

PRISMA
Pacific Region International Summer Music Academy
FESTIVAL

JUNE 17 - 29, 2019

Sponsorship & Advertising Guide

2019 Edition

prismafestival.com



Partner with PRISMA

Supporting the arts is good for business!

One of the major indicators of a community's well-being is the health of its arts and culture scene. It's also one of the main factors people look for when making the choice to relocate their family to a new area. Your support for PRISMA, and other organizations like it, creates an economic spinoff that benefits the entire region. Plus, the PRISMA Festival and its associated events draw over 8,000 attendees each year, so sponsorship is an excellent way to deliver your message to new and diverse audiences in Powell River and beyond!



Sponsor Form ☐ New ☐ Renewal

☐ YES, I accept the invitation to partner with PRISMA (June 17-29, 2019)

☐ Please send me more information about partnering with PRISMA.

Sponsorship Support Level:

- | | |
|---|---|
| <input type="checkbox"/> Bronze\$500–\$999 | <input type="checkbox"/> Sponsor a Concert** Gold level & higher |
| <input type="checkbox"/> Silver\$1,000–\$2,999 | <input type="checkbox"/> PRISMA on the Beach\$5,000 |
| <input type="checkbox"/> Concerto Competition Winner*\$2,000 | <input type="checkbox"/> Platinum\$5,000–\$9,999 |
| <input type="checkbox"/> Gold\$3,000–\$4,999 | <input type="checkbox"/> Diamond\$10,000+ |

*Only one available at this level. Please call to inquire.

**Limited concert sponsorship opportunities are available.

In-kind contributions are included and calculated together with cash to determine sponsorship levels.

Please make cheques payable to "PRISMA"

To ensure inclusion in the print materials mentioned above, please confirm your sponsorship by April 15, 2019.

PRISMA is a registered charity, #840224240RR0001. Tax receipts, if requested, are minus the value of the tickets and advertising.

Our mailing address is: PRISMA c/o Reid Hunter, Suite D-7061 Duncan Street, Powell River, BC, V8A 1W1

Contact: Rachel Rocco at development@prismafestival.com or call 778-223-7303

Bronze: \$500–\$999

- Listing in PRISMA Festival program and Annual Report
- Recognition in PRISMA newsletter, pre- and post-festival
- Commensurate social media mentions
- Logo and link on PRISMA website
- Logo on a sponsor index sign, displayed in lobby
- Logo projected on stage before each concert
- 2 complimentary concert tickets
- Inclusion in post-festival Thank You ads in The Peak & Powell River Living

Silver: \$1,000–\$2,999

- Listing in PRISMA Festival program and Annual Report
- 1/4-page B&W greeting ad in PRISMA Festival program
- Recognition in PRISMA newsletter, pre- and post-festival
- Commensurate social media mentions
- Logo and link on PRISMA website
- Logo on a sponsor index sign, displayed in lobby
- Logo projected on stage before each concert
- 4 complimentary concert tickets
- Inclusion in post-festival Thank You ads in The Peak & Powell River Living

Gold: \$3,000–\$4,999

- Listing in PRISMA Festival program and Annual Report
- 1/3-page B&W greeting ad in PRISMA Festival program
- Recognition in PRISMA newsletter, pre- and post-festival
- Commensurate social media mentions
- Logo and link on PRISMA website
- Logo on a sponsor index sign, displayed in lobby
- Logo projected on stage before each concert
- On-stage recognition at PRISMA on the Beach
- 2 Complimentary PRISMA Festival Passes (or 8 tickets)
- Inclusion in post-festival Thank You ads in The Peak & Powell River Living
- Invitation for 2 to a post-Concerto Competition reception (June 19) with student contestants and guest artists

Platinum: \$5,000–\$9,999

- Listing in PRISMA Festival program and Annual Report
- 1/2-page B&W greeting ad in PRISMA Festival program
- Recognition in PRISMA newsletter, pre- and post-festival
- Premium social media mentions
- Logo and link on PRISMA website
- Logo in our full-page schedule of events in the Peak and Powell River Living
- Logo on a sponsor index sign, displayed in lobby
- Logo projected on stage before each concert
- Opportunity to create a short video greeting, featured on PRISMA's social media
- On-stage recognition at PRISMA on the Beach
- 2 Complimentary PRISMA Festival Passes
- Inclusion in post festival thank you ads in The Peak & Powell River Living
- Invitation for 2 to a post-Concerto Competition reception (June 19) with student contestants and guest artists

