

CanadianStage

Ross Petty
Productions

WHO WE ARE

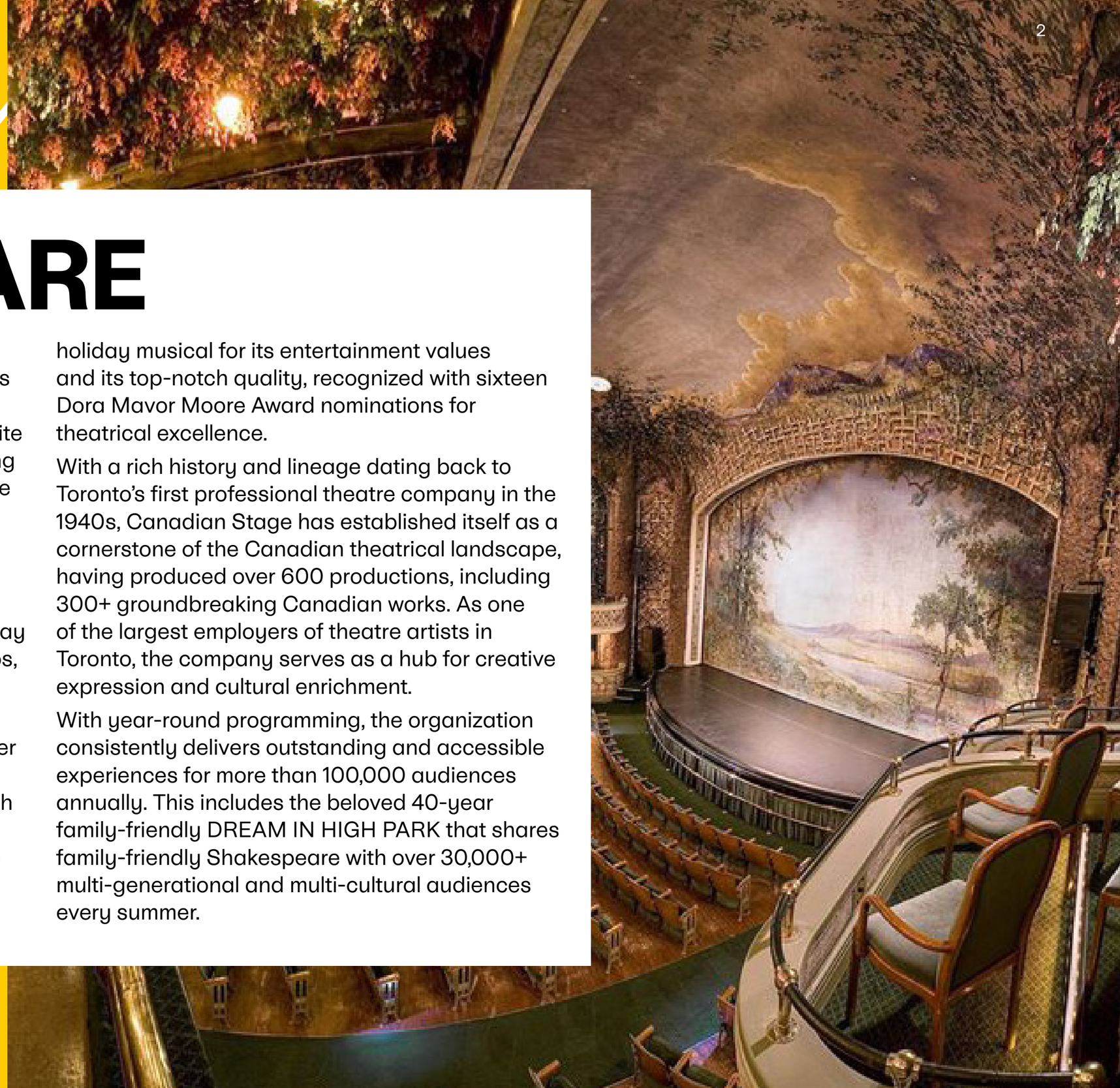
Two of Toronto's greatest producers of large-scale live performances for audiences of all ages launch the next chapter of the fun-filled family holiday productions. Featuring Canada's favourite musical theatre stars, live orchestra, eye-popping sets and costumes, the shows hilariously turn the most popular fairy tales into unique audience-participatory experiences.

