2022 SPONSORSHIP PACKAGE

WHAT IS BLUE CANOE?

Blue Canoe Theatrical Productions Inc. is a **not-for-profit, community theatre and youth-led arts organization** operating in the Kingston, Ontario area and community. The company was formed in 2006 by a group of students leaving RND High School in Kingston and was incorporated as a non-profit organization in 2011. The company founder, Michael Sheppard, served as the Artistic Director/Producer from 2007 until 2017.

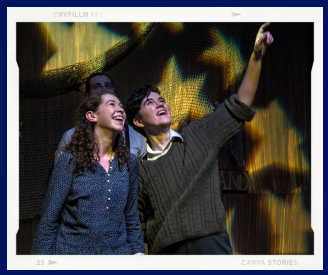
Blue Canoe's mission is to create opportunities for youth ages 30 and under to gain experience in the performing arts by developing a **professional, safe, fun and engaging atmosphere for youth to work together** on theatrical productions. Every member of the production team including cast, band, directors, designers, managers, and technical crew are young people from the Kingston community. In addition to producing theatre productions, Blue Canoe creates education programs to help further engage the youth of Kingston. This is done in many ways, usually by engaging a professional theatre artist in one of the productions as a mentorship project. Blue Canoe also regularly puts on Viva Voce, a storytelling coffeehouse series with support from the Kingston Frontenac Public Library, as well as a cabaret style performance called Songs and Spirits.

Blue Canoe Productions is a **proud member of Theatre Ontario, The Kingston Theatre Alliance** and is a resident company at the Grand Theatre.

2007 — **2021**

That Summer (2007)

The Producers (2014)



Peter and the Starcatcher (2017)

Evil Dead: The Musical (2021)

OUR PROJECTS

LAUNCHPOINT ACADEMY

Launchpoint Academy offers classes during the school year for ages 5-15, a march break camp and a summer musical theatre intensive.

THE JUVENIS FESTIVAL

Kingston's multidisciplinary youth arts festival, presented annually each May. Juvenis gives young artists opportunities to take free workshops, work with professional artists and create original projects.

VIVA VOCE

Viva Voce is a free storytelling coffeehouse presented 3-4 times a year. This event showcases young people telling stories connected by a theme specific to each installation

Songs & SPIRITS

A cabaret style concert featuring youth performers. This event has been preformed in pubs around Kingston and in a virtual format!

WHY BECOME A SPONSOR?

1. Increase brand visibility
2. Reach target markets
3. Reach new markets
4. Improve brand perception
5. Increase social media traffic
6. Support the community

2021 GRANT FUNDING

- Building Communities through Arts and Heritage
- City of Kingston Arts Fund
- Rotary Fund

PAST SPONSORS

cogeco

Information inspiring imagination
KINGSTON FRONTENAC PUBLIC LIBRARY
YOUR PUBLIC LIBRARY

Black Dog tavern

HOMESTEAD

THE CONSERVATORY

DAN School of DRAMA & MUSIC

KCFF
KINGSTON CANADIAN FILM FESTIVAL

Y2K FL&A

YMCA of Kingston

AGNES ETHERINGTON ART CENTRE AT QUEEN'S

the tett
Centre for Creativity & Learning

OUR REACH

7,639+ followers
Social media

3 500+ subscribers
Email list

2,300+ monthly
Website views

3,500+ audience members/participans
Last season

TESTIMONIALS

"Through our close partnership with Blue Canoe we have seen first-hand the impact the Juvenis Festival has on youth in the community."
-Kingston Frontenac Public Library

"The Juvenis team have completed 3 successful years of the festival here in Kingston. Each year they have expanded the scope of opportunities and reached even more youth in the community."
-—Loyalist Collegiate and Vocational Institute

DID YOU KNOW?

68% of Canadians feel more inclined to support businesses that support the arts

SPONSOR BENEFITS

BRONZE: $250-$899
SILVER: $900-$1,99
GOLD: $2,000-$4,999
PLATINUM: $5,000+

	BRONZE	SILVER	GOLD	PLATINUM
Invitation to an exclusive sponsor welcome event	★	★	★	★
Web recognition - Logo listed on www.bluecanoetheatrical.ca	★	★	★	★
Social media thank you	★	★	★	★
Recognition in media release	★	★	★	★
Free black and white 1/2 page ad in summer musical program	★			
Logo listed in all 2022 season event programs	★	★	★	★
Complimentary tickets to the show(s) of your choice		X2	X4	X6
Email list thank you		★	★	★
Free 1/2 page black and white ad in Juvenis Festival program		★		
Logo listed on all Blue Canoe/Juvenis Festival posters			★	★
Free full page colour ad in Juvenis Festival program			★	
Free full page colour ad in all programs				★
Business pamphlets/flyers can be displayed in the lobby of events				★

BLUE CANOE TEAM

General Manager

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CONTACT

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