

FESTIVAL ANTIGONISH: RETURNING PARTNER PACKAGE



REAL VISIBILITY. LASTING IMPACT. LOCAL HEART.

AWARD-WINNING THEATRE IN THE HEART OF NOVA SCOTIA

- 6,000+ Attendees | 1.1M+ Digital Impressions
- Recognized as One of Canada's Top 5 Summer Theatres
- Celebrating 39 Years of Artistic Excellence & Community Engagement

CONTACT

Caleb Marshall | Managing Director
caleb@festivalantigonish.ca
(902) 867-3954 (Office) | (236) 464-2253
festivalantigonish.ca

WELCOME BACK AS A FESTIVAL ANTIGONISH PARTNER

BUILDING ON SHARED HISTORY, VISIBILITY AND COMMUNITY PRIDE

Thank you for being part of the Festival Antigonish story. **As a returning partner, you already know the energy of the Bauer Theatre in summer** — the full houses, community gatherings, youth and family audiences, music, laughter, and moments when live theatre brings people together.

Each season, your support helps make that possible. It strengthens professional theatre in Northeastern Nova Scotia, expands access for audiences facing barriers, supports artists and young people, and helps keep Antigonish vibrant for residents, visitors, and local businesses alike.

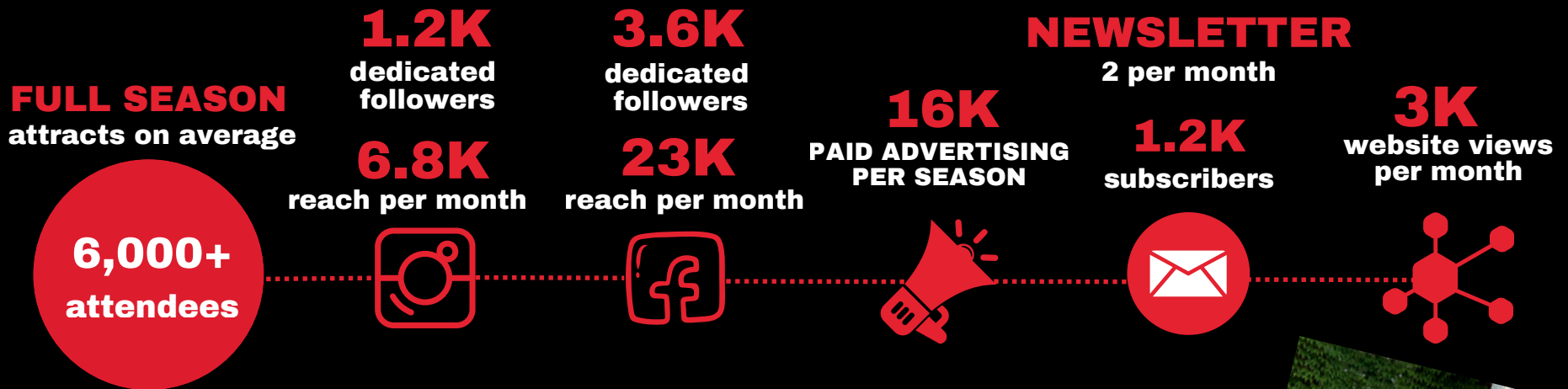
As we prepare for another expanded summer season, **we would be delighted to welcome you back and explore how your partnership might grow** — whether through renewed advertising, a higher-visibility sponsorship tier, a sponsor night, youth engagement, community access, staff appreciation, client hospitality, digital reach, or a **customized package that reflects your goals and values**. Thank you for helping make Festival Antigonish possible. We would be proud to continue building this partnership with you.



BUILD ON YOUR FESTIVAL ANTIGONISH PARTNERSHIP

REAL VISIBILITY. LASTING IMPACT. LOCAL HEART.

As a returning Festival Antigonish partner, your support is already part of a trusted community story. Renewing or growing your partnership keeps your brand connected with loyal, values-driven audiences while demonstrating an ongoing commitment to creativity, connection, and the cultural life of our region.



REACH LOYAL AND ENGAGED AUDIENCES

Each year:

- 6,000+ ticket buyers attend live events
- 40% of patrons travel from beyond a 50km radius — boosting regional tourism
- Audiences are 2/3 women, 2/3 from households earning \$100K+, and 1/3 under 30 — including young professionals, artists, and students



PARTNERSHIP OVERVIEW

RENEW, REFINE, OR GROW YOUR PARTNERSHIP

Our partnership model is designed to be flexible, inclusive, and scalable — allowing returning partners to renew, refine, or grow their commitment. Each level offers increasing benefits, visibility, and impact, with opportunities to tailor your experience to your business goals and community values.