Canadian Stage and Ross Petty Productions have joined forces for the next chapter of what has become one of Toronto's most beloved holiday family events. The theatre reverberates with boos, cheers, ad-libs and sing-a-longs. Think Monty Python meets Broadway!

For 25 years at Toronto's historic Elgin and Winter Garden Theatre, Ross Petty Productions has created a beloved Ontario holiday tradition. Each winter, between 40,000 and 50,000 audience members flocked to the Panto for an irreverently fun and memory-making experience. Critics and audiences have fallen in love with the annual holiday musical for its entertainment values and its top-notch quality, recognized with sixteen Dora Mavor Moore Award nominations for theatrical excellence.

With a rich history and lineage dating back to Toronto's first professional theatre company in the 1940s, Canadian Stage has established itself as a cornerstone of the Canadian theatrical landscape, having produced over 600 productions, including 300+ groundbreaking Canadian works. As one of the largest employers of theatre artists in Toronto, the company serves as a hub for creative expression and cultural enrichment.

With year-round programming, the organization consistently delivers outstanding and accessible experiences for more than 100,000 audiences annually. This includes the beloved 40-year family-friendly DREAM IN HIGH PARK that shares family-friendly Shakespeare with over 30,000+ multi-generational and multi-cultural audiences every summer.



The Winter Garden Theatre

OUR STARS ON THE WORLD STAGE.

Some of our extraordinary alumnae are:

Chilina Kennedy starred as Carole King on Broadway in BEAUTIFUL for 3 years.

Laird MacKintosh played the title role as THE PHANTOM OF THE OPERA on Broadway.

Paul Alexander Nolan did two Elgin shows and has since gone on to star on Broadway in JESUS CHRIST SUPERSTAR, CHICAGO, ONCE, DOCTOR ZHIVAGO, and was the lead in the Jimmy Buffet musical, ESCAPE TO MARGARITAVILLE.

Jake Epstein, who starred in two Ross Petty Productions, played the title role of SPIDERMAN on Broadway and created the role of Carole King's husband in BEAUTIFUL.

Melissa O'Neil was SNOW WHITE and Beauty in BEAUTY AND THE BEAST at the Elgin and after starring in the science fiction TV series DARK MATTER, is currently playing the female lead in the hit ABC-TV series THE ROOKIE, starring opposite CASTLE'S Nathan Filion.



Chilina Kennedy starring in THE LITTLE MERMAID

BRAND INTEGRATION FOR A BIGGER IMPACT

Ross Petty Productions has partnered with Canada's major brands and charities for the past 24 years at Toronto's historic Elgin and Winter Garden Theatre.

BMO · CIBC · LOWE'S · Air transat · Tim Hortons · Canadian Tire · SleepCountry · P&G · Ford · HUDSON'S BAY · SEARS · AGF · VISA · mastercard · MACKENZIE Investments · TORONTO STAR · THE GLOBE AND MAIL · Hilton TORONTO · OMNI KING EDWARD HOTEL · AVIVA · GENERAL FOODS · Mucho Burrito fresh mexican grill · pizza pizza Ontario's #1 Pizza

SickKids FOUNDATION · BEST BUDDIES · The Kidney Foundation of Canada · Toronto Star Santa Claus Fund Est. 1906 · Canadian Breast Cancer Foundation · BOOST CHILD & YOUTH ADVOCACY CENTRE · CIBC MIRACLE DAY HELPING KIDS RISE ABOVE

CBC · CTV · family · PBS

We ensure that our partners' main message reaches the right audience at the right time and the right place through our expansive media/ marketing campaign.

YOUR EXPOSURE

Canadian Stage and Ross Petty Productions provide an unparalleled event marketing opportunity that gives your brand an exceptional profile during the holiday season. Connect directly with Ontario families through one of the most joyous and heartwarming experiences of the year.



2026 OVERVIEW

Marketing / PR Campaign

Sponsors will have a strong presence in the 2024 production that is unmatched in the world of Canadian arts and culture. The campaign begins in early October and runs for three months to the beginning of January.

Corporate Canada Onstage

For 25 years at Toronto's Elgin Theatre, corporate executives such as CIBC's Gerry McCaughey, John Hunkin and David Kassie; Aviva Insurance's Maurice Tulloch and Jason Storah; and Mackenzie Investments' Charlie Sims have joined in the fun by making personal appearances onstage.