Diamond: \$10,000+

- Listing in Festival PRISMA program and Annual Report
- Full page Colour greeting ad in PRISMA Festival program
- Recognition in PRISMA newsletter, pre- and post-festival
- Custom social media mentions, in collaboration with our marketing team
- Logo on PRISMA rack cards and posters
- Logo and link on PRISMA website
- Logo on a sponsor index sign, displayed in lobby
- Opportunity to create a short video greeting, featured on PRISMA's social media
- Logo projected on stage before each Evergreen Theatre concert
- On-stage recognition at PRISMA on the Beach
- 4 Complimentary PRISMA Festival Passes
- Inclusion in post-festival Thank You ads in The Peak & Powell River Living
- Invitation for 4 to a post-Concerto Competition reception (June 19) with student contestants and guest artists
- Customized perks available by request

Increase your impact! Become a concert sponsor.

In 2019, we will be offering a special opportunity for sponsors at the Gold Level and higher. Concert sponsorships will be awarded on a first come, first served basis. You will receive acknowledgement according to your sponsorship level, PLUS:

- Logo next to concert in the PRISMA Festival program
- Opportunity to set up a sponsor-staffed info table
- Opportunity to create a short video greeting, featured on PRISMA's social media
- Recognition on signage inside the theatre
- Opportunity to address attendees from the stage
- On-stage recognition at PRISMA on the Beach
- Up to 10 tickets to your sponsored concert

PRISMA on the Beach Sponsor: \$5,000 (Limited availability)

- Logo next to concert in the PRISMA Festival program
- Logo on the PRISMA on the Beach poster
- Listing in the PRISMA Festival program and Annual Report
- 1/2-page B&W greeting ad in PRISMA Festival program
- Recognition in PRISMA newsletter, pre- and post-festival
- Logo and link on the PRISMA website
- Logo on a sponsor index sign, displayed in lobby
- Opportunity to set up a sponsor-staffed info table
- Opportunity to address attendees from the stage
- Logo projected on stage before each Evergreen Theatre concert
- Premium social media mentions
- 2 Complimentary PRISMA Festival Passes
- Inclusion in post-festival Thank You ads in The Peak & Powell River Living
- Invitation for 2 to a post-Concerto Competition reception (June 19) with student contestants and guest artists

Media Sponsor: In-Kind

- Listing in PRISMA Festival program and Annual Report
- 1/2-page B&W greeting ad in PRISMA Festival program
- Recognition in PRISMA newsletter, pre- and post-festival
- Logo on PRISMA rack cards
- Logo and link on PRISMA website
- Logo on a sponsor index sign, displayed in lobby
- Opportunity to create a short video greeting, featured on PRISMA's social media
- Logo projected on stage before each concert
- Premium social media mentions
- On-stage recognition at PRISMA on the Beach
- 2 Complimentary PRISMA Festival Passes
- Inclusion in post-festival Thank You ads in The Peak & Powell River Living
- Invitation for 2 to post-Concerto Competition reception (June 19) with student contestants and guest artists

**Additional Information**

The PRISMA Souvenir Program is a 40-page print booklet packed with information about the students, Guest Artists and performances. The program is distributed free of charge to all theatre concert-goers. The print run is 1,500.

Greeting ads (printed in the PRISMA Souvenir Program) are included at the Silver sponsorship level and above. Please note: in order to meet our press deadline, camera-ready ads are due no later than May 15, 2019.

Ads may include your company's marketing campaign, a greeting, or other content of your choosing, provided that is tasteful and appropriate for PRISMA's family audience. Please let us know if you require assistance designing your ads. Additional charges may apply.

The PRISMA Newsletter is published online eight times per year; coming out monthly from November through June. Each iteration of the newsletter is distributed to over 2,000 patrons and members.

The PRISMA Annual Report is a 32-page magazine created at the end of each year, containing financial reports, photos, sponsor acknowledgements and highlights from the festival. It is distributed digitally and in print at our Annual General Meeting.

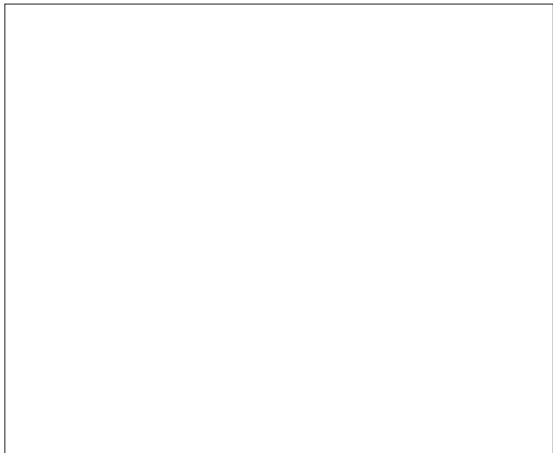
Each year, we print over 2,500 rack cards, which are distributed on BC Ferries vessels and through tourism agencies in Powell River, the Comox Valley and the Lower Sunshine Coast. They feature the logos of our Diamond and Media Sponsors.

