



PLAYERS

2026

SPONSORSHIP  
PACKAGE



# TABLE OF CONTENTS



## ABOUT PLAYERS



- [WHO WE ARE](#) ..... **03-04**
- [2026 SEASON](#) ..... **05**
- [2026 CHARITIES](#) ..... **06**

## SPONSORSHIP



- [IMPACT](#) ..... **07**
- [PACKAGES](#) ..... **08**
- [SUMMARY](#) ..... **09**

## LOOK BACK



- [PAST SPONSORS](#) ..... **10**
- [PAST SHOWS](#) ..... **11**

## CHARITY

### ALL. FOR. CHARITY.

As a membership, we choose 3-4 charities to support each season



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

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.

But don't take it from us – just ask our diehard fans who, along with an ever-expanding audience of newcomers, have consistently sold out our shows for the past 20 years!

Players is run entirely by passionate volunteers who dedicate their time, incredible talents, and tireless energy to put on high-quality entertainment for the sheer joy of it (and to give to charity).

Organic partnerships and meaningful connections resonate with today's ad-savvy audiences much more than standard ads and "sponsored" content. Connect your brand with dynamic volunteerism and become part of our fun, authentic, and socially conscious community!

# WHO WE ARE



## REACH

**1,000+** Tickets Sold Per Season

**2,000+** Social Media Followers



## AUDIENCE

**98%** University Grads

**84%** Between 25-45

**100%** Love a night of music, comedy, and dancing for a good cause!

WELCOME TO THE **HOME** OF PLAYERS

# COMEDY BAR

2800 DANFORTH AVE, TORONTO

**In November 2023, Players established a fantastic partnership with Toronto's Premiere Venue for Independent Comedy.**

*"Comedy Bar is dedicated to the development of new and established comedic talent, and aims to provide the best Sketch, Improv, Alternative and Stand Up Comedy in Toronto. Comedy Bar is the home of comedy in Canada. Every Canadian comedian has had a beer here, and every visiting international comedian has stopped by to see what all the hype is about."*



## MAIN STAGE THEATRE

Comedy Bar Danforth offers **table service** for both food and drinks **DURING** our shows. The Main Stage Theatre is an intimate space just seven rows deep (150 seat capacity), allowing for amazing audience interaction.

## IN-HOUSE RESTAURANT

Comedy Bar Danforth also offers a an in-house bar and restaurant outside of the Main Stage Theatre that is open before, during, and after our shows. **Enjoy a one-stop-shop evening of food, drinks, and comedy!**



## COMEDY CURB APPEAL

**Accessible and pretty?** What more could you ask for! The venue is located just a **short walk** from **both the Main Street TTC Station AND the Danforth GO Station.**



# SEASON 2026

## FEB

[DETAILS](#)

**SKETCH  
SHOWCASE**  
February 12, 2026  
Comedy Bar Danforth

## JUN

[DETAILS  
TBD](#)

**SUMMER MAIN  
STAGE SHOW**  
June 4-6 & 11-13, 2026  
Comedy Bar Danforth

## OCT

[DETAILS  
TBD](#)

**HOLIDAY  
SHOW**  
Oct/Nov 2026  
Comedy Bar Danforth

 **PLAYERS**  
Presents

# “NOT A Valentine’s Day Show”

A sketch  
comedy  
variety night.  
hosted by  
Players.



**Comedy Bar Danforth | \$18**  
**Thursday, February 12<sup>th</sup> @ 9:00 PM**

# 2026 CHARITIES



## JAMII

**LOCATION: Toronto, Ontario**

Jamii is a not-for-profit arts organization based in the Esplanade community. Their vision is to enhance togetherness within the communities they engage.



## THE DAILY BREAD FOOD BANK

**LOCATION: Toronto, Ontario**

The Daily Bread Food Bank Programs provide dignified, low-barrier food access to adults, seniors and children experiencing food insecurity. The goal is to end hunger in our city.

## CASEY HOUSE

**LOCATION: Toronto, Ontario**

Casey House is a specialty hospital in Toronto providing ground-breaking care to people living with and at risk of HIV.



