

# SHOWPLACE

PERFORMANCE CENTRE

## Sponsorship Opportunities

Pat Hooper, Board Chair  
[chair@showplace.org](mailto:chair@showplace.org)

Emily Martin, Marketing Manager  
[marketing@showplace.org](mailto:marketing@showplace.org)  
705-775-1606



# Showplace at a Glance

Showplace Performance Centre is a non-profit charitable organization that relies on the generosity of local businesses and community members to continue its programming.

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With over 40,000 tickets sold in 2016, 80% of patrons are from within 40km of the City of Peterborough.

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Showplace has a robust email marketing list with over 8300 email addresses subscribed.

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Social media marketing plays a large part in Showplace's marketing plan. Facebook has almost 3600 page likes as of January 2017 (an increase of almost 15% in six months.) Instagram boasts over 400 followers in six months.

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With two separate and unique spaces, Showplace has hosted a wide variety of artists in every genre imaginable in both the Main Space and the intimate Nexicom Studio.

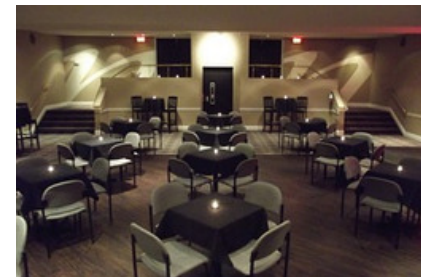
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Showplace takes great pride in its ability to showcase, support and employ local artists

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24 tickets to the performance  
great for giveaways and VIPs

Private use of Nexicom Studio  
for one hour prior to performance  
including one complimentary  
beverages per guest

Logo on all printed materials  
and e-news updates

Opportunity to promote your  
business in the lobby during the  
evening

Logo on all print at home tickets

Logo on TV's both in the lobby  
as well as in the studio evening  
of the show

Logo on curtain/screen prior to  
performance plus verbal  
recognition onstage

Opportunity to address  
audience prior to show

Invitations to special events

Promotion of sponsor logo and  
upcoming events or promotions  
on the Showplace Social Media  
Platforms (content supplied by  
sponsor)

**Total investment \$3000**

Platinum Sponsorship



10 tickets to the performance  
great for giveaways and VIPs

Logo on all printed materials  
and e-news updates

Opportunity to promote your  
business in the lobby during the  
evening

Logo on all print at home tickets

Logo on TV's both in the lobby  
as well as in the studio evening  
of the show

Logo on curtain/screen prior to  
performance

Opportunity to address audience  
prior to show

Promotion of sponsor logo and  
upcoming events or promotions  
on the Showplace Social Media  
Platforms (content supplied by  
sponsor)

**Total investment \$1500**

Gold Sponsorship



4 tickets to the performance  
great for giveaways and VIPs

Logo on all printed materials  
and e-news updates

Opportunity to promote your  
business in the lobby during the  
evening

Logo on all print at home tickets

Logo on TV's both in the lobby  
as well as in the studio evening  
of the show

Promotion of sponsor logo and  
upcoming events or promotions  
on the Showplace Social Media  
Platforms (content supplied by  
sponsor)

**Total investment \$1000**

Silver Sponsorship

# Sponsorship Marketing Levels

# SHOWPLACE

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These are simply a sample  
of the many opportunities  
available through  
sponsorship marketing at  
Showplace.

We understand that each  
business and its needs are  
unique.

Please do not hesitate to  
discuss other ideas with  
us.

Reference

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As a family owned company with roots in Peterborough County, Nexicom understands the importance of community, and the people and organizations within that community who work together to make this place home. Showplace has become a pillar in the Peterborough Downtown, and it has been an honour for us to partner with Ray and his team to sponsor and name the Nexicom Studio.

Paul Downs, President, Nexicom

*For more information about Showplace's relationship with Nexicom, please contact Julie Howe, Sales and Marketing Manager at 705-932-4129.*