

ESPLANADE

Arts & Heritage Centre



..... **Advertising & Sponsorship
Opportunities 2017/2018**



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Arts & Heritage Centre

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About The Esplanade

The Esplanade Arts & Heritage Centre is a hub of cultural activity in Medicine Hat. The City of Medicine Hat opened the Esplanade in 2005 and it has been a major draw to the downtown core of the city ever since. Each year the facility sees approximately 100,000 visitors through its doors making it an ideal place to associate with your brand.

The Esplanade features a 700-seat Main Stage Theatre which boasts superior theatre technology, acoustic perfection and a stunning interior design. The lobby space is the grand hall of the building, providing a unique open space for exceptional performances surrounded by striking architecture. Located directly across the luxurious lobby, the Esplanade's Studio Theatre provides a smaller venue for performing arts productions catered to a more intimate setting. Also a great rehearsal space, the Studio Theatre is equipped with sound and lighting to accommodate theatrical, music or dance events for up to 140 people.

The Esplanade's purpose is to bring together cultural professionals and a diversity of audiences. Every year the theatre presents a variety of programming to meet this purpose. The Esplanade theatre hosts everything from comedians to dance troops, country stars to rock legends, and everything in between.

New Opportunities

The Esplanade is introducing a variety of opportunities for you to be involved with the upcoming 2017/2018 theatre season. The print advertising options offer a tangible ad space that will be placed directly in the hands of patrons. Sponsorship gives you the opportunity to be a part of the theatre experience and sponsor a show, series or the entire season and enjoy the benefits and visibility that come with sponsorship.



Advertising

Ticket Envelopes

Ticket envelopes put your ad front and center with each hard copy ticket sold.

Ticket envelopes are used with every ticket purchase made in person at both our ticketing outlet locations at the Esplanade and Medicine Hat Mall Customer Service Kiosk as well as online tickets at tixx.ca.

Approximately 6000 envelopes are utilized per year for ticket sales.



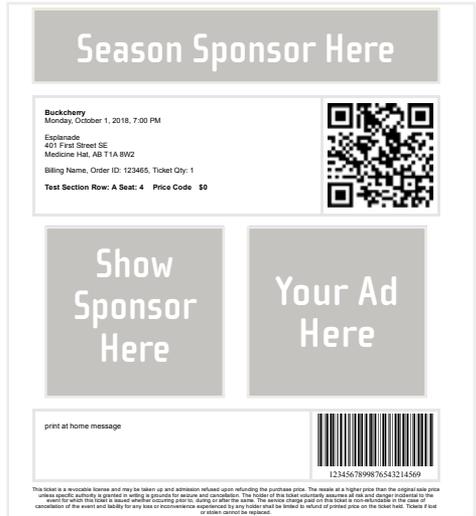
Print@Home

This method of ticket sales is purchased solely online on www.tixx.ca.

During the past year over 17,000 Print@Home tickets were sold online through tixx.ca.

Fastest growing option selected among patrons for ticket delivery method. This ticketing method is free for the customer to choose.

The Print@Home advertiser will have their ad on every ticket sold online via this option.



Ticket Backs

Each year the Esplanade utilizes approximately 24,000 hard copy tickets.

Tickets are sold in person from two outlets at the Esplanade and Medicine Hat Mall Customer Service Kiosk as well as online.

Up to 8 possible ad spots available per season. Each ad will be featured on approximately 3000 tickets.



Cups

Esplanade cups put your logo in the hands of patrons at every event.

The Esplanade used over 6000 souvenir cups in the past year.

Patrons are required to have a souvenir cup to take beverages into the Theatre (with the exception of bottled water and bottled pop).

Cups are dishwasher safe and patrons are encouraged to bring them back to future events.

Cups come in three sizes: 10oz., 16oz., and 32oz.

Cup designs are limited edition and each different size of cup has a distinct design.



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Sponsorship

Show Sponsor

Be a named Show Sponsor of a single show in the 2017/2018 theatre season

Benefits include:

Logo recognition on the show's poster hung in the main lobby of the Esplanade

Logo recognition on print advertising related to the series *(subject to availability)*

Logo recognition associated with the show on the in-house digital marketing screens and on both the Tixx and Esplanade websites

Sponsor recognition on every Print@Home ticket sold to your sponsored show

Reserved seating: two (2) season tickets to all Esplanade presented shows for the season

Four (4) complimentary tickets to the single show being sponsored

Event parking pass (1): underground parking for every show in the season

Recognition as the show's sponsor in the season launch brochure. Approximately 41,000 copies are printed and distributed in Medicine Hat and surrounding areas

Other perks throughout the theatre season



Dance Series Sponsor

Sponsor the entire Dance Series of shows (3) in the 2017/2018 theatre season

Benefits include:

