



THE ELIZABETH STERLING HAYNES AWARDS

Sponsorship Package

Shining a light on Edmonton stages...

Each year, the Elizabeth Sterling Haynes Awards brings together the best and brightest of Edmonton theatre to toast the season's most incredible shows. This exclusive celebration elevates and enhances the profile of this city's theatre scene, rewarding the achievements of its amazing actors, directors, playwrights, and technicians. On June 24, 2019, the entire theatre community will gather in style at the Mayfield Dinner Theatre. We are seeking your support to help us make this unique event happen.

Why sponsor the Sterling Awards?

Shout it from the rooftops - our city is an arts and culture city!

We want the world to know it and we think you should to. The Arts bring vibrancy to any metropolis - our goal is to amplify the hard work of theatre professionals who keep Edmonton shining bright on the national stage. By supporting the Elizabeth Sterling Haynes Awards, you are adding your voice to a whole chorus of arts lovers cheering on this city's theatre scene. The more support we have, the louder we get!

By celebrating excellence in theatre we:

- Encourage students, emerging artists, and indie companies
- Reward the lifetime achievements of established theatre professionals and administrators
- Promote local artists and theatre companies
- Support the development of new work



400+ Guests

We love an audience. The Sterling Awards are performed in front of big crowd of theatre lovers - professionals and patrons alike!

2000+ Followers

We enjoy an even broader audience across multiple social media platforms - Twitter, Instagram, and Facebook!



Presenting Sponsor

Cost: \$7000

Available: 1

What You'll Receive at #sterlings2018:

- *Present the biggest award of the night, Outstanding Production, plus one more category of choice (first come)*
- *Full page ad in the event program*
- *Your logo on all promotional materials as "Presenting Sponsor"*
- *Logo displayed on a logo reel pre- and post- show and at intermission*
- *Complimentary tickets for up to 6 guests*
- *Social media shoutouts leading up to the event*
- *Customize your event sponsorship*

Fringe Sponsor

Cost: \$4000

What You'll Receive:

Available: 1

- As Fringe sponsor, you'll be invited to present all five Fringe award categories
- Half-page ad in the event program
- Logo displayed in a logo reel pre- and post-show and at intermission
- Complimentary tickets for up to 4 guests
- Social media shoutouts leading up to the event

Emerging Artist Sponsor

Cost: \$2500

What You'll Receive:

Available: 1

- Make it possible for 10 emerging artists from post-secondary theatre programs to attend the Sterling Awards for free.
- Half-page ad in the event program
- Logo displayed in a logo reel pre- and post-show and at intermission
- Social media shoutouts leading up to the event as well as onstage mention as Emerging Artist Sponsor
- Complimentary tickets for 2

Category Sponsor

Cost: \$700

What You'll Receive:

Available: 21

- Sponsor an award of your choosing (first come) and receive an effusive mention from the stage as your award is being presented
- Quarter-page ad in the event program
- Logo displayed in a logo reel pre- and post-show and at intermission

Other Sponsorship Opportunities

Have an idea for a custom sponsorship package? We're looking for sponsors to help offset costs in key areas. If you think you have something to offer, please reach out!

Key Opportunities:

- *Printing and signage*
- *Graphic design*
- *Website development*
- *Photography*
- *Videography*
- *Public relations*

Let's find a sponsorship package that works for you!

Get in touch: sterlingawardsyeg@gmail.com

Who we are

THE STERLING COMMITTEE



The Elizabeth Sterling Haynes Awards are organized each year by a volunteer committee of professionals from Edmonton's exceptional theatre scene. We are passionate lovers of the Arts in our city, dedicated to promoting, supporting, and celebrating excellence on our local stages.