**CASEY  
HOUSE**

**\$250,000+ Donated to Date!**



# THE IMPACT OF SPONSORSHIP

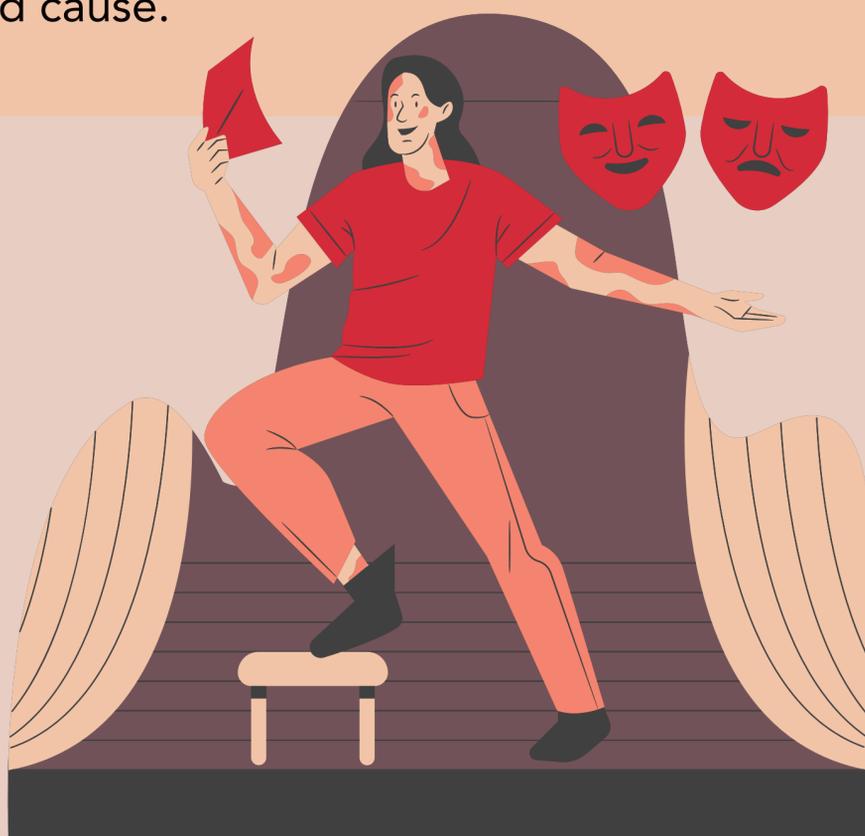


## PARTNERSHIP

Not only will every single dollar you contribute help to make a meaningful difference with our incredible 2026 Charitable Partners, but by making a sponsorship contribution, you'll be helping dozens of independent artists gain meaningful experience post-pandemic and give audiences in our community a chance to joyously celebrate and party for a good cause.

## SUPPORT THE ARTS

The arts were amongst the first and hardest hit casualties of the COVID-19 pandemic and remain amongst the last industries to make a full recovery. But we all know the arts create community, drive social change, promote local economic return, and help us through the darkest times.



## MEANINGFUL CONNECTION

Players chooses organizations where our financial contributions will have a meaningful impact on a community that does not get enough attention or is in desperate need. Some of our most heartfelt moments have been with tiny, local charities that can do so much good work with our donation.

# SPONSORSHIP PACKAGES



Our standard, FULL SEASON sponsorship packages are outlined below, and **we'd love to discuss other possibilities for whatever best suits you and maximizes your brand's exposure** – whether an exclusively sponsored after-party, encouraging audience to come to your local business, in-kind contributions, or priority seating for a fun team building night.

## BRONZE

### \$750

- ✓ YOUR COMPANY LOGO IN THE SPONSORSHIP SECTION OF [PLAYERSTO.COM](http://PLAYERSTO.COM)
- ✓ YOUR COMPANY LOGO ON SELECT SIGNAGE + LISTED IN THE SUMMER MAIN STAGE PROGRAMME AS A SPONSOR
- ✓ HALF-PAGE COLOUR AD IN THE DIGITAL SUMMER MAIN STAGE PROGRAMME
- ✓ FOUR (4) TICKETS TO THE SUMMER MAIN STAGE SHOW AND TWO (2) TICKETS TO THE FEB/NOV SHOWS

## SILVER

### \$1,500

All the benefits of the **BRONZE**, with the following additions/upgrades:

- + YOUR COMPANY LOGO WITH **TIER-2 BILLING** ON ALL PROMOTION & COMMUNICATIONS
- + **SIX (6) TICKETS** TO THE SUMMER MAIN STAGE SHOW AND **FOUR (4) TICKETS** TO THE FEB/NOV SHOWS

## GOLD

### \$2,500

All the benefits of the **SILVER**, with the following additions/upgrades:

- + YOUR COMPANY LOGO WITH **TIER-1 BILLING** ON ALL PROMOTION & COMMUNICATIONS
- + YOUR LINKABLE LOGO PLACED PROMINENTLY ON [PLAYERSTO.COM](http://PLAYERSTO.COM)
- + OPTION FOR **CREATIVE PRODUCT PLACEMENT** WITHIN THE SHOW
- + OPTION TO **DISTRIBUTE PROMOTIONAL MATERIALS** (TO BE DISCUSSED)
- + **FULL-PAGE COLOUR AD** IN THE DIGITAL SUMMER MAIN STAGE PROGRAMME
- + **TEN (10) TICKETS** TO THE SUMMER MAIN STAGE SHOW AND **SIX (6) TICKETS** TO THE FEB/NOV SHOWS

