

A MESSAGE FROM OUR SPONSOR

TNB PARTNERSHIP GUIDE 2019 – 2020



BECOME A TNB SPONSOR!

Our 2019–2020 season is full of opportunity! Each season at Theatre New Brunswick is made possible through the generous support of local businesses which see the value in contributing to the vibrant culture of arts and performance in our province.

This season will feature the work of some of New Brunswick's most talented actors, designers and theatre artists on stages big and small from Bathurst to St. Andrews. With more than 40 performances, workshops and public events planned for the year to come, let us put you right in the middle of it all!



PROFESSIONAL SEASON

1979

By Michael Healey
A Political Comedy

Provincial Tour, October–November 2019

IT'S A WONDERFUL LIFE: A LIVE RADIO PLAY

Adapted by Joe Landry
A Holiday Production

Provincial Tour, December 2019

HEROINE

By Karen Bassett
A tale of two pirates

Provincial Tour, March 2020

TNB THEATRE SCHOOL

ANNIE

Book by Thomas Meehan | Music by Charles Strouse | Lyrics by Martin Charin

April 2020

TNB YOUNG COMPANY

BOYS, GIRLS AND OTHER MYTHOLOGICAL CREATURES

By Mark Crawford

IT'S A GIRL!

Created by Michelle Raine and Alexis Milligan

Touring New Brunswick Schools,
February–April 2020

SPECIAL PRODUCTION

FINDING WOLASTOQ VOICE

By Natalie Sappier
Indigenous Dance Theatre

September 2019

With performances at Ship's Company Theatre
and the National Arts Centre

SEASON SPONSOR (\$5000)

Season sponsors provide a foundation to support all our work throughout the year – everything from professional stage productions, actor training workshops, public events and outreach.

As a season sponsor you will receive maximum exposure all season including:

- Special link to your business on our website
- Logo on all advertising including all programs and posters province-wide
- Company name on all radio spots for entire season
- Pre-show acknowledgement
- 20 tickets to each production
- Lobby signage
- Full page advertisement in each brochure
- Tax receipt for allowable portion

Season Sponsors also have the opportunity to craft additional perks to suit their needs and the needs of their clients.

PRODUCTION SPONSOR (\$2500)

Production sponsors provide dedicated support to a particular show in our season, helping to fund everything from set construction to program and poster design. As a production Partner you will receive recognition all season plus EXTENSIVE exposure during the run of sponsored show including:

- Special link to your business on our website
- Logo on all advertising including all programs and posters province-wide
- Company name on all radio spots for sponsored show
- Pre-show acknowledgement
- 10 tickets for the sponsored production
- Lobby signage
- Full page advertisement in the brochure of sponsored production
- Tax receipt for allowable portion

PERFORMANCE SPONSOR (\$500)

Our Performance Sponsors are an integral part of each season, supporting individual performances during our season. Performance Sponsors are recognized all season long through perks that include:

- Special link to your business on our website
- Logo on all advertising including all programs and posters province-wide for the sponsored show
- Pre-show acknowledgement
- 5 tickets for the sponsored production
- Lobby signage
- Half page advertisement in the brochure of sponsored production
- Tax receipt for allowable portion

COMMUNITY PARTNERS (\$250)

Our Community Partners Program was designed as a highly affordable way to support professional theatre in your community while also providing your business with valuable exposure to our audience.

TNB Community Partners are recognized in each production program, on our website and through occasional shout-outs on our social media throughout the entire season.



ADVERTISE WITH US!

Our 51st season begins in September 2019, running until April 2020. In that time we will produce five plays, each supported by an extensive poster campaign, social media, radio and newspaper advertising and a printed program. Each program is jammed with information about the play and the writers, actors and designers involved. Many of our patrons collect these programs to revisit the plays long after the shows have closed. Advertising with Theatre New Brunswick will help position your business as a patron of the arts and place your products and services top-of-mind with theatre goers across the province.

AD SPECS

FULL PAGE
5.5" X 8.5"

HALF PAGE
5.125" X 4"

QUARTER PAGE
2.5" X 4"

File Types Accepted: PDF (Press Quality), Photoshop, Illustrator, InDesign (Packaged), Publisher, TIFF, JPEG, or PNG (300 dpi or higher only). All files should be high resolution and in greyscale or black & white.

Contact:

Matt Carter,
Director of Development and Communications
development@tnb.nb.ca
P. 506-460-1381 Ex. 113

Photos

Kevin Curran in *A Brief History of the Maritimes and Everywhere Else* (2019), by Andre Reinder

Michelle Polak in *The Snow Queen* (2017), by Andre Reinder

Miriam Fernandes and Mathieu Chouinard in *A Sunday Affair* (2016), by Matt Carter