

THEATRE PROJECTS MANITOBA

Sponsorship Package

2026 - 2027





WHO WE ARE

Theatre Projects Manitoba is a local professional theatre company with an indie heart.

It is our strong belief that professional theatre, created in partnership with a community and its artists, can inspire awe, wonder, and meaningful discourse. We strive to create artistic experiences that invite all the people in our community to view our shared world through a curious, enthusiastic, and fearless lens.



OUR MANDATE

Theatre Projects Manitoba develops, produces, and presents intimate, provocative, and artistically driven theatre projects of local origin or local relevance that offer Manitobans opportunities to experience high-quality professional theatre. We develop and promote Manitoba writers, directors, actors, designers, technicians, and craftspeople. We promote public interest in the performance and appreciation of live theatre and actively participate in the growth and health of the greater Canadian theatre industry through collaboration and consultation with our colleagues across the country.

OUR VISION

Strong relationships based in respect, trust and collaboration can create beauty. We prioritize people first and approach the artists, audiences, partners, supporters, and the communities in which we work with respect, trust, and open minds.

Creative risk is an essential ingredient in all innovation. We create spaces for innovation and risk taking in a spirit of adventure and celebration of the human spirit and imagination.

We embrace adaptation and transformation that takes us and our work beyond existing boundaries and into new creative ideas and places. Our accomplishments are a result of the ideas and needs expressed by our artists and the communities we serve in a flexible, open, and nimble fashion.



Theatre Projects Manitoba is guided by five core values:

DIVERSITY & PLURALISM

All Manitobans deserve a voice. We strive to represent the diverse social fabric of this province and the communities within it by providing a platform for theatre artists to express themselves and tell their stories their way.

We seek to host a holistic imaginative dialogue about the world through art, and to have as many different people feeding that discussion as possible. We do this by facilitating diverse creative expression that fosters exchange and ongoing conversation in and with our many intersecting communities.

OPPORTUNITY

In the process of creating opportunities for theatre artists to practice their craft, we are guided by the intention to reduce existing barriers so that the field for creation is equal, and open to all. To realize our intention, we will make extra effort to listen to our audiences and artistic community, particularly those from underserved communities.

RELATIONSHIPS

Strong relationships based in respect, trust and collaboration can create beauty. We prioritize people first and approach the artists, audiences, partners, supporters, and the communities in which we work with respect, trust, and open minds.

INNOVATION

We believe that creative risk is an essential ingredient in creative innovation. We strive to create spaces and processes that promote innovation by safeguarding an artist's right to take risks and inviting audiences to meet us in a spirit of adventure and celebration.

TRANSFORMATION

We acknowledge the need to adapt and transform our work to reach beyond existing traditional boundaries which are oftentimes invisible. The best way to accomplish this is to respond to the ideas and needs of our artists and the communities we serve in a flexible, open, and nimble fashion. We strive to challenge the status quo and embrace positive change in both our organizational and creative practices.



COMMUNITY IMPACT

We stress quality over quantity and seek to bring only the best to Winnipeg audiences.

The **WINNIPEG FREE PRESS** consistently ranks our productions among the best in Winnipeg with our last six shows receiving no less than a 4-star review.

2024: **AMONG MEN** - 5 ★

2024: **END OF THE LINE** - 4 ★

2024: **THE RECIPE** - 4.5 ★

2025: **PROPHECY** - 5 ★

2025: **O.G.I** - 4 ★

2026: **HOLLAND** - 4.5 ★



We hire **local actors, directors, and designers** at competitive and professional fees helping to keep this vital pool of talent and experience in Winnipeg.

The apprentices we hire see **firsthand** what goes into a successful production, setting a bar for them that they will take with them throughout their career.



