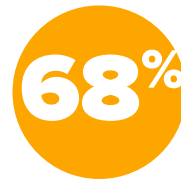


front and CENTRE!

SPONSORSHIP OPPORTUNITIES FOR SUMMER 2026

AUDIENCE DEMOGRAPHICS

The audience of Confederation Centre of the Arts is comprised of an attractive demographic of well-rounded, educated, and mature homeowners from our Atlantic region, Canada, and around the world.



68% of Canadians feel more favourable towards businesses they know support arts and cultural activities.

- BUSINESS FOR THE ARTS AND THE STRATEGIC COUNSEL



88% from Atlantic Canada



38% household income of \$100,000+



84% are homeowners



67% university or college graduates



60% of our audience are aged between 35-64



See Prince Edward Island's iconic redhead on stage! This Canadian classic is a humorous, touching, and dynamic musical that will inspire your imagination, tickle your funny bone, and mesmerize you with its graceful and exhilarating singing and dancing.



Come From Away is based on the true story of a small town that welcomed the world. What started as an average day in Gander, Newfoundland turned into a historic moment when 38 planes carrying thousands of people were diverted there on September 11, 2001.



This summer, the Island's best kitchen party is at The Mack. C'MON IN! throws open the door and invites you straight into a lively Maritime kitchen, where the party's already started, the stories get bigger as the night goes on, and the music keeps everyone around the table just a little longer.



THE POLKA-DOT DOOR invites young audiences and families into a high-energy, interactive musical where songs, stories, and surprises burst through a larger-than-life polka-dot door. With playful puppetry, big laughs, and a heart-forward message of kindness and belonging, this is Theatre for Young Audiences at its most joyous.

SPONSOR OPPORTUNITIES

Support from the private sector is essential for Confederation Centre of the Arts to continue its tradition of artistic excellence. Please join us in celebrating the best creative work our nation has to offer! We offer a range of sponsorship opportunities with attractive marketing and entertainment benefits.

\$5000 CORPORATE CHAMPION

- Recognition at one performances of *C'MON IN!*
- Recognition at two performances of *COME FROM AWAY*
- Recognition at one performance of *ANNE OF GREEN GABLES – THE MUSICAL™*
- Two tickets to Festival Opening Night
- Enhanced exposure
- 25 complimentary tickets for any performance

\$3500 SOBEY FAMILY THEATRE BUNDLE

- Recognition at two performances of each Sobe Family Theatre production (*ANNE OF GREEN GABLES – THE MUSICAL™* and *COME FROM AWAY*)
- 16 complimentary tickets for any performance

\$2500 AMPHITHEATRE (WEEK)

- Recognition at six performances of *POLKA-DOT DOOR*
- 10 complimentary tickets for any performance
- 10 tickets at 50% off for any performance

\$1750 INDIVIDUAL PERFORMANCES SOBEY FAMILY THEATRE

- Recognition at one performance of either *ANNE OF GREEN GABLES – THE MUSICAL™* or *COME FROM AWAY*
- Eight complimentary tickets for any performance

\$700 INDIVIDUAL PERFORMANCES THE MACK

- Recognition at one performance of *C'MON IN!*
- Six complimentary tickets for any performance

DID YOU KNOW?

Only a third of operational costs are covered through ticket sales.

We rely on the support of corporate sponsors to continue offering world-class arts programming.

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