

A man with a serious expression, wearing a white nightgown and a white nightcap with a tassel, holds a lit candle in a black holder. He is looking directly at the camera. The background is dark blue.

THEATRE CALGARY

A CHRISTMAS CAROL 2020
SPONSORSHIP PROPOSAL

theatre:
CALGARY



Stephen Hair in *A Christmas Carol* (2016). Photo by Trudie Lee.

A Christmas Carol: Keeping The Tradition Alive

In 2019, Theatre Calgary welcomed nearly 20,000 patrons through our doors during the 36-show run of *A Christmas Carol*. This year, in response to COVID-19, and to adapt to our current environment, we are excited to offer Calgarians the chance to enjoy a newly adapted online version of *A Christmas Carol* from the comfort of their own homes.

Directed by Stafford Arima, this reimagined, made for digital, production has been filmed with a cast of three including Stephen Hair, Marshall Vielle Natay'ao'tako and Jamie Tognazzini, who will undoubtedly fill the hearts of young and old with the spirit of Christmas.

Join the Spirits of Christmas Past, Present, and Future as we take Ebenezer Scrooge on a journey through time from darkness to light in this remarkable and inspiring online adaption of a holiday favorite.

While the health and safety of all Calgarians has made us physically distant, the arts community is finding new and innovative ways to bring us all together over the holiday season. For *A Christmas Carol*, this means audiences will have the opportunity to come together to view a timeless classic with their families and friends.

Snuggle up beside the fireplace, pour some hot chocolate and share the Christmas spirit with family and friends. We are also working with our restaurant partners to provide options for traditional Christmas turkey dinners with all the trimmings that can be delivered to your home – to enhance your holiday experience.

Performances will be available from December 11 – 31, 2020 and can be booked and viewed at a time that is convenient for you and your guests.



Our Collaborative Impact

We look to community leaders like yourself who understand the importance of arts and culture in our city and are committed to ensuring this long-time tradition lives on this holiday season. *A Christmas Carol* has been a staple in the Calgary community for many years, and we invite you to join us on this journey.

By partnering with Theatre Calgary, you will be:

- Providing the community an opportunity to come together to enjoy theatre during a time when they are forced to be physically distance.
- Providing opportunities for local artists to perform their work while our physical space is closed.
- Giving families and friends an avenue to celebrate this 34 year holiday tradition together in a time when social distancing is keeping them apart.
- Profiling your organization as a community leader who supports arts and culture in these challenging times.
- Highlighting your organization as a leader in innovation and creativity to bring art to life over the holiday season with this timeless family tradition during these unprecedented times.
- Show your appreciation to your own community of clients and staff with safe holiday experiences that won't be forgotten.

Partnership Opportunities

Theatre Calgary knows organizations like yours understands the value of arts and culture in our city. We invite you to join us as a community leader by supporting *A Christmas Carol*. Never has it been more important to support the arts and to highlight your support for the community and local artists this holiday season. In return, Theatre Calgary will proudly offer your company unparalleled opportunities.

Sponsorship Levels and Benefits

SPONSORSHIP LEVEL	Partner \$2,500	Supporter \$5,000	Production \$10,000	Community \$15,000	Corporate Title \$25,000
Corporate Branding:					
Company logo on Theatre Calgary's website with a link to your website	X	X	X	X	X
Company logo on post show credits during the run of the production		X	X	X	X
One thank you post in Theatre Calgary's social media channels (Facebook, Twitter and Instagram) reaching over 30,000 followers		Twitter	Facebook Twitter	Facebook Twitter Instagram	Facebook Twitter Instagram
Company logo in Theatre Calgary's annual report		X	X	X	X
Signed A Christmas Carol poster from Stephen Hair			X	X	X
One company feature in Theatre Calgary's weekly Newsletter to be distributed to 19,000 patrons.				X	X
Company logo on targeted subscriber emails promoting the event to Theatre Calgary's database				X	X
Blog recognition in 'Back Stage Stories' highlighting your organization as a community leader to be displayed on Theatre Calgary's website.					X
Company recognition in post show emails to all patrons recognizing your organization as the Title Corporate Sponsor.					X
Company logo on A Christmas Carol posters as Corporate Title Sponsor.					X
Employee Engagement, Entertainment and Hosting:					
Digital access to watch A Christmas Carol during the run of the show (December 11 - December 31, 2020)	15	25	50	75	250
Tickets to Fireside Spirit Event with Theatre Calgary's production crew and cast.	1	2	4	6	8
Opportunity to provide meals to your guests through our restaurant partners special offers (at cost to Sponsor)		X	X	X	X
Opportunity to offer branded company treats to your guests (at cost to sponsor)				X	X
Opportunity to host a private zoom meeting with members of our cast, creative and production teams for you and your guests pre or post show (date to be confirmed by Theatre Calgary's Production Team).					X

About Us

Theatre Calgary is the most recognizable arts and culture icon in our vibrant city—and one of Calgary's most treasured gems. For 53 years, we have focused our energy on providing the community with the finest quality productions. We strongly believe it is our responsibility to ensure that art lives on, artists have the opportunities to perform, and patrons can enjoy world class theatre. We are finding creative and innovative ways to continue to bring our art to life in these unusual and uncertain times.

Contact Us

For more information, please contact Audrey Bessey, Manager Corporate Sponsorship, at 403-970-9722 or email: abessey@theatrecalgary.com.

If you are looking for an opportunity to reward your employees or clients this holiday season, consider purchasing our online Christmas Carol vouchers (\$25 per household) that can be viewed from the comfort of their homes. For more information, please contact our Audience Services team at groups@theatrecalgary.com or call 403-294-7447.