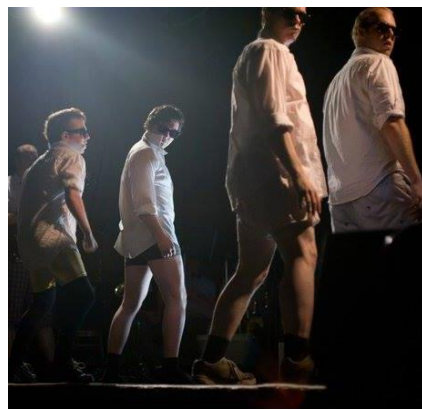


PLAYERS

ENJOY RESPONSIBLY

2020



SPONSORSHIP OPPORTUNITIES



WHO WE ARE

PART SKETCH COMEDY / PART ROCK SHOW / PART KEG PARTY

ALL FOR CHARITY!

Players is the most unique, dynamic, memorable night out you'll have all year!

Our diehard fans – along with an ever-expanding audience of newcomers – have sold out our shows for the past 15 years! Our organization is made up entirely of passionate volunteers dedicating their time, incredible talents, and tireless energy to put on high-quality entertainment that raises money and awareness for charities.

Originally known as Queen's Players Toronto, Players is a welcoming, diverse, inclusive company famous for mashing up popular properties and characters in fully original, over-the-top comedy shows, with live rock music peppered throughout that gets people out of their seats and dancing in the aisles.

When eyeballs skip past televised ads and scroll past “sponsored” content, organic partnerships and meaningful connections are what resonate with today's ad-savvy audiences. Partner with us to connect with a desirable demographic in an authentic way. Identify your brand with dynamic volunteerism and become part of our fun, authentic, & socially-conscious community.



REACH

1200+ Tickets Sold per Season

2000+ Social Media Followers

98% University Grads

84% Between 21-35

66% Make \$50k+ / year

100% Love a night of music, comedy,
& cold drinks for a good cause!

AUDIENCE

PAST MAINSTAGE SHOWS

"I'm not kidding when I say this... it was one of the most entertaining pieces of theatre I've ever seen on a Toronto stage. It's truly in a league of its own." — Mooney on Theatre

OLD
SCHOOL
AND THE CITY

THE
APPRENTICE
BRIDE

THE
OCSI
TORONTO

GREY'S
entourage

the
supereal
life

ARRESTED
HOUSEWIVES

MAD
glee

the office
SPACEBALLS

TRUE
ROCK

THRONES
and
Recreation

ORANGE
is the
new
BURGUNDY

THE
JURASSIC
GAMES

THE
Clueless
DEAD

STRANGER
F.R.I.E.N.D.S

AVENGER
DALE

GH~~2~~STBUSTERS
NINE-NINE

2020 TBA...



CINCO DE MAYO

May 1

*One Night Only of Crowd-Pleasing Rock n' Roll at **SteamWhistle Brewery***

SUMMER MAINSTAGE

June 11-13 & 18-20

*Six Nights of our Signature, Original, Live Comedy/Music Show at **Tranzac Club***

HOLIDAY MUSICAL

December

*Fully Original Musical – **Venue TBA***



\$220,000+ Donated to Date!

Players is dedicated to raising funds for, and awareness of, the efforts of a variety of fantastic charities. Our season of shows is the means through which we make repeated important financial contributions to our charities, and our audience is our tool for spreading the awareness of the needs each of these organizations is addressing.

2020 CHARITIES



Nellie's mission is to operate programs and services for women and children who have and are experiencing oppressions such as violence, poverty, and homelessness. Nellie's is a community-based feminist organization which operates within an anti-racist, anti-oppression framework. They are committed to social change through education and advocacy, to achieve social justice for all women and children.

Working together with health care and research professionals, patients, and the community, The Princess Margaret Cancer Foundation raises funds to support breakthrough research, patient care and education programs at Princess Margaret Cancer Centre. The Princess Margaret is a recognized international leader in the fight against cancer and none of this would be possible without the generous support, commitment and dedication of their donors and community.

