

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

FULL BENEFIT BREAKDOWN

BENEFITS	Advertiser Ads Only \$250–\$1500	Community Access Partners (Relaxed or PWYC) \$2,000	Performance Partners (Concerts or Opening Nights) \$2,500	Youth Engagement Partners (Academy or Student Ticket) \$4,000	Production Partners Mainstage Shows \$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						✓	✓

👤 **For Sponsorships or Custom Partnerships**
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