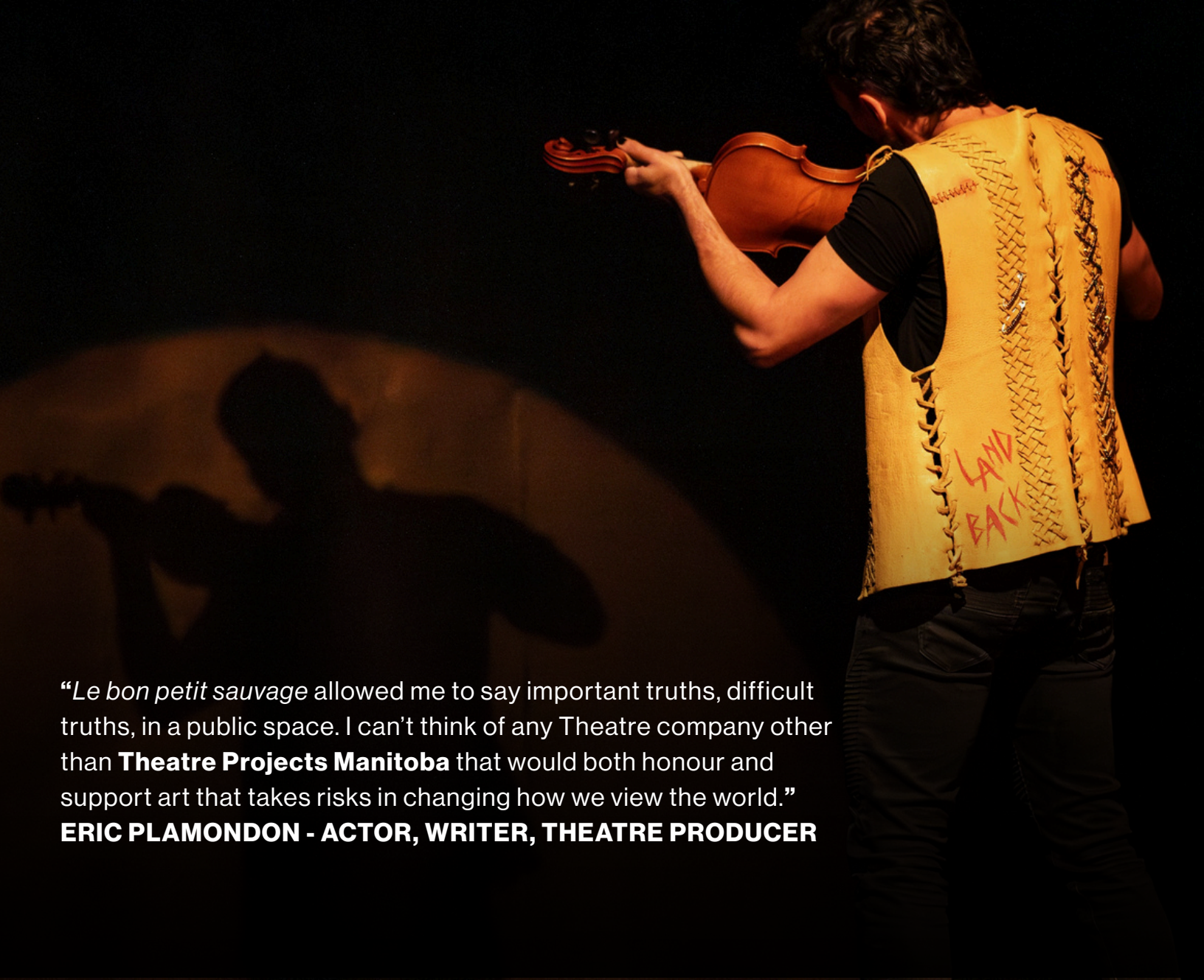
Getting a play from the page to the stage is a process that can take years. We work closely with the **Manitoba Association of Playwrights (MAP)** and local playwrights to develop Manitoba stories for Manitoba audiences.

A woman with curly hair, wearing a teal dress and a matching headband, is leaning over a table covered with a white tablecloth. She is setting a small cup and saucer. The table is set with a teapot, a bowl of fruit, and a glass. In the background, there are three mannequins wearing dresses, and a large, draped curtain hangs from the ceiling. The lighting is warm and dramatic, creating a theatrical atmosphere.

“This is powerful writing in a powerful, brilliant, subtle performance, in an eloquent, elegant, production.”
**GOVERNOR GENERAL AWARD-WINNING NOVELIST
MARGARET SWEATMAN ON *PROPHECY***

“Suzie and the TPM Staff, along with fellow artists, made space for deeply rewarding collaboration. Theatre Projects Manitoba not only create enriching experiences for their audiences, but for their artists as well.”

NATANIELLE FELICITAS, *PROPHECY* SOUND DESIGNER



*“Le bon petit sauvage allowed me to say important truths, difficult truths, in a public space. I can’t think of any Theatre company other than **Theatre Projects Manitoba** that would both honour and support art that takes risks in changing how we view the world.”*

ERIC PLAMONDON - ACTOR, WRITER, THEATRE PRODUCER

JOIN US!

Our audience is passionate for **cutting edge theatre** that takes risks and engages their senses and emotions.

They believe in the power of **local artistry** and institutions.

Our audiences know that **TPM** means **quality, integrity, and investment** in their community. When you sponsor **TPM** you demonstrate your own commitment to local artistry and craftsmanship, and you gain access to this **fiercely loyal community** that values Manitoba owned and operated businesses of all kinds, and proudly invests their money back into the community they love.