**The Princess Margaret
Cancer Foundation**  **UHN**



The Gord Downie & Chanie Wenjack Fund is part of Gord Downie's legacy and embodies his commitment, and that of his family, to improving the lives of First Peoples.

In collaboration with the Wenjack family, the goal of the fund is to continue the conversation that began with Chanie Wenjack's residential school story, and to aid our collective reconciliation journey through a combination of awareness, education, and action.

OUR GROWTH = YOUR EXPOSURE

Season-Long Sponsors will be recognized at all events and in promotional materials – everywhere from Show Posters and Program Placement to Social Media Mentions and On-Stage Shout Outs. We also offer product placement and brand exclusivity at our events.

Check out our Standard* Sponsorship Levels below.

**We recognize that there's no one-size-fits-all approach, so we'd love to discuss other possibilities for whatever best suits you and maximizes your brand's exposure – whether an exclusively sponsored after-party, commensurate in-kind contributions, or priority seating for a fun team building night!*

PRESENTING SPONSOR

\$4,500 for FULL SEASON (or \$3,000 for MAINSTAGE SHOW)

All the benefits of the Gold Level, with the following additions/upgrades

- ✓ Top "Presenting Sponsor" billing in all promotion and communications
- ✓ Top "Presenting Sponsor" Linkable Logo placed prominently at PlayersTO.com
- ✓ Full-page Colour Ad in the Mainstage Programme (Back Cover, Centre, or Inside Cover)
- ✓ Ten (10) Tickets to any one (1) performance

GOLD SPONSOR

\$2,250 for FULL SEASON (or \$1,500 for MAINSTAGE SHOW)

All the benefits of the Silver Level, with the following additions/upgrades

- ✓ Your Company Logo with Tier-1 billing on all promotion & communications
- ✓ Your Linkable Logo placed prominently on PlayersTO.com
- ✓ Option to provide Company/Product Signage for display at venue(s)
- ✓ Option to distribute Promotional Materials (to be discussed)
- ✓ Full-page Colour Ad in the Mainstage Programme
- ✓ Eight (8) tickets to any one (1) performance

SILVER SPONSOR

\$1,500 for FULL SEASON (or \$1,000 for MAINSTAGE SHOW)

All the benefits of the Bronze Level, with the following additions/upgrades

- ✓ Your Company Logo with Tier-2 billing on all promotion & communications
- ✓ Six (6) tickets to any one (1) performance

BRONZE SPONSOR

\$750 for FULL SEASON (or \$500 for MAINSTAGE SHOW)

- ✓ Your Company Logo in the Sponsorship section of PlayersTO.com
- ✓ Your Company Logo on select signage + listed in the Mainstage Programme as a Sponsor
- ✓ Half-page Colour Ad in the Mainstage Programme
- ✓ Four (4) tickets to any one (1) performance

SUMMARY OF BENEFITS

Tickets to Any One (1) Performance	4	6	8	10
Thank You in Mainstage Programme	✓	✓	✓	✓
Half Page Colour Ad	✓	✓	-	-
Logo & Link on Players Sponsorship Page	✓	✓	✓	✓
Logo on Select Signage	✓	✓	✓	✓
Listed in Programme	✓	✓	✓	✓
Tier-2 Logo on All Communications		✓	-	-
Full Page Colour Ad			✓	✓
Logo & Link on Players Homepage			✓	✓
Tier-1 Logo on All Communications			✓	-
Option to Provide Signage at Venue			✓	✓
Option to Distribute Promo Material			✓	✓
"Presenting Sponsor" Billing on Communications				✓
"Presenting Sponsor" Logo & Link on Players Homepage				✓
Choice of Back Cover, Centre, or Inside Cover for Ad				✓





PLAYERS

BOARD OF DIRECTORS
Peter Higgins (President)
Megan MacKeigan (Vice President)
Andrew Kelly (Vice President)
Jeffrey Adams
Stephanie Adams
Merritt Crews
MJ Cyr
David Miller
Steven Suepaul

ARTISTIC DIRECTOR
Matthew Burns

CONTACT
info@playersto.com