TV Specials

Given the challenge of 2020 and 2021 to produce a live production, RPPI created two virtual entertainments, **THERE'S NO PLACE LIKE HOME FOR THE HOLIDAYS** and **ALICE IN WINTERLAND**, that played across Canada. The live theatre presentations translate brilliantly to television, with four RPPI musicals shot as CTV specials, and **ALADDIN** filmed for CBC. The 2017 production of A Christmas Carol was shot for a CBC / Family Channel national TV Special and aired in December 2018.

Christmas Parties / Hosting Events

Single performance hosting opportunities allow your clients, employees and their families to enjoy the show, while RPPI integrates specific references to your company during the performance.

CIBC Presenting Sponsor 2014 – 2016

"Our CIBC Children's Foundation has hosted clients at your annual holiday production for a decade. Our clients have absolutely loved the shows and their unique ability to tell the 'fractured fairy tale' with current pop culture references.

In addition, CIBC was proud to have been your Presenting Sponsor for the past three years. We continue to look forward to hosting our clients at your holiday show, as an important part of our lead in to CIBC Miracle Day."



Victor Dodig with
Ross Petty in Peter Pan

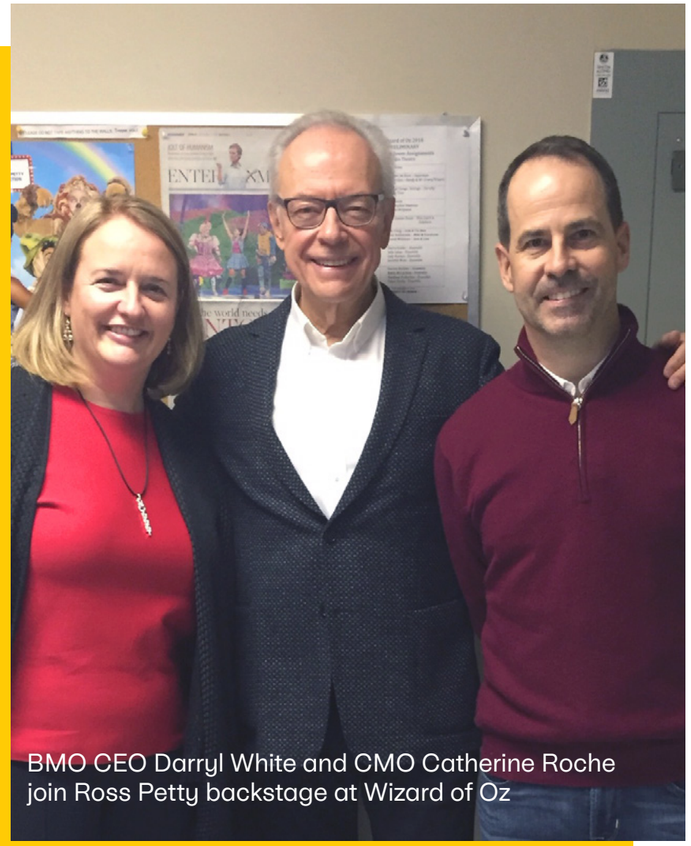


Victor G. Dodig President
and CEO / CIBC

BMO Presenting Sponsor 2017 – 2019

"It's been a privilege and honour for BMO Financial Group to support Ross Petty Productions in your development of family-friendly, audience-interactive theatre. Our experience working with you can best be characterized as impactful, entertaining and engaging for people of all ages.

Your dedication to ensuring that your sponsors have extraordinary attention and profile in a multi-tiered marketing campaign is unparalleled. The inclusion of sponsor video "commercials" during every performance is so unique and truly a highlight as borne out by media and audiences alike. You have provided a sponsorship opportunity for companies that are looking to associate their brand with high quality family fun."



