Fringe is guaranteed maximum exposure, ensuring your message will reach demographics beyond your existing customer base.

The Fringe is committed to COMMUNITY. We focus on:

- Providing arts enrichment activities to Hamilton residents
- Developing local artists
- Ensuring the arts are accessible to EVERYONE

Our outreach activities include:

ALERT: The Artistic Leadership and Entrepreneurial Training Program is an 8 month professional development program for emerging arts leaders — offered FREE of charge to participants

YOUTH ACCESS PASS: Offering FREE rush tickets available to underserved youth and community organizations from across the city.

The Fringe is committed to INNOVATION.

FROST BITES: Hamilton's first site-specific winter performance festival was launched in 2016!



SPONSOR the

FRINGE

RECOGNITION	Presenting Sponsor \$10,000 (1 Opportunity)	Venue Sponsor \$5,000 (4 Opportunities)	Gold Sponsor \$2,500 (6 Opportunities)	Silver Sponsor \$1,000 (8 Opportunities)	Bronze Sponsor \$500 (10 Opportunities)
NAME AND LOGO ON ALL PRINTED MATERIALS	X				
INVITATION AND RECOGNITION AT ALL MEDIA EVENTS	X				
OPPORTUNITY TO ADDRESS GUESTS AT OPENING NIGHT RECEPTION	X				
VERBAL RECOGNITION BEFORE ALL PERFORMANCES	X	X (at sponsored venue)			
OPPORTUNITY FOR PRODUCT PLACEMENT	X	X (at sponsored venue)			
NAME AND LOGO DISPLAYED ON STAGE	X	X (at sponsored venue)			
VIP ALL ACCESS PASSES	10 Passes	4 Passes	2 Passes		
LOGO AND LINK ON FRINGE WEBSITE	X	X	X	X	X
CORPORATE EXPOSURE TO 10,000+ PATRONS	X	X	X	X	X
NAME AND LOGO IN FESTIVAL PROGRAM	X	X	X	X	X
SOCIAL MEDIA RECOGNITION	10 Posts	8 Posts	6 Posts	4 Posts	2 Posts
INVITATIONS TO OPENING NIGHT RECEPTION	20 Tickets	10 Tickets	6 Ticket	4 Tickets	2 Tickets

LET'S GET STARTED!



Company _____ Contact Name _____

Title _____ Phone _____ Email _____

Address _____ City _____ Province _____ Postal Code _____

Please find the following level of support enclosed:

- PRESENTING SPONSOR** \$10,000 (1 opportunity)
- VENUE SPONSOR** \$5,000 (4 opportunities)
- GOLD SPONSOR** \$2,500 (6 opportunities)
- SILVER SPONSOR** \$1,000 (8 opportunities)
- BRONZE SPONSOR** \$500 (10 opportunities)

- Please send me an invoice for the sponsorship payment
- For recognition purposes, please list our company as follows:

Please find the following level of support enclosed:

- VISA MASTERCARD AMEX CHEQUE (attached)

Name on Credit Card _____

Card Number _____ EXP _____ / _____

Authorizing Signature _____

PLEASE SEND YOUR COMPLETED AGREEMENT FORM TO:

General Manager
95 King St E., Unit 108
Hamilton, ON L8N 1A9



Please send your company logo to:
info@hamiltonfringe.ca



THANK YOU!

HAMILTON
FRINGE

LEARN MORE

www.hamiltonfringe.ca

www.fringefestivals.com

CONTACT

info@hamiltonfringe.ca

289-698-2234

Thank you for your support.

You are helping:

- provide a platform for HAMILTON stories
- give a stage to LOCAL voices
- offer arts programming to youth and families
- Keep the festival ACCESSIBLE so that anyone can play
- revitalize the city and put Hamilton on the map as a hub for the arts!



GET INVOLVED!

We're looking forward to our biggest Fringe Festival yet and you can join us as one of our sponsors. Not only will you get recognition for your support, but you'll also be helping to strengthen the development and exposure of Hamilton artists and Hamilton stories.