

IMAGINE

WHAT YOU COULD SEE FROM THIS SEAT



**HARBOURFRONT
THEATRE**

Our Theatre, Your Theatre.

**THEATRE
SEAT SPONSORSHIP
CAMPAIGN**



SEAT SPONSORSHIP PROGRAM FOR HARBOURFRONT THEATRE

Dear Friends,

With a vision by Summerside citizens to create a state-of-the-art, multi-purpose facility in Prince County, Harbourfront Theatre opened its doors in 1996. Its ongoing mission is to provide a continuous live entertainment service to the Island community and its visitors, featuring both local and touring productions, while being a significant driving force within the community to encourage and nurture the development and appreciation of the performing arts.

Harbourfront Theatre has woven a rich history of arts and entertainment into the community and has much to be proud of over the last two decades. Looking ahead there are so many experiences yet to be had, so much untapped talent just around the corner, and so many artists, emerging and renowned across this country and beyond to yet invite to the stage. In many ways, the Island's "biggest little theatre" is just getting started.

Friends of Harbourfront Theatre have embarked on a Seat Sponsorship Campaign to help ensure a strong future for the theatre. Seat Sponsorships play an important role in assisting the funding goals and continued preservation of Harbourfront Theatre.

As a **Seat Sponsor**, your name or dedication is inscribed on a brass nameplate attached to the back of a seat. Donors can commemorate themselves, a friend or family member, organizations, a special occasion or a business. The nameplates will accommodate up to 50 characters. Gifts can be made at \$1500 or \$1000 levels, and they offer the community a special opportunity to support this local landmark and continue the proud tradition that began in 1996. Donations are tax deductible and payment plans are available. Along with the nameplate, all donors will receive special pre-sale ticket purchase opportunities.

Every year, Harbourfront Theatre continues to expand the cultural and educational opportunities available to residents and visitors in the area. Through the commitment of dedicated board members, theatre staff and volunteers, Harbourfront is transforming the character of the community and improving the quality of life for many of our citizens.



Beautifully appointed and state-of-the-art equipped, Harbourfront represents the best of both worlds – large enough to host renowned touring acts, yet small enough so that each of the 527 seats captures a uniquely intimate experience. Its stage has seen everything from professional live theatre like Anne & Gilbert to local community groups like the Harbourfront Players; Beethoven to bluegrass; world renowned country music legends to Irish dance; The Backyardigans to Sleeping Beauty; rock and roll to down-home blues; classic films to comedians and illusionists; opera to children’s theatre and dance.

Harbourfront Theatre is a thriving regional arts venue and is poised to be a resource for Prince County and Prince Edward Island for generations to come. You can become a part of the future of the theatre today by sponsoring a seat.

We welcome comments and suggestions and count on support from friends like you. Your gift to the Seat Sponsorship Campaign will play an important role in preserving this beautiful theatre for present and future generations of Summerside citizens.

In its 20+ years of presenting entertainment, Harbourfront Theatre has been a shining jewel in the cultural landscape of Summerside and Prince Edward Island. Your support will ensure that it continues to shine brightly.

Sincerely,

Don Reid
Fundraising Chair



TERMS OF SEAT SPONSORSHIP

SPONSORSHIP LEVELS AND BENEFITS

\$1500 LEVEL:

- Nameplate on seat*
- Recognition in, website and house programmes as applicable
- Pre-Sale Ticket Opportunities
- Theatre credit of \$500, redeemable for tickets

\$1000 LEVEL:

- Nameplate on seat*
- Pre-Sale Ticket Opportunities

*Seat sponsorship is a naming opportunity for capital expenditures and is not a reservation of the seat itself for programming. Whenever possible, however, seat sponsors will be given an opportunity to reserve tickets for the seat they have selected.

Seat Sponsor Pre-Sale Ticket Opportunities

As a seat sponsor, you have first opportunity to purchase tickets to selected Harbourfront Theatre presentations in advance of general public sales. Seat sponsors will be given a limited pre-sale time to make ticket purchases for their sponsored seats. After the specified pre-sale, sales will be open to the public. Once sales open to the public, seat sponsors may also purchase additional tickets beyond those available for their specific, sponsored seats.

Outside Promoters, Rentals, Add-on Shows, and Unassigned Seating Events

There will be times when an outside promoter or rental party wants complete control of the theatre. In these cases, we cannot guarantee seat sponsor pre-sale. Whenever possible, seat sponsor pre-sale will be made available. However, in some instances, the timing of the booking or terms of the artist's contract may preclude the theatre from offering such pre-sale opportunities. General admission and cabaret events are also unavailable for seat sponsor pre-sale, due to the nature of ticketing and seating for such events.

Pre-Sale Notification for Seat Sponsors

For events when seat sponsors pre-sale is made available—the theatre will send notification by email and mail prior to public sales. These communications will specify the events available for pre-sale and the seat sponsor response deadline, after which sales will be open to the public. It is the responsibility of the seat sponsor to exercise their ticket purchase privileges within the pre-sale period and to ensure that the theatre has up-to-date contact information for these communications. Once the pre-sale period ends, all unsold tickets for sponsored seats are released for sale to the public.

SEAT SPONSORSHIP COMMITMENT FORM



To sponsor your seat(s), please provide the following information:

Name: _____

Mailing Address: _____

Telephone number: _____

Email address: _____

Please Indicate Your Level of Sponsorship:

\$1500 (includes \$500 theatre credit!) \$1000

Please indicate if you have a seat preference:

Yes No

If yes, you will be contacted to discuss options within one week of receipt of this form.

Please indicate if you would like to be contacted to discuss other giving opportunities:

Yes No

Make cheque or money order payable to **Regional Cultural / Event Centre Inc.**

Please charge \$_____ to my: MasterCard VISA AMEX

Card number:

Expiry Date: _____ / _____ CCV: _____
Month Year

Name as it appears on card (please print):

Signature: _____

Please print the name or message exactly as you would like it to be inscribed on your plaque: (to be sized to scale)

50 CHARACTER LIMIT

Please indicate your preferred payment plan:

- Payment in full
- Three-year installment plan
- One-year installment plan
- Three-month installment plan

Please note, ticket credits are not redeemable until gift has been paid in full.

A proof of the plaque will be sent to you for final approval.

The nameplate will remain on the seat for as long as the seat remains in the theatre. Harbourfront Theatre reserves the right to change the seat location due to construction changes or seating reconfiguration.