

FESTIVAL ANTIGONISH: 2025 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 38 Years of Artistic Excellence & Community Engagement

CONTACT

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

PARTNER WITH FESTIVAL ANTIGONISH

ELEVATE YOUR BRAND. ENRICH OUR COMMUNITY.

Festival Antigonish is Atlantic Canada's premier summer theatre — a beloved cultural destination where community, creativity, and connection take centre stage. Each season, we welcome approx. 6,000 audience members to our Bauer Theatre and host more than 50 live events, from bold new plays to musical celebrations, youth showcases, and inclusive community nights.

Our **tiered partnership model** starts with **affordable advertising opportunities** in our printed and digital materials, and grows all the way to **Season Champion recognition** with year-round benefits and premium visibility. No matter where you begin, we'll work with you to build a custom experience that supports your business goals and community values.

This is more than a sponsorship. It's a partnership — rooted in shared pride, local impact, and the power of live theatre to bring people together.



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:

- 13,000+ printed brochures (10,000 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.

THANK YOU TO OUR SPONSORS FROM SUMMER 2024

SEASON SPONSORS



SHOW SPONSORS



Private Wealth



SPONSORS & FUNDERS



LET'S MAKE SOMETHING MEANINGFUL TOGETHER.

ENTRY-LEVEL ADVERTISING OPPORTUNITIES

A FIRST STEP INTO PARTNERSHIP

Advertising with Festival Antigonish is a powerful, affordable way to reach engaged audiences while aligning your business with one of Atlantic Canada's most respected cultural institutions. Our **printed and digital summer programs** are distributed to over 6,000 audience members each year, with **interactive features in digital editions** that allow your ad to directly link to your website, product page, or special offer.

With rates starting at just \$250, this is the most accessible way to showcase your business and begin your journey as a Festival Partner.

ADVERTISING RATES & SIZES (B&W/COLOURED)

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	\$375/\$750	6,000+ patrons	Digital + Print
Back Cover	\$750/\$1500 (One Only)	Highest Visibility	Bonus Tickets

All ads include:

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

UPGRADE TO PROGRAM SPONSOR – \$1,500

Make a bigger impact with front-of-program recognition, premium visibility, and client perks.

Includes:

- **Full-page colour ad**
- **Special recognition on the front cover**
- **Six complimentary tickets**
- **Logo Inclusion in the Season Brochure distributed to 12,000+**
- **A great option for businesses wanting to bridge into Performance Partnership tiers.**

TIERED PARTNER 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: 2025 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	\$2000	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 (\$7500 both)	Academy or Student Ticket Naming	Youth mentorship, education alignment
Production Partner	\$5,000–\$6,000	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
-

See the full Benefit Chart for Details

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							✓

NEW

TAILORING YOUR SPONSORSHIP

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

We know that every sponsor has different goals — whether it's enhancing digital brand visibility or engaging directly with audiences in person. To ensure your sponsorship aligns 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 SPONSORSHIP FOCUS:

1. Digital Marketing & Brand Exposure

For sponsors 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 sponsorship delivers maximum value — whether through high-visibility marketing or meaningful audience connection**

2. Community & Experiential Sponsorship

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

How It Works:

1. **Select a Sponsorship Level (\$4,000+)** – Choose a tier that aligns with your investment.
2. **Choose Your Focus** – Opt for either Digital Marketing & Brand Exposure or Community & Experiential Sponsorship.
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 SPONSORSHIP DISCOUNTS

Rewarding Deeper and Lasting Support

We value long-term partnerships — and we want to make it easy for you to grow your impact while maximizing your 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 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

Sissie Wang (she/they)

Administrator, Operations & Audience Relations

Festival Antigonish Summer Theatre & Theatre Antigonish

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

 (902) 867-4539

 swang@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.

2025 SEASON HIGHLIGHTS

DISCOVER THE SECRETS OF HOME

From the heart of Antigonish, through the windswept shores of Guysborough, and into the mystical highlands of Cape Breton, our 2025 season is a love letter to Nova Scotia. With world premieres, live Gaelic music, mentorship opportunities, and inclusive access programs, this season offers meaningful ways for partners to engage, give back, and be seen.

MAINSTAGE PRODUCTIONS

For Love Nor Money

By Laura Teasdale | July 11–19 | World Premiere
Co-production with Mulgrave Road Theatre

Set in Guysborough, 1865, this new Canadian play is based on a true local mystery. As Henry Marshall Jost presents a dream home to his betrothed, Caroline Maria Hart, their arranged marriage promises to unite two powerful families. But when Caroline refuses to cross the threshold, a hidden truth is exposed — one that echoes through generations.

The Secret Garden of An Sìthean

Adapted by Andrea Boyd | August 1–23 | World Premiere

A bold reimaging of the beloved novel, relocated to Cape Breton's highlands and infused with Gaelic music, puppetry, and movement. Young Mary, sent to a mysterious estate, uncovers a hidden garden and a forgotten world — guided by mischievous wild folk inspired by Scottish folklore. Features a blend of professional and community performers.

