

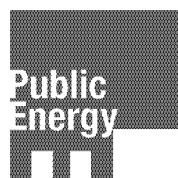


605 Collective. Photo: Chris Randle

# Public Energy

**SPONSORSHIP  
PACKAGE**

**2019-20**



**PublicEnergy.ca**  
PERFORMING ARTS

**dance | theatre | performance**

# GREAT SPONSORS **FUEL** GREAT SHOWS

## SHOWCASE YOUR BUSINESS TO NEW ARTS AND CULTURE AUDIENCES

### AS A SPONSOR YOU RECEIVE:

- Exposure to Peterborough and the Kawarthas cultural markets through Public Energy's sophisticated marketing initiatives.
- Community-wide recognition as a cultural leader and supporter of innovative arts and artists.

## ABOUT OUR AUDIENCES

**GEOGRAPHIC SCOPE:** Due to Public Energy's unique offerings, our audience reach is broad, with audiences regularly attending from the GTA and other towns and cities within a 100km radius of Peterborough.

**ATTENDANCE HISTORY:** Public Energy seasons regularly attract over 4,000 dedicated performing arts lovers.

**AUDIENCE DEMOGRAPHIC:** PE audiences are adventurous, interested in artistic excellence and looking for new and exciting experiences.

- Highly educated, with professional or arts-related career.
- Attend with friends or family.
- Average discretionary income of theatre audiences in Canada is \$60,000.
- Primary age range is 25-54 with secondary audiences of 55-64 and 18-24 respectively.

## ABOUT PUBLIC ENERGY

**VISION** Public Energy sparks the curiosity and passion that only occurs when risk-taking artists and diverse audiences meet.

**MISSION** Public Energy is a cultural catalyst, electrifying the community with powerful dance, performance, and theatre.

### AS A PRESENTER, PUBLIC ENERGY:

- Programs a main-stage series of cutting-edge performance from both well-known and new artists;
- Has a long history of partnering with the Indigenous arts community and programming the best work of Indigenous artists;
- Develops thoughtful and knowledgeable audiences through a variety of outreach activities;
- Commissions new work from significant Canadian artists and commits to their presentation;
- Serves as a venue and touring destination for national and international artists;
- Supports the development of the local dance, theatre and performance community through presentations and professional development programs.



Between the Water and the Sky (2017). Dance and choreography by Jade Willoughby; music by Unity Indigenous Vocal Ensemble and the PSO String Quartet. Presented by Public Energy, Peterborough Symphony Orchestra and the Peterborough Downtown BIA.  
Photo: Clifford Skarstedt Peterborough Examiner

# PUBLIC ENERGY SPONSORSHIP BENEFITS 2019-20 SEASON

**SHOW SPONSOR: \$500. ANY SHOW OF YOUR CHOICE!**  
**SEASON SPONSOR: \$1,500. ALL 6 MAINSTAGE SHOWS!**

## Benefits

• Premium logo placement in our season flyer distributed throughout the region (3,000)	✓
• Recognition on social media with more than 3,000 followers on Facebook, Instagram & Twitter	✓
• On-stage acknowledgement at shows and media launch	✓
• Premium logo placement in the show program(s)	✓
• Logo and link on Public Energy's website	✓
• Logo recognition on lobby signage	✓
• Recognition in e-newsletter to over 1,000 subscribers	✓
• Mounted and signed show poster for display at your business	✓
• Two (2) tickets to your sponsored show(s)	✓
<b>OUR DEEPEST GRATITUDE!</b>	✓

## EXCLUSIVE SEASON SPONSOR: \$3,000

Benefits: All the above, plus:

• Four (4) tickets to all shows	✓
• Full-page ad in all show programs	✓
• Exclusive: You are the only business in your field to be a Season Sponsor	✓
• Metrics provided at the end of the season to measure your exposure	✓

## CONTACT US:

**705-745-1788 | [bill@publicenergy.ca](mailto:bill@publicenergy.ca) | [publicenergy.ca](http://publicenergy.ca)**

# 2019-20: PUBLIC ENERGY PERFORMING ARTS PRESENTS

IN(SITES) SITE-SPECIFIC PERFORMANCE SERIES WITH ARTSPACE & AGP



October 4-5 2019  
DOWNTOWN PETERBOROUGH  
SARAH CONN (Toronto)  
**TROPHY**

ELECTRIFYING DANCE, THEATRE & PERFORMANCE



November 2 2019  
MARKET HALL  
KAHA:WI DANCE THEATRE  
(Six Nations/Toronto)  
**THE MUSH HOLE**

CELEBRATING LOCAL ARTISTS



November 2019  
**THE PRECARIOUS  
MULTI-ARTS FESTIVAL**  
Exploring the connection  
between art and labour



MARCH 6 2020  
MARKET HALL  
BROADLEAF THEATRE (Toronto)  
**THE CHEMICAL  
VALLEY PROJECT**



April 3-4 2020  
**EMERGENCY #23**  
Local artists debut new work



May 14 2020  
MARKET HALL  
EBNFLOH (Montreal)  
**IN-WARD**

Programming and dates subject to change.