



# PRISMA

FESTIVAL

**SPONSORSHIP OPPORTUNITIES**

*PRISMA Festival - June 17-29, 2024*





## PUT YOUR BRAND AT CENTRE STAGE

### Make A Difference

Facilitating access to live arts events has consistently demonstrated positive impacts on health, well-being, and the cohesion of communities. Our annual festival relies on sponsorship to empower individuals of all ages, abilities, and backgrounds. Thanks to your support we are able to continue to bring live music to our community and create joy and connection.

### Entertain Clients & Guests

Elevate your corporate image by becoming a sponsor of the PRISMA Festival. As a valued supporter, your company gains opportunities to entertain clients and guests amidst the enchanting backdrop of world-class classical performances. Create lasting business relationships in a cultural haven, where the power of music converges with corporate hospitality, ensuring an unforgettable experience.

### Souvenir Program Ads

Our team is here to help you send a message to PRISMA attendees. We will gladly accept camera-ready artwork or collaborate with you to design a custom greeting that highlights your company's support of PRISMA, and to the arts in Powell River in the souvenir program seen by thousands of festival attendees.

### Reach New Clients

Collaborate with PRISMA on custom social media content that's designed to cross-promote your brand on our channels and yours. Engagement is at the forefront of our sponsorship philosophy, and we are always looking for new and creative ways to showcase the generous supporters of our festival. Whether you employ an in-house marketing team or take a completely do-it-yourself approach to your Facebook, Twitter, and Instagram feeds, we can't wait to create our first post together.

### Annual Report

Receive acknowledgement in PRISMA's Annual Report, a full-colour magazine created at the end of each fiscal year and distributed digitally and in print to coincide with our Annual General Meeting. This document contains financial reports, photos, sponsor acknowledgements and highlights from the previous year's festival. Sponsors who confirm their participation before January 1 of each year will also be verbally acknowledged at the AGM.

### Monthly Newsletter

Acknowledgement in PRISMA's e-newsletter published online monthly. The newsletter is distributed to over 2,000 patrons and members.



<b>SPONSORSHIP LEVELS &amp; BENEFITS</b>	<b>DIAMOND \$10,000</b>	<b>PLATINUM \$7500</b>	<b>GOLD \$3000</b>	<b>SILVER \$1500</b>	<b>BRONZE \$750</b>	<b>COMMUNITY FRIEND \$250</b>
Give an on-stage welcome to the PRISMA audience	✓					
Recognition as a sponsor of the Concerto Competition Prizes	✓					
We'll share your video greeting or message to PRISMA's followers and tell your story across our social media platforms	✓	✓				
Logo placement on PRISMA's marketing materials	✓	✓				
Employee ticket discount of 10%	✓	✓				
Recognition as sponsor of one of the two "pay what you can" concerts, allowing all demographics to enjoy live music	✓	✓				
Your logo on the PRISMA Festival events schedule	✓	✓	✓			
Complimentary seating at Sail to the Symphony luncheon	8	4	2			
On-stage recognition at PRISMA on the Beach	✓	✓	✓			
Collaborate on custom social media content	✓	✓	✓	✓		
Complimentary PRISMA Festival tickets	20	15	10	5		
Advertisement in PRISMA's Souvenir Program (upgrades available)	FULL PAGE COLOUR	1/2 PAGE B&W	1/3 PAGE B&W	1/4 PAGE B&W		
Logo inclusion on a sponsor board in the theatre foyer	✓	✓	✓	✓		
Acknowledgement in PRISMA's Annual Report (printed & digital)	✓	✓	✓	✓	✓	
Recognition in PRISMA's e-newsletter	✓	✓	✓	✓	✓	
Your logo on post-PRISMA Thank-You Ads	✓	✓	✓	✓	✓	✓
Sampling and couponing for student/guest artist gift bags	✓	✓	✓	✓	✓	✓
Listing in PRISMA's Souvenir Program	✓	✓	✓	✓	✓	✓
Booth/exhibition fees waived for PRISMA on the Beach	✓	✓	✓	✓	✓	✓

## UPGRADE YOUR AD

Did you know? Standalone program ads are also available for purchase, along with size/colour upgrades to ads that are included with sponsorship.

## CONTACT US

For all inquiries, please contact us before May 17.  
 Melanie Munroe: [executivedirector@prismafestival.com](mailto:executivedirector@prismafestival.com)  
 Andy Rice: [development@prismafestival.com](mailto:development@prismafestival.com)  
 Or call 1-855-577-4762

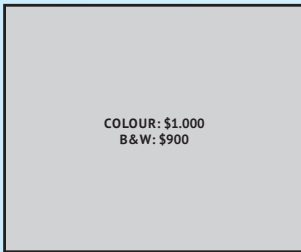




## AD SPECS & PRICES

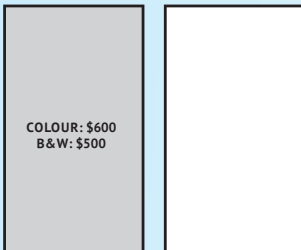
### Full (1 Page)

Width: 8.25" / Height: 6.75"



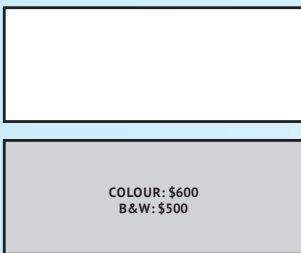
### Half Portrait (1/2 Page)

Width: 3.94" / Height: 6.75"



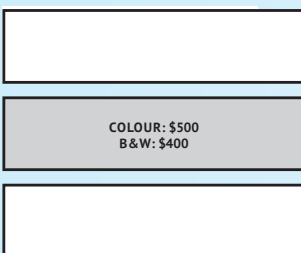
### Half Landscape (1/2 Page)

Width: 8.25" / Height: 3.31"



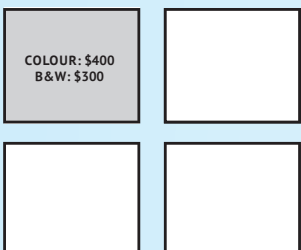
### Third Landscape (1/3 Page)

Width: 8.25" / Height: 2.19"



### Quarter Box (1/4 Page)

Width: 3.94" / Height: 3.31"



## Who We Are

Pacific Region International Summer Music Association (PRISMA) is a vital cultural beacon in the qathet region.

Every June at the PRISMA Festival, we unite emerging and established classical musicians for two weeks of musical exploration by the sea. Here you can see an 80-piece orchestra take shape before your eyes, along with performances by members of leading orchestras from around the world.

Thousands of residents and visitors attend our event each summer, from chamber music and symphony orchestra concerts to our free, outdoor community celebration, PRISMA on the Beach.

Every dollar spent on delivering PRISMA creates an estimated two dollars' worth of benefit to the local economy - and a myriad of opportunities to build community in the process.

## Our 2024 Festival

Magical performances, engaging workshops, local venues, and amazing vendors will be celebrated throughout the qathet region, June 17 - 29, 2024 during our 12th season.

PRISMA has a variety of sponsorship options available in 2024, designed to suit a wide variety of budgets and focus areas.

Together we create connection and belonging and keep music alive in our community.

Thank you for your consideration.



PRISMA