

FESTIVAL ANTIGONISH: PARTNERSHIP WELCOME 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

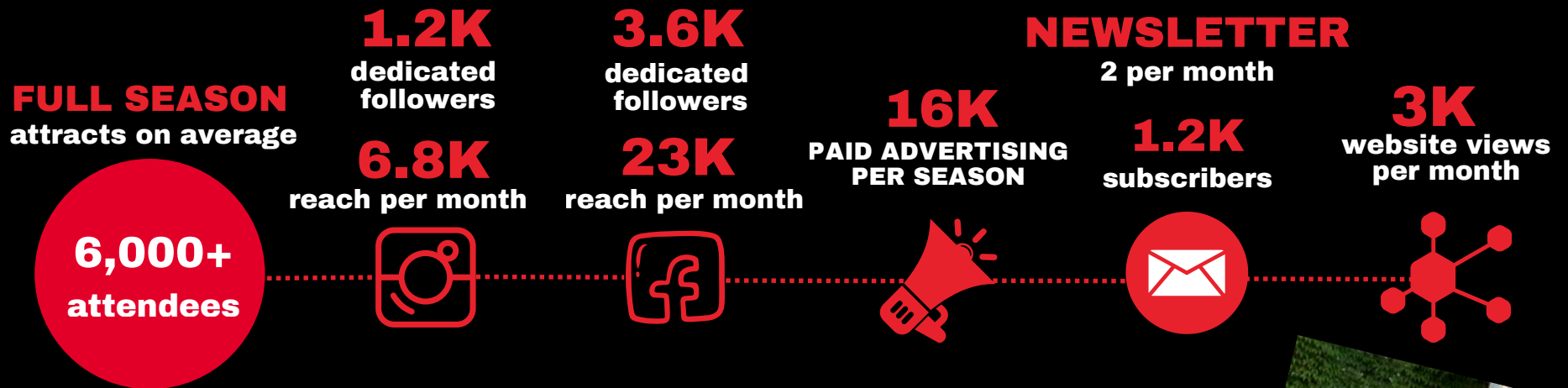
CONTACT

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WHY PARTNER WITH FESTIVAL ANTIGONISH?

REAL VISIBILITY. LASTING IMPACT. LOCAL HEART.

Whether you're a local business or a national brand, partnering with Festival Antigonish connects you with a loyal, values-driven audience — and shows your commitment to creativity, connection, and community.



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



WHY PARTNER WITH FESTIVAL ANTIGONISH?

PREMIUM MARKETING EXPOSURE

As a partner, your brand is included in a season-long, multi-platform marketing strategy, including:

- 15,000+ printed brochures (12,000 door-to-door)
- 5,000+ house programs in print & digital formats
- 50+ posters per event, region-wide
- 400+ regional radio ads with sponsor mentions
- 1.1 million+ impressions across Meta and Google
- Interactive digital ads with hyperlinks to your site or promotions
- Email reach to 1,200+ newsletter subscribers, twice monthly
- 3,000 website views per month

BOOST THE LOCAL ECONOMY

For every \$1 spent on a theatre ticket, an estimated \$28.50 is spent in the community — supporting restaurants, hotels, and small businesses.

Sponsors help fuel this engine of economic impact while gaining visibility with high-value consumers.

No matter where you start — from a program ad to full-season sponsorship — your investment creates real connection, real impact, and real return.



LET'S MAKE SOMETHING MEANINGFUL TOGETHER.

ADVERTISING OPPORTUNITIES

A FIRST STEP INTO PARTNERSHIP: ADVERTISING RATES & SIZES (B&W/COLOUR)

Our **printed and digital summer programs** are distributed to over 6,000 audience members each year, with **interactive features in the digital edition** that directly link to your website, product page, or special offer.

With rates starting at just \$150, advertising with us is an accessible way to showcase your business

All ads include:

- **Print & digital formats**
- **Clickable links in the digital version**
- **1-2 Complimentary tickets to enjoy a show on us!**



Ad Size	Price (+HST)	Distribution	Included Perks
1/8 Page	\$125/\$250	6,000+ patrons	Digital + Print
1/4 Page	\$150/\$300	6,000+ patrons	Digital + Print
1/2 Page	\$250/\$500	6,000+ patrons	Digital + Print
Full Page	\$400/\$750	6,000+ patrons	Digital + Print
Back Cover	\$1500 (One Only)	Highest Visibility	Bonus Tickets

	FULL PAGE 5" * 8"		QUARTER PAGE HORIZONTAL 5" * 1.9"
	HALF PAGE HORIZONTAL 5" * 3.9"		QUARTER PAGE VERTICAL 2.4" * 3.9"
	HALF PAGE VERTICAL 2.4" * 8"		EIGHTH PAGE 2.4" * 1.9"



PARTNERSHIP OVERVIEW

CHOOSE THE PARTNERSHIP THAT FITS — AND GROW FROM THERE

Our partnership model is designed to be flexible, inclusive, and scalable — from a \$250 ad to a \$12,500 season sponsorship. Each level offers increasing benefits, visibility, and impact, with the opportunity to tailor your experience to your business goals.

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:

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

Full Benefit Chart Breakdown Available

LET'S BUILD SOMETHING TOGETHER

YOUR SUPPORT MAKES THE STORY POSSIBLE

At Festival Antigonish, we believe in the power of partnerships — and we're here to build one that works for you. Whether you're starting with an ad or stepping into a full-season sponsorship, we'll tailor the experience to align with your goals and values. You'll be joining a network of businesses, community leaders, and arts supporters who understand that great theatre doesn't just entertain — it educates, inspires, connects, and drives regional growth. We can't wait to welcome you into the Festival family.

CONNECT WITH US

For Advertising Inquiries

Cassie MacDonald

Operations & Audience Relations Manager

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For Sponsorships or Custom Partnerships

Caleb Marshall

Managing Director

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🌐 festivalantigonish.ca

Not sure where to start? Reach out to Caleb

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



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 PLAYS 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