Festival Antigonish Summer Theatre / 2025 Partner Package

CONCERTS & CULTURAL CELEBRATIONS

Kitchen Ceilidh – July 5

A rollicking East Coast-style celebration of music and storytelling. Local professional musicians gather for a warm, foot-stomping night of tunes, laughter, and community.

Mary Frances Leahy in Concert – July 23

A rising star of Gaelic music, Mary Frances Leahy brings fiddle, piano, step-dance, and Cape Breton pride to the stage. With over 600 shows performed alongside her parents, Natalie MacMaster and Donnell Leahy, she represents the next generation of Celtic artistry.

FOR *love* NOR
MONEY
BY LAURA TEASDALE
Co-production with Mulgrave Road Theatre

FESTIVAL
ANTIGONISH
— SUMMER THEATRE —
MULGRAVEROAD
THEATRE

the
SECRET GARDEN
OF AN SÌTHEAN
Adapted by Andrea Boyd

The Annual Antigonish
Kitchen Ceilidh

MARY FRANCES
LEAHY
Concert

2025 SEASON HIGHLIGHTS

COMMUNITY ACCESS & INCLUSION

Pay-What-You-Can (PWYC) Performances

These special previews remove financial barriers by allowing audiences to attend for any amount they can afford — welcoming over 750 patrons last season.

Relaxed Performances

Designed for neurodiverse patrons and those with sensory sensitivities, relaxed performances offer adjusted lighting and sound, a more flexible theatre environment, and a judgment-free zone for vocalizations or movement. Over 300 patrons benefited last season.

Affinity Nights & Pride Party

These nights create safer, welcoming spaces for IBPOC, LGBTQ+, and other underrepresented audiences. They often include pre-show receptions, community partnerships, and celebrations.

YOUTH ENGAGEMENT & EDUCATION

Festival Academy & Young Company

From summer camps to professional mentorship, our Academy trains over 200 youth annually. They build confidence, creativity, and communication skills — many for the first time.

Student Ticket Program

Accessible pricing helps students attend professional theatre. With a two-year sponsorship, your business receives naming rights — so every time a Student Ticket is sold, listed, or promoted, your name appears alongside it.

SEASON IMPACT & AUDIENCE REACH

This year's programming uplifts Canadian voices, celebrates regional identity, and expands access through inclusive events and youth engagement. From world premiere productions and community concerts to relaxed performances and student outreach, our season creates meaningful connections with:

- **History lovers and educators**
- **Youth and emerging artists**
- **Equity-deserving and underrepresented communities**
- **Tourists, locals, and culture seekers across Nova Scotia**

OUR STORY

BOLD CANADIAN THEATRE, A LEGACY OF ARTISTIC ROOTED IN COMMUNITY LEADERSHIP

Festival Antigonish Summer Theatre (FAST) was founded in 1987 in response to a community desire for accessible, professional theatre in northeastern Nova Scotia. What began as a summer tradition has grown into one of Canada's most enduring rural theatre companies — and a cultural and economic anchor for the region.

Over the past 37 seasons, we've produced more than 160 shows, supported hundreds of artists, and welcomed thousands of patrons each year to our home at the Bauer Theatre on the St. Francis Xavier University campus.

Recognized by the Ottawa Citizen as **one of the Top 5 Summer Theatres** in Canada, FAST blends artistic excellence, inclusive storytelling, and community connection in everything we do.

The company has consistently supported Canadian voices, including premieres by Daniel MacIvor, David French, Anthony Black, George F. Walker, and many more. Recent original works include:

- *Robin Hood: The Great Escape* (2021) and *The Hobbit* (2022) by Andrea Boyd
- *The Outside Inn* (2022) by Sharon Bajer and Elio Zarrillo
- *The Adventures of the Little Girl and the Wind* (2023) by Kalale Dalton-Lutale

These stories reflect our evolving values: rural identity, female leadership, equity, and bold theatrical innovation.

As we approach our **40th Anniversary**, FAST remains grounded in the values that built it: creativity, courage, and community.

We invite you to join us — and become part of a story still being written.

ARTISTIC LEGACY & INNOVATION

- Recognized as one of **Canada's Top 5 Summer Theatres**
- 2023: 10 Nova Scotia Merritt Award nominations – **Winner: Best Ensemble**
- 2024: 9 nominations – **Winners for Sound Design, Set & Costume Design, and Outstanding Performance**
- Premieres of new Canadian works and bold reimagining's of classics
- Notable collaborations with **Mulgrave Road Theatre, Neptune Theatre, and Prairie Theatre Exchange**
- Creative risk-taking through **immersive outdoor productions, radio storytelling, and community-based devised theatre**
- Programming that reflects our commitment to **diversity, mentorship, inclusion, and belonging**