BMO CEO Darryl White and CMO Catherine Roche join Ross Petty backstage at Wizard of Oz

Justine Fedak
Senior VP and Head of Marketing
and Customer Strategies / BMO

EXCLUSIVE TITLE SPONSOR

Sponsor Specific Brand Integration

- Branded content through on stage product placement — sponsor video :45 second “commercial” during every live performance
- Sponsor gifts to children who appear on stage during every performance

Marketing / Media Exposure

- Title Sponsor logo top and centre of all marketing materials
- Placement of your logo and/or its products or services in a 3 month marketing campaign beginning in early October

Media inclusion in all of the following:

- Pattison Outdoor Billboards
- Pattison Outdoor TTC Subway doorcards
- Radio advertisements
- Digital and print advertising
- Production specific Press releases
- 100,000+ email marketing

Winter Garden Recognition

- House Program cover
- Theatre display windows
- Box office digital screen
- 2 marquee banners (Elgin and Winter Garden)
- Full-page colour ad in House Program

Hosting & Experience Benefits

- 50 complimentary premium tickets during the run
- 20 complimentary premium tickets for the VIP Opening Night Performance
- Invitation to the Gala Opening Night Reception with the stars of the show

Year-Round Benefits

- Recognition on digital screens across all Canadian Stage venues
- Canadian Stage website year-round
- 10 VIP opening night tickets to all Canadian Stage productions
- Full Page advertisement in Canadian Stage house programs (Distribution: 120,000)

Sponsor Rights

- Rights to the production’s marks for advertising, publicity and promotions
- Rights to purchase one performance which will be custom designed exclusively as a holiday party for your employees, suppliers, and customers
- Right to distribute product information on-site, promotional or sampling items to the audience

ASSOCIATE SPONSOR

4 Partners Available

Sponsor Specific Brand Integration

- Branded content through on stage product placement — sponsor video :30 second “commercial” during every live performance
- Half-page colour ad in theatre program

Sponsor Media Exposure

- Placement of your logo on selected materials in a 3-month marketing campaign beginning in early October
- Pattison Outdoor TTC Subway doorcards
- Digital and print advertising
- Production specific Press releases
- 100,000+ email marketing

Winter Garden Brand Recognition:

- Outdoor display windows
- Box office digital screen

Hosting & Experience Benefits

- 20 complimentary premium tickets during the run
- 10 complimentary premium tickets for the VIP Opening Night Performance

Year-Round Benefits

- Recognition on digital screens across all Canadian Stage venues
- Canadian Stage website year-round
- 4 VIP opening night tickets to all Canadian Stage productions

Sponsor Rights

- Rights to the production’s marks for advertising, publicity and promotions
- Rights to purchase one performance which will be custom designed exclusively as a holiday party for your employees, suppliers, and customers
- Right to distribute product information on-site, promotional or sampling items to the audience

FULL-HOUSE HOSTING EVENT

Benefits

- Full house of tickets (940 seats)
- Opportunity to hold reception in Elgin Winter Garden Theatre lobbies (food & beverage not included)
- Post-performance meet & greet with your special guests and Cast members
- Opportunity to leverage as a fundraiser for a charity of your choice
- Opportunity to distribute promotional items to the audience at the performance

Recognition

- Customized performance to include several references to your brand, and allow for a company executive to welcome the audience from the stage prior to the show
- Dominant name and / or logo exposure on an insert page of the theatre program (non-standard printing not included)

Smaller private parties are also welcome.

KNOW YOUR AUDIENCE

The annual Pantomime attracts family audiences, appealing to all ages. For many the production is an annual tradition, and for others it is their first theatrical experience.

Canadian Stage audiences offer a prime demographic for businesses seeking to connect with sophisticated consumers who appreciate quality experiences. Comprising affluent, educated, and culturally attuned individuals, this segment represents a golden opportunity for brands to resonate with discerning customers in the prime of their careers.

With their penchant for cultural engagement and discretionary spending power, theatre-goers present an ideal canvas for businesses to craft compelling brand narratives and foster lasting connections.



VIDEO BRAND INTEGRATION

Sponsor branded content through on stage product placement during every live performance.









"Ross Petty and his gang should immediately be put in charge of all TV commercials. In *Robin Hood*, a screen is lowered, and the show treats us to a video about its sponsors. Each has its product lauded in a film clip, performed by the stage cast, and each so funny and so well done, that one quite forgets that it's an advertisement."

National Post

"In Ross Petty's world, selling out is a good thing. The actor/impresario's annual holiday family musical at Toronto's Elgin Theatre revels in its blurring of art and commerce: product placement is, according to the critics, sometimes the most entertaining part of the show."

The Globe & Mail / Report on Business

"There are the too-wonderful-to-be shameless plugs for Ross Petty's list of loyal sponsors, offering the same sort of entertainment value-added bonus as Super Bowl ads, all at a discount price."

Toronto Sun



To discuss opportunitites, please contact:

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