

THEATRE CALGARY
2022/23 SEASON PRODUCTIONS
SPONSORSHIP OPPORTUNITIES

theatre:
CALGARY



Rick Miller in BOOM X. Photo by Trudie Lee

"The inspiration for this season is about the triumph of the human spirit. No matter who you are or where you come from, we've all had to overcome some sort of adversity. The gift of theatre is its ability to move, touch, and inspire an audience through storytelling. The power of those connections gives space for us to realize that on a human level, we are all basically the same. We love, we laugh, we hurt, we learn."

- Stafford Arima, Artistic Director

Welcome to Theatre Calgary's 2022-2023 Season

Lady Day at Emerson's Bar and Grill - September 13 to October 2, 2022

by Lanie Robertson / Directed by Ray Hogg

Our 2022-23 season starts off with Lanie Robertson's Lady Day at Emerson's Bar and Grill. Set in March, 1959, in an intimate, seedy, Philadelphia bar, Billie Holiday takes the stage for one of her final performances. For one powerhouse night of jazz, the audience at Emerson's Bar and Grill will be treated to her most memorable songs.

"This honest, riveting, and heartbreaking story of an icon who left us too soon, will mesmerize audiences in a musical evening they won't forget." - Stafford

The Importance of Being Earnest - October 25 to November 19, 2022

by Oscar Wilde / Directed by Bronwyn Steinberg

For our second offering this season, we bring what many call the most perfect comedy in the English language to our stage with Oscar Wilde's The Importance of Being Earnest, starting October 25. A love story full of rapid-fire wit, cucumber sandwiches, and chaos, this is an evening of theatre that will keep audiences in stitches.

Little Women - December 7 to 31, 2022

by Kate Hamill / Directed by Jenna Rodgers / Adapted from the novel by Louisa May Alcott

Over the holidays, we will present the timeless and treasured story of four wonderful girls, on their journey to become Little Women. With a story that begins and ends with Christmas celebrations, Louisa May Alcott's classic novel of the March sisters is a tale that has been cherished by families for generations. This adaptation by Kate Hamill, and directed by Jenna Rodgers, is a special 2022 holiday treat for Calgary.

Little Red Warrior and His Lawyer - January 31 to February 19, 2023

by Kevin Loring / Directed by Kevin Loring

In 2023, Governor General's Award-winner Kevin Loring's searing new dark comedy Little Red Warrior and His Lawyer comes to our stage. Centered on the character of Little Red from the Little Red Warrior Nation, this new Canadian play follows the fight for his territory, and a surprising and often farcical relationship with a lawyer and his wife.

Forgiveness - March 7 to April 1, 2023

by Mark Sakamoto / Directed by Stafford Arima / Stage adaptation by Hiro Kanagawa

Starting March 7th, we are thrilled to present the world premiere production of Mark Sakamoto's Canada Reads-winning novel Forgiveness, adapted by Governor General's Literary Award-winner Hiro Kanagawa. Forgiveness is the acclaimed memoir of Sakamoto's grandparents and their harrowing experiences during the Second World War, where in the face of enormous adversity and transgressions, they chose not to live a life of anger, but instead to embrace and teach forgiveness.

Jimmy Buffett's Escape to Margaritaville - April 18 to May 13, 2023

Directed & Choreographed by Julie Tomaino/Music & Lyrics by Jimmy Buffett/Book by Greg Garcia & Mike O'Malley

We will close out our 2022-23 season with a first. Earlier this year, we presented Calgary theatre-loving audiences with an unprecedented opportunity to vote for a show to close out our season with Calgary's Choice. The result of that vote was a majority victory for Jimmy Buffett's Escape to Margaritaville, with music and lyrics by Jimmy Buffett and the book by Emmy Award-winner Greg Garcia and Mike O'Malley. Featuring a plethora of Jimmy Buffett classics, this hilarious, heartwarming musical will give audiences a fun and relaxing night of musical theatre.



Our Collaborative Impact

Community leaders such as yourself are critical to keeping theatre alive in Calgary. Your investment and commitment to Theatre Calgary are integral to keeping artists working and stories alive on our stage.

