

PERFORMING ARTS SUNDAY SERIES

SPONSORSHIP OPPORTUNITIES

ABOUT

The Performing Arts Sunday Series (**PASS**) is a performing arts program that presents classical music, contemporary theatre, and dance performances to engage audiences in innovative ways. While still honouring the traditions of live music, **PASS** performances spotlight modern issues to promote a better collective future. This program brings world-renowned artists to Hamilton at accessible costs and seeks to bridge classical traditions with the themes and challenges of today's world.

AUDIENCE

PASS attracts performing arts patrons from all ages and demographics in the Hamilton region who share a curiosity, appreciation, and affinity for the performing arts. Each event is hosted in our intimate Black Box Theatre with a capacity of 200 seats. Our audience includes students, performers, arts patrons, seniors, adults and youth.

Across our season, **PASS** performances and outreach activities garner over **3300 patrons** and fosters educational opportunities for **600+** individuals. Our Black Box Theatre shares a home with several weekly dance classes and other arts programming across HCA organizations, bringing approximately **60,000 arts enthusiasts** through our doors annually.



SOCIAL MEDIA



938+
followers



660+
followers



1500+
subscribers

PRINT MEDIA & ADS

The **PASS** program utilizes print and digital media for advertising. This includes:

PRINT

- 50 posters citywide
- 2000+ postcards
- 2000+ programs
- 500+ rack cards

DIGITAL

- Targeted Meta ads
- Social Media Campaigning
- Sponsorship collaborations

NEWSLETTERS & MAIL

- 20 newsletters per season
- 2 newsletters for each event
- 1000+ mailed ads/programs

SPONSORSHIP LEVELS

Season Sponsor – \$8500

Title sponsor for entire PASS season. Limited to one.

- Charitable tax receipt
- Premium reserved seating (front row)
- Verbal acknowledgement from the stage at all shows
- 8 complimentary tickets to every show
- Written acknowledgement in all event programs and season brochure (2500+ printed)
- Exclusive meet and greet with artists at select events
- 1/2 Page ad in all programs
- Title sponsor promotion on all our social media channels
- Logo recognition in event promotion posts
- Opportunity to speak at first PASS event of the season
- Company table/signage for select events to connect with audience
- Logo and recognition on the PASS webpage at hcadancetheatre.com
- Logo recognition in PASS related e-blasts (1500+ subscribers)
- Right of first refusal as title sponsor

Series Sponsor – \$5000

The PASS season is broken down into three series that change depending on seasonal programming. An example of a series is Classical Music, a collection of events across the season that presents the same form of performing arts. The Series Sponsor is limited to three with one available sponsor slot for each defined series. Contact HCA Dance Theatre for current series offerings.

- Charitable tax receipt
- Premium reserved seating (second row)
- Verbal acknowledgement from the stage at sponsored performances
- 6 complimentary show tickets per show within selected series
- Written acknowledgement in series specific event programs and season brochure (2500+ printed)
- Meet and greet with artists at select events
- 1/3 Page ad in all show programs for selected series
- Logo recognition in event related posts for selected series
- Promotion as series sponsor on related social media posts on all channels
- Logo recognition on event webpages for selected series on hcadancetheatre.com
- Logo recognition in select series related e-blasts (1500+ subscribers)
- Right of first refusal for selected series sponsor

SPONSORSHIP LEVELS

Show Sponsor – \$1500 - \$3000

Sponsor an individual show.

- Charitable tax receipt
- Premium reserved seating (third row)
- Verbal acknowledgement during the show
- Social media recognition for specific show
- 4 Complimentary show tickets

SPONSORSHIP COMPARISON

Season Sponsor

\$8500

Series Sponsor

\$5000

Show Sponsor

\$1500+

Charitable Tax Receipt	●	●	●
Premium reserved seating	●	●	●
Verbal acknowledgement at select show			●
Verbal acknowledgement at select series shows		●	
Verbal acknowledgement at all shows	●		
4 complimentary tickets at select show			●
6 complimentary tickets per show within selected series		●	
8 complimentary tickets to all shows	●		
Logo recognition in event related posts	●	●	

SPONSORSHIP COMPARISON CONTINUED

Season Sponsor


















\$8500

Series Sponsor

\$5000

Show Sponsor

\$1500+

Meet and greet with artists at select events			
Logo recognition on the PASS webpage			
Logo recognition in relevant e-blasts (1500+ subscribers)			
Right of first refusal as title sponsor/selected series where applicable			
1/3 Page ad in all show programs for selected series			
1/2 Page ad in all programs			
Promotion as series sponsor on related social media posts across all channels			
Promotion as Title Sponsor on related social media posts across all channels			
Written acknowledgement in series specific event programs and season brochure			
Written acknowledgement in all event programs and season brochure			
Title Sponsor of the entire PASS season			
Opportunity to speak at first PASS event of the season			
Company table/signage for select events to connect with patrons			

OTHER WAYS TO GIVE

Ticket Back Sponsor – \$ 3000

The ticket back sponsorship is exclusive to one sponsor and includes the opportunity for the name and logo of your business to be printed on all physical and digital tickets, as well as all 'Season Pass' holder materials for an entire PASS season. It comes with the following benefits:

- Charitable tax receipt
- Logo recognition on all printed and digital tickets for every performance
- Logo recognition on all Season Pass holder materials
- Right of first refusal
- Exclusivity



In-Kind Donations

HCA Dance Theatre relies on the kindness of our resilient community. In addition to cash sponsorships, we partner with the local community to support our events and performers through non traditional methods. In-kind sponsorships are greatly appreciated and encouraged. These may take the form of artist accommodations, transportation, meals and beverages, catering for events, floral arrangements, printing, and more. If you are interested in supporting HCA Dance Theatre through an in-kind donation please contact us for more information.

For more information please contact:

Bryn Cowan, Artistic Producer
headtooperations@hcartarts.com
(905) 528-4020