## PRESENTING

### \$5,000

All the benefits of **GOLD**, with the following additions/upgrades:

- + PLAYERS WILL SUPPORT A CHARITY OF YOUR CHOOSING AT A 10% DONATION
- + TOP "PRESENTING SPONSOR" BILLING IN ALL PROMOTION AND COMMUNICATIONS
- + TOP "PRESENTING SPONSOR" LINKABLE LOGO PLACED PROMINENTLY AT [PLAYERSTO.COM](http://PLAYERSTO.COM)
- + **FULL-PAGE COLOUR AD** IN THE DIGITAL SUMMER MAIN STAGE PROGRAMME, INCLUDING CHOICE OF LOCATION
- + **TWENTY (20) TICKETS** TO THE SUMMER MAIN STAGE SHOW AND **TWELVE (12) TICKETS** TO THE FEB/NOV SHOWS

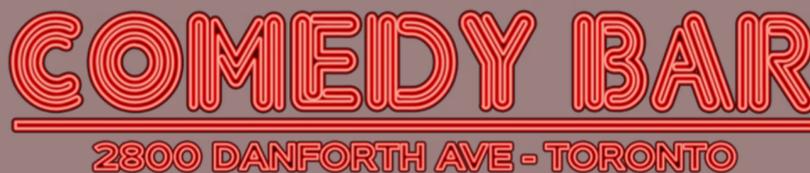
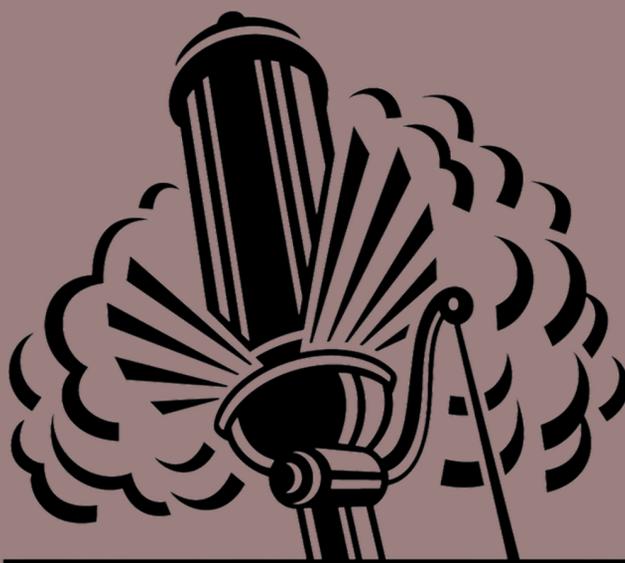
# SUMMARY OF BENEFITS



	BRONZE	SILVER	GOLD	PRESENTING
Tickets to the Summer Main Stage Show	4	6	10	20
Tickets to the February & November Shows	2	4	6	12
"Thank You" in Digital Summer Main Stage Programme	✓	✓	✓	✓
Half Page Colour Ad	✓	✓	—	—
Logo & Link on Players Sponsorship Page	✓	✓	✓	✓
Logo on Select Signage	✓	✓	✓	✓
Listed in Digital 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 Ad Location in Digital Programme				✓
Support A Charity of Your Choosing				✓

*"Sponsoring Players means aligning my company's brand with unique talent, fun and charity. It's a memorable night out for my staff, and a unique and incredible night out in Toronto."*  
— Megan MacKeigan, Anderson MacKeigan LLP

# PAST GOLD & PRESENTING SPONSORS



# PAST MAIN STAGE 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





QPT

# PLAYERS

EST 2004

## BOARD OF DIRECTORS

PETER HIGGINS (*PRESIDENT*)  
LISA KILEEG (*VICE PRESIDENT*)  
STEPH BROWN (*VICE PRESIDENT*)  
JACOB MACLEOD  
LEONA PLACIDE-WOLLACH  
MEG MACKEIGAN  
MERRITT CREWS  
PHIL FERNANDEZ  
VICTORIA MARIA

## CONTACT

[INFO@PLAYERSTO.COM](mailto:INFO@PLAYERSTO.COM)  
[WWW.PLAYERSTO.COM](http://WWW.PLAYERSTO.COM)

## OTHER INFO

[DEI COMMITMENT](#)  
[CHARITY HISTORY](#)  
[HOW TO GET INVOLVED](#)  
[SPONSOR OVERVIEW](#)



@playersto



@playersTO



@players.to



@players9189