AT A GLANCE: PARTNER LEVELS & OPPORTUNITIES

Tier	Investment	Example Program/Event	Ideal For
Advertiser	\$250 - \$1500	Summer Program Ads (Print + Digital) 6,000+patrons	Local visibility & community connection
Community Access Partner	\$2250	PWYC or Relaxed Performance Sponsor	Equity-focused orgs or service-based brands
Performance Partner	\$2500	Concert or Opening Nights	Event-driven exposure & audience engagement
Youth Engagement Partner	\$4000	Academy or Student Ticket Naming	Youth mentorship, education alignment
Production Partner	\$5,000	Mainstage Sponsorship	Regional storytelling & tourism branding
Season Partner	\$10,000	Full Season Partnership	Year-round impact, tourism, corporate leaders
Season Partner Plus	\$12,500	Season + Enhanced Recognition & Perks	Maximum visibility, top-tier sponsors

Each tier includes increasing access to:

Full Benefit Breakdown by Tier on the last page

- Complimentary tickets
- Digital & print advertising
- Logo placement (brochures, posters, site, program)
- Public acknowledgments (radio, press, social media, pre-show)
- VIP access, signage, receptions & more

TAILORING YOUR PARTNERSHIP

FLEXIBLE BENEFIT SWAPPING FOR SPONSORS OF \$4,000+

We know that every partner has different goals — whether it's enhancing digital brand visibility, engaging directly with audiences in person, thanking staff and clients, or deepening community impact. To ensure your partnership continues to align with your priorities, we offer flexibility at the \$4,000+ level, allowing you to swap certain elements of your package to focus on what matters most to you.

CHOOSE YOUR FOCUS:

1. Digital Marketing & Brand Exposure

For partners looking to maximize reach beyond the theatre. This approach prioritizes expanded advertising, stronger online presence, and sustained digital engagement — keeping your brand in front of audiences before, during, and after the season.

This flexibility ensures your partnership delivers maximum value — whether through high-visibility marketing, meaningful audience connection, or a customized blend of both.

2. Community & Experiential

For partners who want to connect with audiences in person. This approach focuses on onsite branding, hospitality, sponsor nights, and deeper engagement at live events — creating tangible connections through shared experiences.

How It Works:

1. Select a Partner Level

(\$4,000+) – Choose a tier that aligns with your investment.

2. Choose Your Focus

Prioritize either Digital Marketing & Brand Exposure or Community & Experiential Partnership.

3. Customize Your Package

We'll work with you to swap equivalent benefits and shape a package that best supports your goals.

MULTI-SHOW & MULTI-YEAR PARTNER DISCOUNTS

Rewarding Deeper and Lasting Support

We value long-term partnerships — and we want to make it easy for returning partners to grow their impact while maximizing their investment. **When you sponsor multiple events, productions, or seasons, you unlock added value and recognition through exclusive incentives.**

Discount Incentives

- **10% discount** when sponsoring two productions or committing to two seasons
- **15% discount** when sponsoring three or more productions or seasons

LET'S KEEP BUILDING TOGETHER

YOUR PARTNERSHIP MAKES THE STORY POSSIBLE

At Festival Antigonish, **we believe in the power of lasting partnerships** — and we are grateful that you are already part of that story. Whether you are renewing, increasing your visibility, or exploring a more customized partnership, we will work with you to align your benefits with your goals, values, and community priorities. You are part of a network of businesses, community leaders, and arts supporters who understand that great theatre does more than entertain — it **educates, inspires, connects, and drives regional growth**. Thank you for helping make Festival Antigonish possible. We would be proud to continue building this partnership with you.

CONNECT WITH US

For Advertising Inquiries

Cassie MacDonald

Operations & Audience Relations Manager

📍 Office 201 – 5015 Chapel Square,
StFX Campus, Antigonish, NS B2G 2W5

☎️ (902) 867-4539

✉️ cmacдона@stfx.ca

For Sponsorships or Custom Partnerships

Caleb Marshall

Managing Director

☎️ Office: (902) 867-3954 | Cell: (236) 464-2253

✉️ caleb@festivalantigonish.ca

🌐 festivalantigonish.ca

Not sure where to start? Reach out to Caleb

We're happy to discuss ideas and build something meaningful together.



