



PLAYERS

— ENJOY RESPONSIBLY —




SPONSORSHIP OPPORTUNITIES



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 @playersTO

 /playersTO

 @players9189

 @ PlayersTO

WHO WE ARE

PART SKETCH COMEDY / PART ROCK SHOW / PART KEG PARTY

ALL FOR CHARITY!

Players is the most unique, dynamic, and memorable 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 18 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 are what resonate with today's ad-savvy audiences much more than standard ads and "sponsored" content. Partnering with Players allows you to connect with a desirable demographic in an authentic way. Connect your brand with dynamic volunteerism and become part of our fun, authentic, & socially conscious community!



REACH 1,000+ Tickets Sold per Season
2,000+ Social Media Followers

98% University Grads

84% Between 25-45

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

AUDIENCE



2023



SEASON

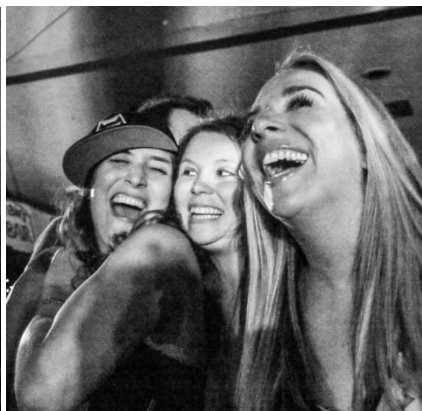
SUMMER MAINSTAGE June 8-10 & 15-17

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



HOLIDAY SHOW Early December

Live Comedy/Music Show – Danforth Comedy Bar



\$222,000+ 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.

2023 CHARITIES



ALS Action Canada is Canada's only patient-led non-profit organization building a movement to ensure urgent, equitable access to promising therapies for Canadians living with ALS; more and better clinical trials for ALS therapies throughout Canada; and increased federal and provincial investment in ALS research.

The goal is to #EndALS forever through advanced research, treatments, and trials that can detect ALS early and stop, reverse, or cure ALS.

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.



The DBFB Programs and Services team works hard to provide the best support to meet the needs of their diverse membership and the communities they serve. Together, they provide dignified, low-barrier food access to adults, seniors and children experiencing food insecurity.

Daily Bread Food Bank's network consists of 128 member agencies and 193 food programs.

The goal is to end hunger in our city.



PLAYERS

THE IMPACT OF SPONSORSHIP

➤ Connection

Many non-profit organizations make meaningful connection possible - at Players, this is our lifeblood.

Not only will every single dollar you contribute help to make a meaningful difference with our incredible 2023 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.

There's no better brand exposure than that.

➤ Support of 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 really just get us through.

Your organization can demonstrate its commitment to the arts by supporting Players!

➤ Contributing to Marginalized Communities

One of the key hallmarks of Players' charitable mandate is to pick organization where financial contributions will have a meaningful contribution to a community that does not get enough attention. As we have grown and evolved, we have contributed significantly, and made meaningful impact for our charitable partners.

Our audience knows how important our sponsors are to making this possible - and by becoming part of the "Players Family," you can trust they'll remember that!



THE ASK & WHAT WE CAN OFFER YOU

Help us, help you! Our standard 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.

“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

BRONZE SPONSOR

\$750 for the FULL SEASON

- ✓ 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 Digital Mainstage Programme
- ✓ Four (4) Tickets to the Summer Show and Two (2) Tickets to the Holiday Show

SILVER SPONSOR

\$1,500 for the FULL SEASON

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 the Summer Show and Four (4) Tickets to the Holiday Show

GOLD SPONSOR

\$2,500 for the FULL SEASON

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 for creative product placement WITHIN the show
- ✓ Option to distribute Promotional Materials (to be discussed)
- ✓ Full-page Colour Ad in the Digital Mainstage Programme
- ✓ Ten (10) Tickets to the Summer Show and Six (6) Tickets to the Holiday Show

PRESENTING SPONSOR

\$5,000 for the FULL SEASON

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 Digital Mainstage Programme including choice of location
- ✓ Twenty (20) Tickets to the Summer Show and Twelve (12) Tickets to the Holiday Show

SUMMARY OF BENEFITS

Tickets to the Summer Show	4	6	10	20
Tickets to the Holiday Show	2	4	6	12
Thank You in Digital Mainstage 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				✓

BRONZE	SILVER	GOLD	PRESENTING
4	6	10	20
2	4	6	12
✓	✓	✓	✓
✓	✓	-	-
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
	✓	-	-
		✓	✓
		✓	✓
		✓	-
		✓	✓
		✓	✓
			✓
			✓
			✓



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

LASSOjackets

GH**0**STBUSTERS
NINE-NINE

AVENGERDALE

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

THE
Clueless DEAD

THE
JURASSICGAMES

ORANGE
is the new
BURGUNDY

THRONES and
Recreation

TRUEROCK

the office
SPACEBALLS

MADglee

ARReSTeD
HOUSEWIVES

the
supereal
life

GREY'Sentourage

THE **OCSI**
TORONTO

COUNT
CHOCULA'S
BREAKFAST
CLUB

THE
APPRENTICE
BRIDE

OLD
SCHOOL
AND THE CITY



PLAYERS

BOARD OF DIRECTORS
Peter Higgins (President)
Steph Adams (Vice President)
Steven Suepaul (Vice President)
Jeff Adams
Leona Placide-Wollach
Lisa Kileeg
Meg MacKeigan
Tom McGee
Wellesley Robertson III

ARTISTIC DIRECTOR
Matthew Burns

ARTISTIC PRODUCER
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