



THE NORM FOSTER THEATRE FESTIVAL

2024

SPONSORSHIP PACKAGE

Who We Are



Emily Oriold
Artistic Director

The Foster Festival is the first theatre festival in Canada to celebrate the work of a living Canadian Playwright. We are a fully professional theatre organization based in St. Catharines and as a performing arts organization, our theatre company contributes to our community well beyond the scope of our mandate. We employ over 40 professional arts workers a season, engage emerging artists in a mentorship program through our Emerging Arts Workers Program matching them with established professionals for on-the-job training, and partner with a number of businesses to attract and broaden the local experience of our visiting patrons. The Foster Festival contributes \$2.5 million in economic impact in our community and attracts upwards of 8,000 locals and visitors to St. Catharines each year.

Artistic Director Emily Oriold has won several awards in our community including Business Link Niagara's 40 Under Forty Award, the Niagara Women in Business Excellence in Tourism Award, and, most recently, the St. Catharines Making A Difference Arts Award.



David Hulley
Board Chair

David is the Director of Customer Experience at Vineland Estates Winery. As he was a key member in the Vineland Estates Winery evolution and expansion team of late 1990s, David was very honored to be invited back to play an elemental role in the new renaissance at the Winery and to continue his work there. David is a post graduate of the University of California, Davis in Fermentation Science and has been in the Ontario Wine Industry for over 20 years as a winemaker.

David also has a great love for the arts and is honored to be the Chair of this vibrant and important organization here in St. Catharines & Niagara.



PARTNERING SPONSOR TESTIMONIAL

The Foster Festival provides top quality, professional entertainment for the enjoyment of people who live in or visit St Catharines. It has been a joy to collaborate with Emily, Jamie, Lou and even Norm himself on ways to spread the laughter across our region. The best way to become an advocate of the Norm Foster Festival is to become a Foster Festival Friend and get involved because together we can grow the creative economy in Niagara and have fun at the same time.

- Shelley Dix, Former District Vice President, Meridian Credit Union
Founding and Lead Local Hero Sponsor 2016-2023

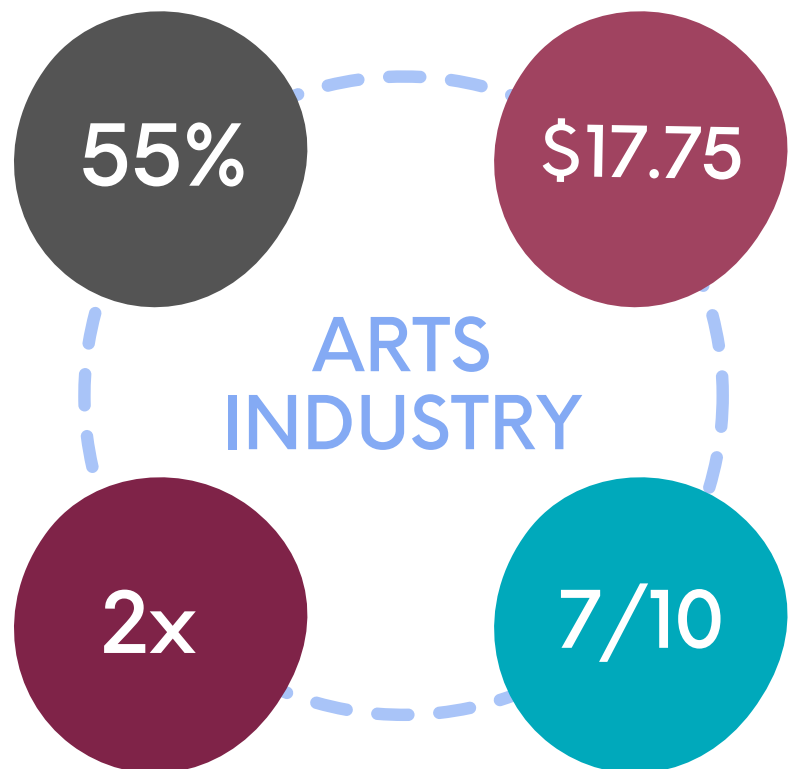


Impact of the Arts



At over **\$27 billion** the Ontario Performing Arts economic impact exceeds the province's mining, forestry, agriculture, fishing, oil and gas industries combined.