THANK YOU TO LAST YEAR'S PARTNERS!



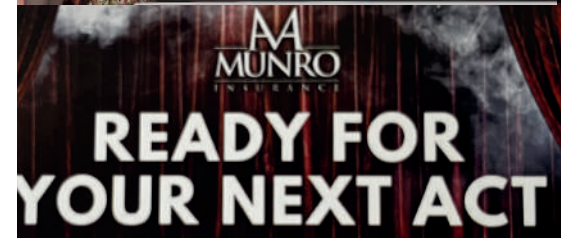
THE MAPLES
RETIREMENT LIVING



PRODUCTION PARTNERS



PARTNERS & FUNDERS



YOUR 2026 SUMMER SEASON AWAITS!

FESTIVAL 20 ANTIGONISH 26 —SUMMER THEATRE—

**Murder at
Ackerton
Manor**
By Steven Gallagher

MAIN STAGE
JULY 14-25

**The Biggest
Little House
in the
Forest**
BASED ON THE BOOK BY DJEMMA BIDER
ADAPTED FOR THE STAGE BY ROSANNA STAFFA
MUSIC BY VICTOR ZAVARO • ORIGINALLY COMMISSIONED AND PRODUCED BY CHILDREN'S THEATRE
COMPANY PRODUCED BY SPECIAL ARRANGEMENT WITH PLAY'S FOR NEW AUDIENCES

FAMILY STAGE
JULY 29-AUGUST 8

**THE
GREATEST PLAY**
IN THE HISTORY OF THE WORLD
BY IAN KERSHAW
PRODUCED BY THEATRE NEW BRUNSWICK

MAIN STAGE
AUGUST 5-8

**Beyond
the Sea**
By
Kristen da Silva

MAIN STAGE
AUGUST 18-30

**All Roads Lead Home
with
Carolyn Curry**
June 19

BRIDGE THE BAUER BENEFIT CONCERT

Old Man Luedecke
**SUMMER
CONCERT SERIES**
July 31

Ian Sherwood and Friends
**SUMMER
CONCERT SERIES**
August 9




SEASON PARTNERS



PRODUCTION PARTNERS



DETAILED PARTNER BENEFIT BREAKDOWN

BENEFITS	Advertiser Ads Only \$250–\$1500	Community Access Partners (Relaxed or PWYC) \$2,000	Performance Partners (Concerts or Openings) \$2,500	Youth Engagement Partners (Academy or Youth Ticket) \$4,000	Production Partners Mainstage Plays \$5,000–\$6,000	Season Partners \$10,000	Season Partners Plus \$12,500
Program Advertising	(1/8 Pg)	(1/4 Pg)	(1/4 Pg)	(1/2 Pg)	(1/2 Pg)	(Full Pg)	(Full Pg)
Digital Ad Hyperlink	✓	✓	✓	✓	✓	✓	✓
Complimentary Tickets	 1-2	 4	 4	 6	 6-8	 10	 12-16
Logo Recognition		✓	✓	✓	✓	✓	✓
• Brochures (12,000+)		✓	✓	✓	✓	✓	✓
• Posters (500+)		✓	✓	✓	✓	✓	✓
• House Program (5,000+)		✓	✓	✓	✓	✓	✓
• Website Listing		✓	✓	✓	✓	✓	✓
Digital & Video Ads		✓	✓	✓	✓	✓	✓
Media & Public Acknowledgment		✓	✓	✓	✓	✓	✓
• Pre-show announcements		✓	✓	✓	✓	✓	✓
• Radio, Press, Social Media		✓	✓	✓	✓	✓	✓
Promotional Extras			✓	✓	✓	✓	✓
• 15% off additional tickets			✓	✓	✓	✓	✓
• Merch / coupon distribution			✓	✓	✓	✓	✓
• Social media collaboration			✓	✓	✓	✓	✓
• E-newsletter mention			✓	✓	✓	✓	✓
Exclusive Sponsor Engagement					✓	✓	✓
• Green Room signage					✓	✓	✓
• Photo op w/ cast or team					✓	✓	✓
• Speaking / VIP invite							✓
Season Champion Recognition							✓
• In-theatre logo projection							✓
• Donor newsletter advertorial							✓
• Recognition at all events year-round							✓