

**THE FAMILY MUSICAL
WITH A SCROOGE LOOSE!**

BMO



PRESENTS
**A ROSS PETTY
PRODUCTION**



**A CHRISTMAS
CAROL**

ELGIN THEATRE
NOVEMBER 24 – DECEMBER 31
ROSSPETTY.COM 1-855-599-9090
GROUP SAVINGS (12 OR MORE) 647-438-5559



TORONTO STAR
thestar.com

CELEBRATING 22 YEARS OF FAMILY FUN!



"Ross Petty provides the best family entertainment we've had in Canada for a very long time!" BEVERLY THOMSON / CTV'S CANADA AM

For the past 22 Decembers, Ross Petty Productions has produced the fun filled Family Musicals at Toronto's beautiful Elgin Theatre that have become the premier Ontario holiday tradition, offering as much entertainment value for adults as for children.

Over a 5 week run, the average yearly audience attendance of 55,000 consists of children ages 3 – 12, their parents and grandparents. The audience is primarily GTA based, but draws from Ottawa, Kitchener and Hamilton as well.

Canadian and international stars are the hallmark of these productions, including **Kurt Browning** as Peter Pan, **Bret "Hitman" Hart** as the Genie in Aladdin, **"Mr. Dressup"** **Ernie Coombs** (3 shows) and **Karen Kain** (4 shows).

Sponsors aligned with the productions participate in a 3 month marketing campaign valued at more than \$1,000,000. The campaign runs October through the last week of December and consists of:

- 20 Bell Media billboards
- 350 Pattison outdoor subway door cards
- 200,000 flyers and 5,000 posters
- 4 radio stations
- Full colour campaigns in the Toronto Star and The Globe and Mail
- Social media optimization
- 1/2 page colour ad in theatre program
- Allotment of complimentary tickets

PLUS! Each sponsor reaps the benefit of a : 30 video "commercial" that plays in every performance. Using the stage actors and set in a sponsor's place of business, the National Post said that "Ross Petty and his gang should immediately be put in charge of all TV commercials." The Globe and Mail ROB offered "... according to the critics, product placement is sometimes the most entertaining part of the show."

Sponsorship of Ross Petty Productions' family musicals will give companies exceptional profile during the fall and winter season. Connect with Ontario families through one of the most joyous and heartwarming experiences available during the Holidays.

Treat your employees, clients and their families to a performance of the 2017/18 production!

ROSS PETTY PRODUCTIONS

"We are proud to support Ross Petty Productions' highly entertaining and audience engaging performances!"

STEPHEN FORBES / EXECUTIVE VP CIBC MARKETING, STRATEGY AND COMMUNICATIONS



STARS OF FAMILY CHANNEL'S HIT TV SERIES
THE NEXT STEP (PETER PAN 2015)

BACKSTAGE VISITORS (PETER PAN 2015)



KURT BROWNING

KEVIN O'LEARY

CONTACT: 416-417-7990 INFO@ROSSPETTY.COM WWW.ROSSPETTY.COM

ROSS PETTY PRODUCTIONS

Share the Joy of the Holiday Season with your clients,
customers, employees and their families... with a unique gift
from the many faces of evil!



**2017 CELEBRATES ROSS PETTY PRODUCTIONS' 22ND YEAR
OF PRESENTING HILARIOUS FRACTURED FAIRY TALES TO CHEERING ONTARIO
AUDIENCES AT TORONTO'S ELGIN THEATRE.**

Often described as "Monty Python Meets Broadway", previous funfests starred
Kurt Browning, Karen Kain, Bret "Hitman" Hart, "Mr. Dressup" Ernie Coombs, Erin Davis
and 'LOVE IT OR LIST IT'S' Hilary Farr.

COME AND BE PART OF THE ACTION!

Enjoy this wonderful holiday entertainment with your guests... and give your children
a memory that will last a lifetime!

THE CORPORATE REVIEWS ARE IN!



"On behalf of our employees at CIBC, I would like to thank you for the opportunity to host our clients and their families at the performances of 'Wizard of Oz', 'Snow White', 'The Little Mermaid', 'Cinderella', 'Peter Pan' and 'Sleeping Beauty'.

We are proud to support Ross Petty productions in the development of highly entertaining and engaging performances. I look forward to the upcoming season."

STEPHEN FORBES / EXECUTIVE VICE-PRESIDENT CIBC MARKETING, STRATEGY,
COMMUNICATIONS AND PRESIDENT'S CHOICE FINANCIAL



"The rich tradition and legacy of your productions are a wonderful hospitality experience for our clients. There are very few opportunities for families to enjoy such an entertaining show. The timing of the shows around the holiday season is very appealing to all."

SUE BUNDY / DIRECTOR, CORPORATE SPONSORSHIPS AND MARKETING ALLIANCES
BMO FINANCIAL GROUP



"It's been great partnering with Ross Petty Productions over the past 7 years. I know that our clients and employees at Mackenzie investments thoroughly enjoyed 'Aladdin' and 'Peter Pan' and we're all looking forward to 'Cinderella' this year.

We appreciate you always going above and beyond for us – in the annual holiday party as well as client events over the years."

VALERIE SHAW / VICE-PRESIDENT, MARKETING

THE CORPORATE REVIEWS CONTINUED

"The Best Family Entertainment we've had in Canada for a very long time!"

BEVERLY THOMSON / CTV'S CANADA AM



"This was our first year of involvement with your organization and we were very proud to be a part of this Toronto holiday tradition."

DIANE BOND / TIM HORTONS



"Your productions demonstrate the importance of family and its values."

RON DODDS / FORD OF CANADA



"This was the first time that we organized our children's Christmas party in a venue such as this. The feedback we received was tremendous!"

LOUELLA EASTMAN / AVIVA INSURANCE



"We were delighted with the production as it was a true family oriented event."

BRENDA WOODS / VISA CANADA



"A wonderful event that led to a successful fundraising day... all for children!"

REBECCA THOMAS / CIBC CHILDREN'S MIRACLE

**FOR MORE INFORMATION ON YOUR HOLIDAY PARTY
CONTACT : INFO@ROSSPETTY.COM**