2019 Advertisement Sizes

Contact: Rachel Rocco at development@prismafestival.com or call 778-223-7303

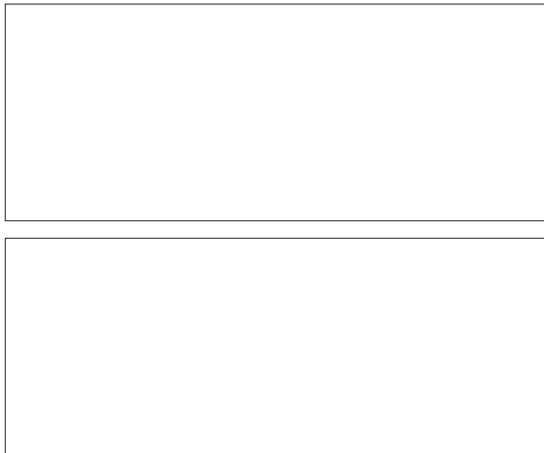
Full (1 Page)

Width: 8.25" / Height: 6.75"



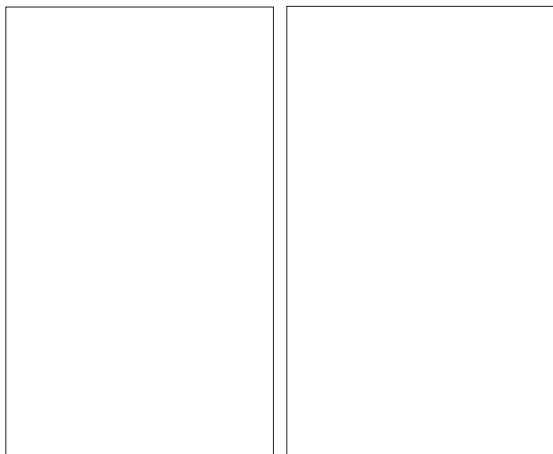
Half Landscape (1/2 Page)

Width: 8.25" / Height: 3.31"



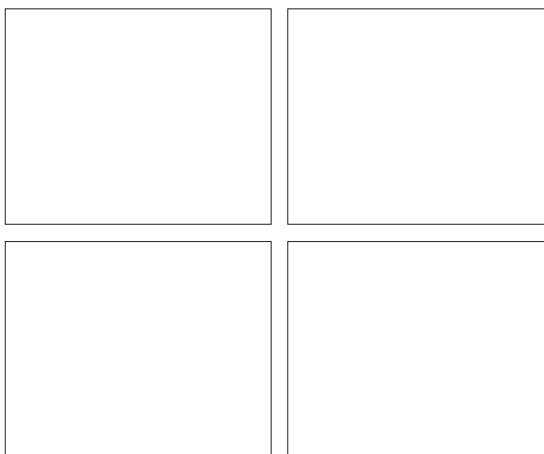
Half Portrait (1/2 Page)

Width: 3.94" / Height: 6.75"



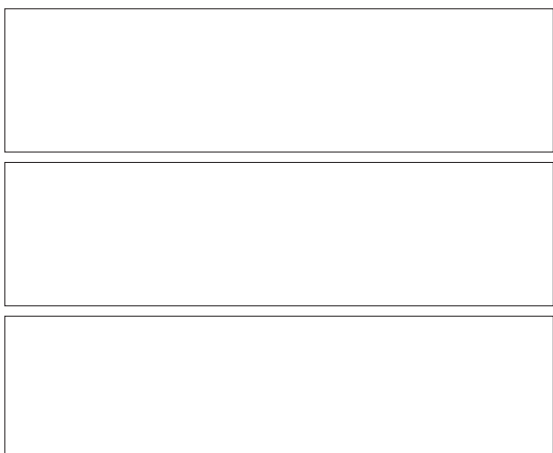
Quarter Box (1/4 Page)

Width: 3.94" / Height: 3.31"



Third Landscape (1/3 Page)

Width: 8.25" / Height: 2.19"



The Fine Print:

Greeting advertisements are printed in black and white, unless otherwise noted. Colour is available upon request, subject to additional charges.

Please let us know if you require assistance designing your ads. (Additional charges may apply.)

In order to meet our press deadline, camera-ready ads are due no later than May 15, 2019.