SPONSORSHIP

We'll work with you to build a package that reflects your goals and values as a **SPONSOR**. Benefits include branding, marketing, and advertising opportunities as well as custom opportunities to align with your brand objectives:

- Your **name** and **logo** on our printed materials. That includes programs, posters, postcards and other mailers.
- Logo and hotlink on our **website**.
- Posts on our social media channels, which include **Facebook** and **Instagram**.
- Logo as a permanent fixture, and promotional copy featured in our **newsletter** (5k+ subscribers).
- Opportunity for onsite activations





SAMPLE SPONSOR PACKAGES

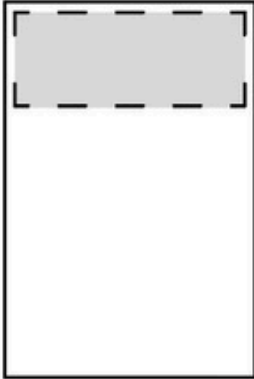
PRODUCTION SPONSOR *Exclusive presenting sponsorship for a show in our season	\$7,500 +	• 10 tickets to opening night • Opportunity to introduce yourself at opening night • Verbal thanks from the stage on opening night • Acknowledgement as "Production Sponsor" on show programs and our website • You and your guests meet the artistic director before your sponsored performance • Your logo on all printed materials and mailers • Logo on website and newsletter for the season • Acknowledgement in all social media posts of the show (with one post dedicated to your sponsorship prior to opening)
PWYC PREVIEW SPONSOR *Subsidizes our Pay What You Can preview performances	\$3,000	• 10 tickets to the preview performance • Verbal thanks from the stage on opening night • Acknowledgement as "PWYC Preview Sponsor" on show programs and our website • Your logo on all printed materials and mailers • Logo on website and newsletter for the season • Acknowledgement in all social media posts of the show (with one post dedicated to your sponsorship prior to opening)
ACCESSIBILITY SPONSOR *Supports audience accessibility	\$2,500	• 4 tickets to one of our accessible performances • Verbal thanks from the stage on opening night • Acknowledgement as "Accessibility Sponsor" on show programs and our website • Your logo on all printed materials and mailers • Logo on website and newsletter for the season • Acknowledgement in all social media posts of the show (with one post dedicated to your sponsorship prior to an accessible performance)
SPONSOR AN APPRENTICE *Covers honoraria for apprentice designers in our season	\$1,500	• 2 tickets to opening night • Acknowledgement as "Emerging Artist Sponsor" on show programs and our website • Your logo on all printed materials and mailers • Logo on website and newsletter for the season • Acknowledgement in all social media posts of the show (with one post dedicated to your sponsorship prior to opening)

These are just some examples of ways we can work together, we look forward to hearing your ideas and building a package that works for you!

PROGRAM AD SPECS:

1/3 PAGE AD

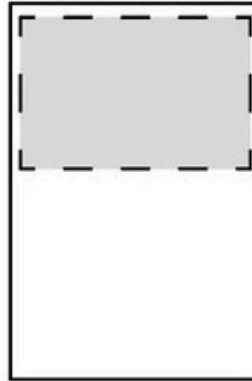
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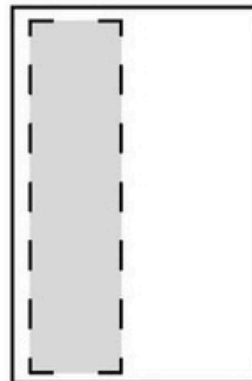
1/2 PAGE AD

PAGE SIZE:

HORIZONTAL: 5" Width x 4" Length



VERTICAL: 4" Width x 8.5" Length



FULL PAGE AD

PAGE TRIM SIZE:

5.5" Width X 8.5" Length

ADD 0.125" Bleed on all sides of the Ad

FINAL AD SIZE WITH BLEED:

5.75" Width X 8.75" Length

ACTIVE AREA:

Please keep "Active Area" of Ad (text, main images etc.) inside the red border.

5.25" Width x 8.25" Length



All advertisement should be sent digitally in the format of a **PNG, JPEG or PDF file in **CMYK** colour.** All artwork is to be supplied at 100% scale and should correspond with the agreed ad size - or they will be floated in the space booked. Minimum resolution is 300 dpi.

If there are any technical concerns that you may have, please contact us by email at:

theatreproj@theatreprojectsmnitoba.ca

or by phoning **(204) 989-2400**



TPM is dedicated to the development of new works and artists as our contribution to the Winnipeg theatre ecology. All our work is built on partnerships with people and organizations that believe in the power of what our local communities can be and do. Join us in uplifting our community through professional theatre and live experiences that make us all richer!

You can reach Jason Hooper at the coordinates below to start a conversation and ask any questions you may have. We look forward to getting to know your goals and finding the right opportunity for you!

Jason Hooper

Jason Hooper
Managing Director

jason@theatreprojectsmanitoba.ca
204.989.2400

THEATRE PROJECTS MANITOBA

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