



# PLAYERS

Proudly Presents

# THE CLUELESS DEAD

June 2 - 4 and 9 - 11, 2016

at the TRANZAC (292 Brunswick Avenue)

## Sponsorship Opportunities

Felicity Barons, Producer

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# PLAYERS

## Who We Are

"Players," in a word, is FUN! It's 6 nights of amazing comedy, ridiculous characters and face-melting music. It's entirely unique and thoroughly amazing. For some in our audience it's a chance to let loose with friends, others find it happily nostalgic, while some come to see what all the fuss is about – and instantly become diehard fans! It's part sketch comedy, part rock show and part keg party – and all for charity!

There's a reason we're Toronto's best kept secret – our rabid fans have been selling out our shows for the past 11 years, which makes it really hard to get new folks into the seats! These people are engaged, energetic, influential and cool! We think they're great!

Players offers more than just a chance to connect with this desirable demographic – it offers a chance to make a difference too – and to have our audience recognize the charitable nature of our sponsors.

To date, we've donated over \$155,000 to a variety of wonderful charities. This is a testament to the loyalty of our audience, the hard work of our team and the philanthropy of our amazing sponsors. And it's just the beginning – join us and let's have fun doing good!

## Our Audience

98% are university grads

46% are Queen's Alumni

66% make more than  
\$50,000/year

84% are between 21-35

100% love a night of  
comedy & cold drinks in  
benefit of great charities!

Through our frequently  
updated social media  
accounts, we regularly  
reach thousands of fans

Branding, sampling,  
media exposure and fun  
team-building nights are  
some of the opportunities  
available to you within our  
sponsorship levels.



# PLAYERS

## Our 2016 Sponsorship Packages

### Presenting Sponsor - \$3,000 each - Max 2

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 colour ad in program (your choice of back cover, centre or inside cover)
- Ten (10) tickets to any one (1) performance

### Gold Sponsor - \$1,500 each - Max 4

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

- Your linkable logo placed prominently on PlayersTO.com
- Your company logo with tier-1 placement on all promotion & communications
- Option to provide company/product signage for display at venue
- Option to distribute promotional materials (allow 200 units/performance)
- Eight (8) tickets to any one (1) performance

### Silver Sponsor - \$1,000 each - Max 6

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

- Your company logo with tier-2 placement on all promotion & communications
- Full-page colour ad in the show program
- Six (6) tickets to any one (1) performance

### Bronze Sponsor - \$500 each - Max 8

- Half-page colour ad in the show program
- Four (4) tickets to any one (1) performance
- Your company logo in the sponsorship section of PlayersTO.com
- Your company logo on select signage; listed in the programme as a sponsor



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## Our 2016 Sponsorship Packages

### Players Supporter – varies from \$45 - \$100 each - Unlimited

- Individuals can choose to help Players maximize its charitable contribution.
- One (1) ticket to any one (1) performance
- A special thank you on the Players Supporters page in the show program.

#### SUMMARY OF BENEFITS

	Supporter	Bronze	Silver	Gold	Presenting
Ticket(s) to the show	1	4	6	8	10
Thank you in program	✓	✓	✓	✓	✓
1/2 page colour ad		✓	-	-	-
Logo & link on sponsorship page		✓	✓	✓	✓
Logo on select signage		✓	✓	✓	✓
Listed in the 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 materials				✓	✓
"Presenting Sponsor" billing on communications					✓
"Presenting Sponsor" logo & link on Players homepage					✓
Choice of back cover, centre or inside cover for ad					✓

For additional information, please contact Felicity Barons, Producer at 416.712.6784 or [info@playersto.com](mailto:info@playersto.com) or visit our website at [PlayersTO.com](http://PlayersTO.com)

Note: All sponsorship levels contained here in apply to duration of our 2016 production of The Clueless Dead only.