Logo recognition on the entire series of posters hung in the main lobby of the Esplanade

Logo recognition on print advertising related to the series *(subject to availability)*

Logo recognition with the series on the in-house digital marketing screens and on both the Tixx and Esplanade websites

Sponsor recognition on every Print@Home ticket sold in your sponsored series (3)

Reserved seating: two (2) season tickets to all Esplanade presented shows for the season

Four (4) complimentary tickets to the each show in the series

Event parking pass (1): underground parking for every show in the season

Recognition as the series sponsor in the season launch brochure. Approximately 41,000 copies are printed and distributed in Medicine Hat and surrounding areas

Other perks throughout the theatre season



Sponsorship

Lobby Series Sponsor

Sponsor the entire Lobby Series of shows (5) in the 2017/2018 theatre season

Benefits include:

Logo recognition on the entire series of posters hung in the main lobby of the Esplanade

Logo recognition on print advertising related to the series (*subject to availability*)

Logo recognition with the series on the in-house digital marketing screens and on both the Tixx and Esplanade websites

Sponsor recognition on every Print@Home ticket sold in your sponsored series (5)

Reserved seating: two (2) season tickets to all Esplanade presented shows for the season

Four (4) complimentary tickets to the each show in the series

Event parking pass (1): underground parking for every show in the season

Recognition as the series sponsor in the season launch brochure. Approximately 41,000 copies are printed and distributed in Medicine Hat and surrounding areas

Other perks throughout the theatre season



Classic Albums Live Series Sponsor

Sponsor the Classic Albums Live Series of shows (3) in the 2017/2018 theatre season

Benefits include:

Logo recognition on the entire series of posters hung in the main lobby of the Esplanade

Logo recognition on print advertising related to the series (*subject to availability*)

Logo recognition with the series on the in-house digital marketing screens and on both the Tixx and Esplanade websites

Sponsor recognition on every Print@Home ticket sold in your sponsored series (3)

Reserved seating: two (2) season tickets to all Esplanade presented shows for the season

Four (4) complimentary tickets to the each show in the series

Event parking pass (1): underground parking for every show in the season

Recognition as the series sponsor in the season launch brochure. Approximately 41,000 copies are printed and distributed in Medicine Hat and surrounding areas

Other perks throughout the theatre season



Sponsorship

Season Sponsor

Our Season Sponsor is the named sponsor of the entire 2017/2018 theatre season

Benefits include:

Logo recognition on the entire season's show posters hung in the main lobby of the Esplanade

Logo recognition on all print advertising related to the season

Sponsor association with the entire season on the in-house digital marketing screens and on both the Tixx and Esplanade websites

Season Sponsor ad banner on the top of every Print@Home ticket sold throughout the entire 2017/2018 theatre season

Logo placement on the "Countdown to Showtime" screens at every show

Your logo illuminated in the main theatre before the start of every show

Reserved seating: eight (8) season tickets in the seats of your choice to all Esplanade presented shows in the 2017/2018 theatre season

Event parking passes (4): underground parking for every show included with your season tickets

Recognition as the season sponsor in the season launch brochure. Approximately 41,000 copies are printed and distributed in Medicine Hat and surrounding areas

Other perks throughout the theatre season



Sponsor Benefits	Show Sponsor	Dance Series Sponsor	Lobby Series Sponsor	Classic Albums Sponsor	Full Season Sponsor
Shows included in sponsorship	1	3	5	3	33
Logo recognition on print advertising related to the show or series of shows sponsored*	✓	✓	✓	✓	
Logo recognition on all print advertising related to the season					✓
Logo recognition on show poster(s)	✓	✓	✓	✓	✓
Logo recognition of every show poster in the theatre season					✓
Logo inclusion with the entire season on digital marketing in-house and online					✓
Sponsor recognition on every Print@Home ticket sold associated with your show or series	✓	✓	✓	✓	
Top banner sponsor recognition on every Print@Home ticket sold this season					✓
Logo placement on the "Countdown to Showtime" at every show					✓
You logo illuminated in the main theatre before every show					✓
Complimentary tickets to your sponsored show or series of shows	4	4 per show	4 per show	4 per show	
Two (2) season tickets to all Esplanade presented shows in the theatre season	✓	✓	✓	✓	
Eight (8) season tickets to all Esplanade presented shows featured in the season					✓
Event Parking Pass	1	1	1	1	4
Show, Series or Season Sponsor credit in the 2017/2018 season launch brochure	✓	✓	✓	✓	✓
Other perks throughout the year	✓	✓	✓	✓	✓
First opportunity to "buy your seats" for special events and additional shows*	✓	✓	✓	✓	✓

**subject to availability*



 **Medicine Hat**
The Gas City

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