By partnering with Theatre Calgary, you will be contributing to:

- a vibrant and sustainable arts community
- providing Alberta-based emerging artists with mentorship, professional development and on-the-job training
- providing writers with a chance to develop their works and take their written words from page to stage
- ensuring live theatre continues to be a part of our Calgary Community
- exciting storytelling – giving a voice to everyone in our community
- shining a spotlight on your organization as a community leader for the advancement of arts and culture in our city

Extending your Brand

Partnering with Theatre Calgary will raise your brand and your organization's profile as one of Calgary's strongest community leaders. We invite you to join us as a corporate sponsor for one of our outstanding mainstage productions in 2022/23.

As a sponsor, your brand can be showcased in a variety of ways:

- in-theatre branding on our digital boards
- exposure to our social media audiences on Twitter, Facebook and LinkedIn
- inclusion in:
 - media coverage where applicable, including local television, print, radio and digital advertising
 - Theatre Calgary's season promotion to our E-Play online newsletter subscribers (almost 20,000)
 - Theatre Calgary's website promotions for the season
 - Seasons programmes for each show
 - Theatre Calgary's Annual Report

2022/23 Season Sponsorship Benefits

In addition to elevating your brand, your partnership with Theatre Calgary will allow you to entertain and your clients with theatre tickets, one of a kind benefits such as back stage tours, behind the scenes events and meetings with the cast and crew.

SPONSORSHIP LEVEL	Friend \$5,000	Supporter \$10,000	Community \$15,000	Production \$25,000
Corporate Branding:				
Company logo on Theatre Calgary website (Meet our Partners Page) with a link to your website	X	X	X	X
Company logo in Theatre Calgary's show programme for the season	X	X	X	X
One recognition post in Theatre Calgary's social media channels (20,000 followers)		Facebook	Facebook Twitter	Facebook Twitter
Ad in our house programme promoting the production of your choice	¼ Page 1 Prod	¼ Page 1 Prod.	½ Page 1 Prod	Full Page 1 Prod
Company logo on Theatre Calgary sponsor boards (three locations)	Tier 3	Tier 3	Tier 3	Tier 2
Company logo in Theatre Calgary's Annual Report	X	X	X	X
Company logo on electronic screens in Theatre Calgary lobby				1 Prod
Entertainment and Hosting:				
Complimentary tickets to your chosen production to entertain your guests and/or employees	24 (4 Per show)	30	40	60
Opportunity to host a private one-hour reception prior to show at Theatre Calgary. (Includes corporate discounted rates for food and beverage)		X	X	X
Opportunity to host your guests in W.O. Mitchell Room (maximum 4 guests per night – includes two drink tickets per person)	X	X	X	X
Private backstage tour following the show		X	X	X
Tickets to opening night performances and private reception	2 Tickets 1 Prod	2 Tickets 3 Prod	2 Tickets All Prods	2 Tickets All Prods
Invite to Theatre Calgary exclusive behind the scenes events (2 Events)				2 tickets
Private lunch with Executive Director and/or Artistic Director (pending availability)				4 guests
Employee Volunteers:				
Opportunity to have your employees volunteer at your chosen hosting night or when available at regular scheduled night				X

Theatre Calgary reserves the right to make changes to the sponsorship benefits at their discretion and replace with benefits of equal or greater value.



Steel Magnolias - Allison Lynch, Norma Lewis, Patricia Darbasie, Katelyn Morishita, Donnon Root in *Steel Magnolias*. Photo by Trudie Lee

About Us

Founded in 1969, Theatre Calgary is Calgary's first and largest professional theatrical company. Our mission is to stimulate, provoke and delight through ambitious programming created to ignite local, national, and international engagement. Under the leadership of Artistic Director Stafford Arima and Executive Director Maya Choldin, we aim to stand amongst the best theatres globally as a leader in innovative, impactful, and diverse programming.

Contact Us

For more information on Theatre Calgary's sponsorship opportunities, contact Audrey Bessey, Sponsorship Manager by email abessey@theatreocalgary.com or call 403-970-9722.

www.theatreocalgary.com

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