- More than 55% of Ontarians attend plays or musicals every year
- Every \$1 invested generates \$17.75
- The average Ontario arts & culture tourist spends 2x as much per trip as does a typical tourist
- Seven in ten Canadians attend live performing arts events



Perhaps even more impactful than numbers, our shows are deeply funny and lift people's spirits which supports the wellbeing and mental health of our community.

The presence of arts is linked to increased neighborhood livability, community identity, and social wellbeing. Research ties the benefits of arts participation to the informal education and empowerment of the community, and to a sense of pride and community ownership.



Your Role

*The Foster Festival wants to provide impactful rewards for your sponsorship. **We are flexible, working with you to customize your commitment** while offering you brand recognition, hospitality, and the opportunity for you to enrich the cultural lives of your employees and clients while also having a lot of fun!*

LEVELS OF SPONSORSHIP

JOYFUL TITLE SPONSOR

\$15,000

Sponsor all programming at the Foster Festival including our 2024 Season of plays, our Fostered Playwright's Festival, our Emerging Arts Worker Mentorship Program, our Local Hero Program, & our Artist Talk Backs.

JOYFUL SPONSOR BENEFITS

- **Your Company Name** Presents The Foster Festival
- Company Logo printed on all event tickets (over 10,000 printed each year)
- Profile of your organization on our Social Media pages & in our E-Newsletter
- Joyful Title Sponsor designation on all printed materials & digital materials (including our website)
- Invitation to display your company pop-up banners in the lobby of the theatre
- Invitation to speak at Opening Night Receptions during 2024 Mainstage Season (3 opportunities)
- 4 complimentary tickets to all Opening Nights (\$700 value)
- 20 complimentary tickets to all productions (80 tickets in total, \$4,500 value)
- 20% discount for your employees
- Back Cover, Full-Page Ad in Season Program (valued at \$1,250)

PRODUCING LAUGHTER SPONSOR

\$10,000

Sponsor our Fostered Playwrights Festival + World Premiere of New Canadian Play by Emerging Playwright.

PRODUCING LAUGHTER SPONSOR BENEFITS

- **Your Company Name** Presents World Premiere Production of New Canadian Play
- Producing Laughter Sponsor designation on all printed & digital materials (including our website)
Weekend Pass + 4 Complimentary Tickets to Opening Night (\$300 value)
- 10 complimentary tickets to all productions (40 tickets in total, \$2,200 value)
- 10% discount for your employees
- Inside Cover, Full-Page Ad in Season Program (\$750)

LEVELS CONTINUED

PRODUCING FUN SPONSOR

\$5,000

Sponsor a single production of your choosing.

PRODUCING FUN SPONSOR BENEFITS

- Producing Fun Sponsor designation on all printed and digital materials (including our website on sponsored show page)
- 2 complimentary tickets to the Opening Night performance (\$110 value)
- Invitation to speak at Opening Night reception of sponsored production
- 6 complimentary tickets to all productions (24 tickets in total, \$1,320 value)
- Half-page ad in Season Program (\$250 value)

All sponsor benefits are negotiable and can be customized to best fit your company's needs to best reflect your chosen level of commitment.

FOSTER FESTIVAL FACTS

- Fully Professional Canadian Theatre
- Over 50,000 visitors since 2016
- \$2.5 million impact each year
- 9 seasons
- 25 productions
- 14 world premieres
- Have provided work for over 350 arts & culture workers in the past 8 years
- Award-winning leadership



CONTACT

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