

Contact: Aaron Tam Cell #: (647) 990-9261

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#### **About Us**

Peoples Drama is a Cantonese theatre association in the Toronto Chinese community. We regularly produce Cantonese stage plays, aiming to create more theatrical entertainment for the Chinese community in Toronto. The troupe was established in 2022 and officially registered as a non-profit organization in March 2024. We core value every person and life in our mission. We hope to connect lives and build a community through drama. Past productions include "Beloved" in September 2022, "The Last Will" in January 2024, and "The Last Speech of Class S and A" in November 2024. Over the past three years, we have engaged an average of 500 audiences yearly. We plan to conduct workshops and produce a smaller-scale performance from January to April every year. Last but not least, an annual production with a more significant scale will be rehearsed starting in May and present in November, which we insist promote Cantonese original plays in this annual production. Meanwhile, we are organizing a micro-film project.













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# **SPONSORSHIP PACKAGE**

Significant financial support is essential to ensure the success of our performance productions; Support from all sectors is greatly needed. After deducting all production costs, any surplus will be allocated to fund the following year's production. Sponsoring the productions through financial contributions or services offers the following benefits, as detailed in the table below.

For further inquiries, please feel free to contact us.

	Elite	Diamond	Gold	Silver	Bronze	Other Sponsor
	Sponsor (\$5000)	Sponsor (\$2000)	Sponsor (\$1000)	Sponsor (\$500)	Sponsor (\$200)	(Service or Meals)
Recognition on Social Media; Digital Plague	<b>√</b>	<b>√</b>	✓	<b>√</b>	<b>√</b>	<b>√</b>
Logo on sponsorship video loop on show-day at the theatre foyer	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>
Complimentary Tickets	4 VIP	2 VIP	4	2		
Banner/ Promotional booth set up in foyer on Show-day	<b>√</b>	<b>√</b>	<b>√</b>			
Large size logo on posters and program booklets	<b>√</b>	<b>√</b>				
Medium size logo on posters and program booklets			<b>√</b>	<b>√</b>		
Small size logo on poster and program booklet					<b>√</b>	<b>√</b>
One full-page advertisement in program booklet	<b>√</b>	<b>√</b>				
One half-page advertisement in program booklet			<b>√</b>	<b>√</b>		
One quarter-pager advertisement in program booklet					<b>√</b>	✓
Company/Organization name in house announcement	✓					



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### **Sponsoring or Partnership Suggestion**

Sponsoring the Peoples Drama with funds, services, or products entitles you to have an advertisement published in the performance program, thereby increasing exposure opportunities for your company as a return on investment. We welcome discussions with sponsors regarding various forms of collaboration. For instance, your company's advertisement published in the program could be a discount coupon usable upon patronage. This method is suitable for most retail and food service establishments.

## **Community Partnership**

Our theatre association welcomes community partnerships with other non-profit organizations and volunteer groups. The forms of cooperation are not limited. For example, when ticket sales for performances are open, audience members who purchase tickets through your organization may receive additional discounts. Non-profit organizations and volunteer groups are welcome to contact us for detailed discussions regarding collaboration opportunities.

### **Long-Term Sponsorship and Support**

In addition to individual sponsorship and support for each production, we actively seek businesses and organizations willing to provide long-term support for our operations. We hope to receive regular contributions (monthly/yearly) to sustain and expand the scale of our association's activities. With our mandate to value every person and life, we aim to create a platform where individuals can showcase their talents and provide training opportunities for the younger generation to engage in the arts industry.

<sup>\*</sup>Notes: Peoples Drama is officially registered as a non-profit corporation in Ontario in March 2024. The theatre association is not a charitable organization, and receipts for all sponsorships and donations made will not be issued for tax deduction purposes.