

150 Henderson Ave
Aurora, ON
905-727-3669
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SPONSORSHIP OPPORTUNITIES

ABOUT US

Theatre Aurora is a registered non-profit charitable organization that has been operating in Aurora since 1958. We are dedicated to providing affordable, high quality, diverse and relevant theatre that engages the community both as audience, and as creator. We are volunteer run and operated.

We produce four main-stage productions each year, including one musical. Our mainstage productions regularly receive award recognition as part of the ACT-CO regional theatre festival.

Theatre Aurora contributes to the larger cultural landscape of Aurora where musicians, artists, craftsmen, and dancers collaborate.

Thank you for considering sponsorship for our upcoming 2024-2025 season. As a vibrant pillar of our community's cultural landscape, Theatre Aurora continues to inspire and entertain audiences with thought-provoking productions that resonate deeply with our diverse audience.

Theatre Aurora has been dedicated to enriching our community through the arts for over 65 years. Our upcoming season promises to captivate audiences: "Meredith Willson's "The Music Man", Norm Foster's Canadian classic "The Melville Boys", suspenseful "And then There Were None" by Agatha Christie, and finally the hilarious farce "Noises Off".

To ensure our productions reach their full potential, we are seeking partnerships with organizations like yours that share our commitment to fostering artistic excellence and community engagement. By becoming a sponsor of Theatre Aurora, you will not only support the arts but also enjoy a range of benefits tailored to maximize your visibility and impact,

Your partnership will not only provide crucial financial support but also align your organization with a respected cultural institution known for its integrity and creativity.

Please find attached detailed information about our sponsorship levels and benefits for your consideration.

Thank you for considering this opportunity to make a meaningful impact on our community's cultural vitality. Together, we can ensure Theatre Aurora continues to illuminate the stage and enrich the lives of our audience members.

2024-2025 SEASON

SPONSORSHIP OPPORTUNITIES

The following packages are available to sponsors of all 4 productions in our 2024-2025 Season:

PLATINUM

(one available)

\$5,000.00

- ★ “Sponsored by” caption on the front cover of the theatre program & logo on poster and postcards
- ★ Full page colour ad on the back cover of the theatre program (5”x8”)
- ★ Prominent position and graphics on Theatre Aurora website
- ★ Social media post thanking sponsors (once per production)
- ★ Public acknowledgement of the sponsorship prior to the start of every show
- ★ Merchandise: Theatre Aurora t-shirt and tote
- ★ Ten (10) complimentary tickets.

DIAMOND

(two available)

\$3,000.00

- ★ “Sponsored by” caption on the front cover of the theatre program & logo on poster and postcards
- ★ Full page colour ad on the front inside or back inside cover of the theatre program (5”x8”)
- ★ Prominent position and graphics on the Theatre Aurora website
- ★ Social media post thanking sponsors (once per production)
- ★ Merchandise: Theatre Aurora t-shirt and tote
- ★ Eight (8) complimentary tickets.

GOLD

(two available)

\$1,500.00

- ★ Full-page black and white ad printed inside the theatre program (5”x8”)
- ★ Prominent position and graphics on the Theatre Aurora website
- ★ Artistically mounted show poster
- ★ Merchandise: Theatre Aurora t-shirt
- ★ Six (6) complimentary tickets.

SILVER

(four available)

\$500.00

- ★ Full-page black and white ad printed inside the theatre program (5”x8”)
- ★ Prominent position and graphics on the Theatre Aurora website
- ★ Merchandise: Theatre Aurora tote
- ★ Four (4) complimentary tickets.

2024-2025 SINGLE PRODUCTION ADVERTISING OPPORTUNITIES

The following advertising opportunities are available for individual productions in our 2024-2025 season:

Single Show Sponsor *(two available)*

\$2,000

- ★ "Sponsored by" caption on the front cover of the theatre program & logo on poster and postcards
- ★ Full-page ad in the theatre program (5"x8")
- ★ Prominent position and graphics on the Theatre Aurora website including hot link and email link
- ★ Social Media Post thanking sponsors (once per production)
- ★ Merchandise: Theatre Aurora t-shirt and tote
- ★ Six (6) Complimentary tickets.

Full-Page Advertisement

\$250.00

- ★ Black & white full-page ad in the theatre program (5"x8")
- ★ Distribution over 9-10 performances with a potential audience of 1350.

Half-Page Advertisement

\$150.00

- ★ Black & white ad to fill half of the page in the program (5" wide x 4" high space)
- ★ Distribution over 9-10 performances with a potential audience of 1350.

Business Card Advertisement

\$75.00

- ★ Black & white business-card-sized ad in the program (3.5" x 2" space)
- ★ Either include business card to be copied into the program, or a message to the cast & crew
- ★ Distribution over 9-10 performances with a potential audience of 1350.



As a not-for-profit company, Theatre Aurora relies on the community for support.
If you would like to receive more information, please contact marketing@theatreaurora.com

2024-2025 SEASON

SPONSORSHIP/ADVERTISING FORM

The following advertising opportunities are available for individual productions in our 2024-2025 Season:

COMPANY: _____

ADDRESS: _____

CITY: _____ PROV: _____ POSTAL CODE: _____

CONTACT NAME: _____

PHONE: _____ EMAIL: _____

Please select one (or more) of the following options:

SEASON SPONSORSHIP	
<input type="checkbox"/> PLATINUM PACKAGE	\$5,000.00
<input type="checkbox"/> DIAMOND PACKAGE	\$3,000.00
<input type="checkbox"/> GOLD PACKAGE	\$1,500.00
<input type="checkbox"/> SILVER PACKAGE	\$500.00

SINGLE-PRODUCTION ADVERTISING	
<input type="checkbox"/> SINGLE SHOW SPONSOR	\$2,000.00
<input type="checkbox"/> FULL-PAGE AD	\$250.00
<input type="checkbox"/> HALF-PAGE AD	\$150.00
<input type="checkbox"/> BUSINESS CARD AD	\$75.00

***Please make cheques payable to Theatre Aurora
Send completed forms and advertising artwork in JPG or PDF
to marketing@theatreaurora.com***



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ADVERTISEMENT GUIDELINES:

All advertisements must be submitted to marketing@theatreaurora.com as a JPG or PDF. File resolution should be a minimum 150 dpi.

