

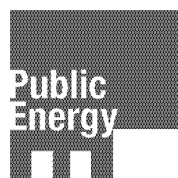


605 Collective. Photo: Chris Randle

Public Energy

SPONSORSHIP
PACKAGE

2023-24



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 extensive 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 attending from the GTA and other towns and cities within a 50km radius of Peterborough.

ATTENDANCE HISTORY: Public Energy seasons regularly attract over 3,000 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.



Nogojwanong, Rite of Spring, a site-specific dance performance created by Brian Solomon and members of the community in October, 2017. Photo: Julieta Hernandez

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.

PUBLIC ENERGY SPONSORSHIP BENEFITS 2023-24 SEASON

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

Benefits

• Premium logo placement in our season brochure distributed throughout the region and through direct mail (2,000)	✓
• Recognition on social media with more than 4,000 followers on Facebook, Instagram & Twitter	✓
• On-stage acknowledgement at shows	✓
• Premium logo placement in the show program(s)	✓
• Logo and link on Public Energy's website	✓
• Logo recognition on lobby signage	✓
• Recognition in frequent e-newsletters to over 1,000 subscribers	✓
• Two (2) tickets to your sponsored show(s)	✓
OUR DEEPEST GRATITUDE!	✓

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	✓

CONTACT US:

705-745-1788 | bill@publicenergy.ca | publicenergy.ca

2023-24: PUBLIC ENERGY PERFORMING ARTS PRESENTS

DANCE



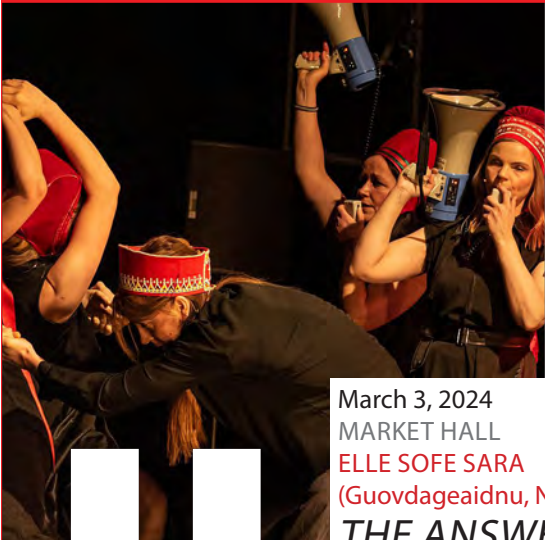
November 3, 4, 2023
NOZHEM FIRST PEOPLES
PERFORMANCE SPACE
O.DELA ARTS (Vancouver)
MIXED PROGRAM

THEATRE



January, 2024
THEATRE ON KING
JON HEDDERWICK (Peterborough)
BUBBIE'S TAPES

DANCE



March 3, 2024
MARKET HALL
ELLE SOFE SARA
(Guovdageaidnu, Norway)
THE ANSWER IS LAND

DANCE



March 9, 10, 2024
NOZHEM FIRST PEOPLES
PERFORMANCE SPACE
MONIQUE MOJICA (Toronto)
**IZZIE M: THE ALCHEMY OF
ENFREAKMENT WITH NOZHEM**

MULTI-DISCIPLINARY



April 5, 2024
MARKET HALL
DIANA LOPEZ SOTO
(Canada/Mexico)
NOMADA

THEATRE



April 24, 2024
MARKET HALL
CHARLIE PETCH (Toronto)
**NO ONE'S SPECIAL AT THE
HOT DOG CART**

Programming and dates subject to change.