

AN INVITATION TO SPONSOR

STAGEFEST

YOUTH PERFORMING ARTS FESTIVAL

The Reimagining

JUNE 2021

THE
STAGE
MUSICAL THEATRE ACADEMY

TO OUR PROSPECTIVE SPONSOR...

Dear Scotiabank,

I'm sure it will come as no surprise that the events of this past year have challenged every small business and in ways they were never designed to manage.

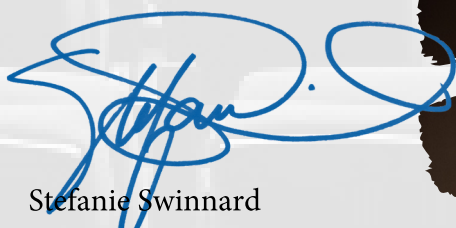
We are a small performing arts studio that strives, year after year, to instill in our students all the benefits that an arts education can bring to their developing minds. In doing so we believe that we are helping to secure a brighter future for our community by sending our creative, empathetic, self aware, motivated young people out into the world to change it for the better.

Every year, for the past 4 years, we've hosted an annual celebration of youth in the arts with StageFest. With the cancellation of this event in June 2020 we are looking to return this year, with our safety systems in place, as big and as best as we can to drive home to our students, and our community, that creative thinking and resilience will carry you through anything you may face in your life.

The following pages outline our proposal for sponsorship. We hope that you will consider the arts a worthwhile cause and support our efforts to keep the students in our community connected and creative as we continue to persevere.

Science will get us out of this,
art will get us through.

Kindly,



Stefanie Swinnard
Founder/CEO



THE COVID IMPACT

- cancelled our Spring Break Camps (2020) as the city declared a state of emergency
- cancelled StageFest 2020 resulting in complete loss of ticket sales revenue and of course the much anticipated and loved final performances
- cancelled annual StageFest sponsorship opportunities and subsequent annual revenue that supports the event
- reduced class sizes by as much as 60% with many othe classes being cancelled entirely
- moved classes online to try and maintain cashflow
- failed to qualify for business support until late fall 2020 because our losses, while great, didn't meet or exceed 75%
- lost an entire production class due to class size restrictions. This equates to 33% of the annual revenue used to produce StageFest
- doubled much of our overhead in order to accommodate social distancing measures
- had to reduce overall numbers for all fall programming by 40% with many programs not filling to capacity, some only reaching 20%
- were unable to attend critical marketing events in our city for the duration of 2020 and are still on hold.



THE COMMUNITY THAT SUPPORTS US

"My daughter has been involved with 2 productions and 1 week of camp at the Stage and now her brother is joining her back at their Spring Break Camp. She has loved her time at The Stage, specifically the high quality yet non-competitive production programs. The instructors are great at engaging and encouraging student both in person and online. Her love for theatre was nurtured and developed under their tutelage. They also provided a platform to build friendships and confidence. I've also recommended their programs to many families who've had similar experiences."

- Marti L.

"Our children have grown so much from attending classes. The studio is a community full of love and support. More families should experience what the Stage provides kids. It's amazing and an integral part of their growth and happiness."

- Jenna F.

"My boys loved attending the program at The Stage! It gave them a start to important social skills and a great base in rhythm and dance which they have carried with them into their primary school years. They missed attending the program and often mentioned it well into the following year after they finished."

- Gabriella K.

"I was actively battling postpartum depression when I signed my son up for music classes in an attempt to bring me out of isolation. Stephanie's inclusive and vibrant teaching helped bring me out of my fog and focus on participating on behalf of my son (who was only 4 months old when I started the class). The format of the class allows for other parents in the class to talk before and afterwards which helped me form additional relationships."

- Sarah S.



WE ARE SEEKING...

FRIENDS OF THE FUTURE \$50-\$149

- Name or business name listed on the sponsor page in the Festival program
- Social media mentions across our Instagram, Twitter and Facebook accounts
50 opportunities available

BACKSTAGE FAN \$150-\$299

- Business name listed on the sponsor page in the Festival program
- Black and white 1/4 page ad in our show program (provided by business),
- Social media mentions across our Instagram, Twitter and Facebook accounts
10 opportunities available

ACTOR'S CIRCLE \$300-\$499

- Business name listed on the sponsor page in the Festival program
- Black and white 1/2 page ad in our show program (provided by business)
- Social media mentions across our Instagram, Twitter and Facebook
10 opportunities available

CREATIVE TEAM \$500-\$1000

- Business name listed on the sponsor page in the Festival program
- Full page ad in the program designed by The Stage New West (if desired)
- Mention from the Stage before every performance
- Social media mentions across our Instagram, Twitter and Facebook accounts
10 opportunities available



HOW TO PARTICIPATE

When you have decided to sponsor StageFest 2021 all you need to do is click the link below and you will be directed to a very quick form.

Once submitted we will be in touch with you to arrange further details.



[CLICK HERE TO SUPPORT SMALL BUSINESS
& ENCOURAGE OUR FUTURE COMMUNITY LEADERS](#)

On behalf of the instructors, families and students that we strive to serve...

Thank You!

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