

SPONSORSHIP GUIDE

The Peterborough Academy of Circus Arts Sponsorship and Opportunities Guide

May-June 2015

Support Circus Dreamland

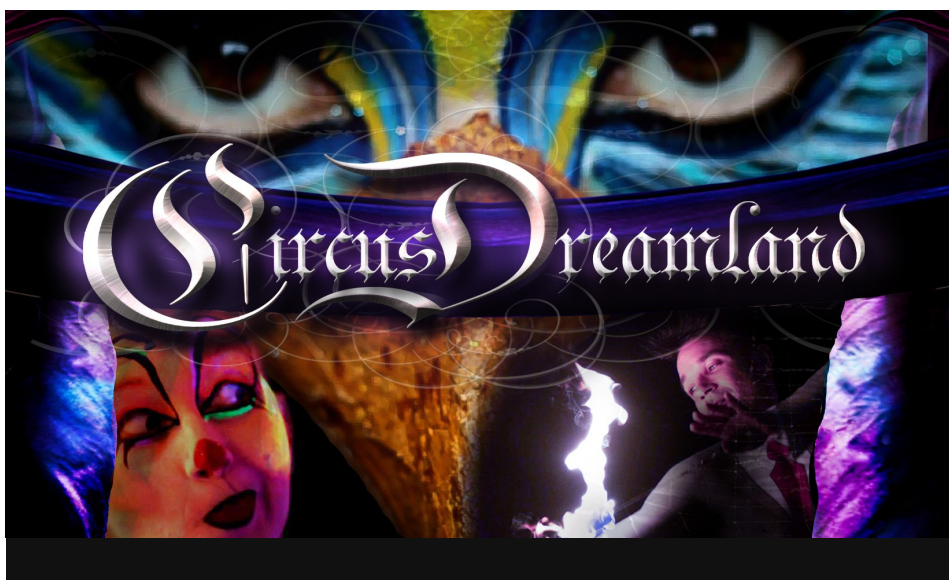
Circus Dreamland is the remounted production of Peterborough's very first full-length original circus arts show, returning to Market Hall from its first sold-out run November of 2014. The show will run from June 12-13th, with two evening shows and a matinee. The show will be put on by the Peterborough Academy of Circus Arts.

Who is the Peterborough Academy of Circus Arts?

A: The Peterborough Academy of Circus Arts, or PACA, is a brand new non-profit organization currently conducting the bulk of their activities out of Market Hall. Their primary focus is the development of education in circus arts, either through recreational programs made available for the public, or social programs with local community organizations to assist marginalized or at-risk groups. PACA also aims to put on at least two productions a year, featuring both local and visiting professional circus artists, as well as feature those involved in their educational programming.

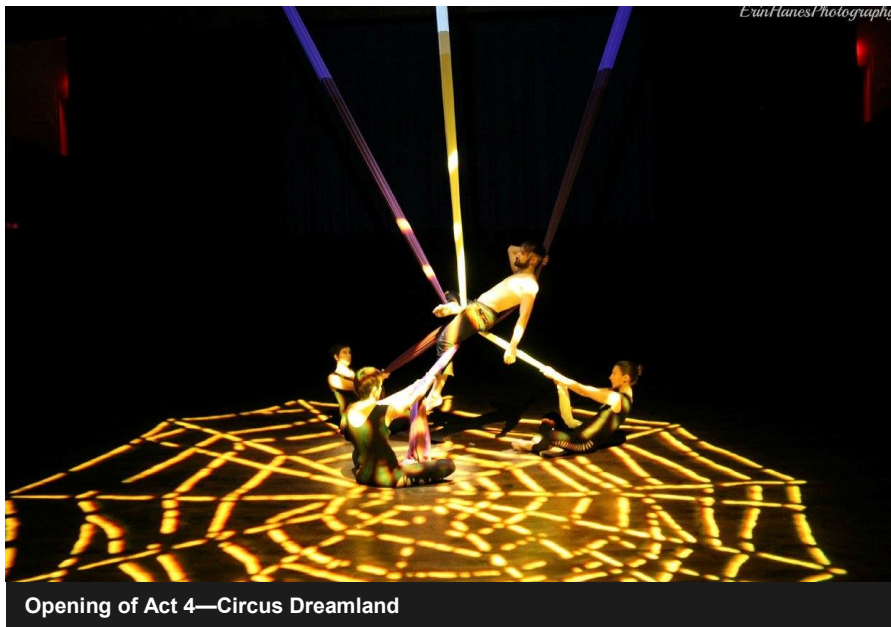
"My five year-old sat riveted on the edge of his seat for the whole show! I think he thought you were otherworldly... His favourite part was getting to come down-stage afterwards and meet the performers up close! "

- Natalie Napier



In This Guide

- The Value of Circus Dreamland
- What Makes Sponsoring Circus Dreamland Worthwhile?
- Where Will Your Sponsorship Dollars Go?
- Here's How it Works



Opening of Act 4—Circus Dreamland

The Value of Circus Dreamland

Circus Dreamland is a true original for Peterborough. It combines the talent of local circus artists, (some of whom are award winning professionals while others are talented hobbyists) with technical knowhow of stunning visuals by local legend Lester Alfonso.

It features Acts in Flow Arts, Break & Fire Dance, Aerial Silk & Rope, Cyr Wheel, UV Bubbles, and not to mention clowning! With this spectacular lineup, it's no wonder that Circus Dreamland **completely sold out** in its first run in November. It has story and narrative with tonnes of surreal eye candy.

What Makes Sponsoring Circus Dreamland Worthwhile

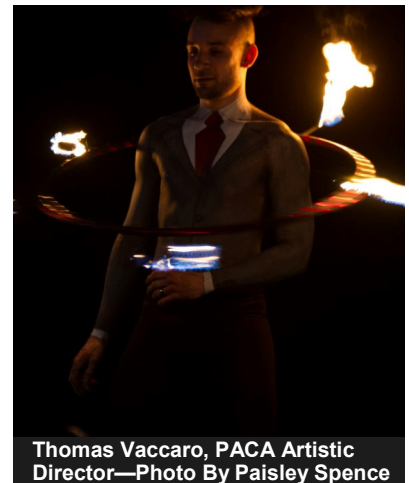
Given the show's successful history with sales at the box office, you can bet that by sponsoring Circus Dreamland your advertisement or company logo would be seen by many, many people; Adults, Children, Business Owners, and your next customers. Your support for the Peterborough Academy of Circus Arts will be seen in our programme and you will be given tickets for doing so. It's perfect for taking your loved ones out for an evening of magic and high caliber entertainment.

Everybody Loves it!

Thanks to larger, more well-known organizations, like Cirque Du Soleil, the impact and reputation of circus arts productions is well-known worldwide, and Peterborough is fortunate to have such a rich pool of talent locally to be able to put on such displays. Having members of our leadership study in world renowned places, such as The National Circus School, we are building ties and a stronger relationship with professionals across the globe and we look forward to seeing where your support can take not only us but the community as a whole!

Perfect For All Audiences!

It doesn't matter how old you are, everyone is a kid again when they watch a circus show. We make the impossible possible, we make your dreams come true, we take you away from reality by pushing ourselves to the physical and mental pinnacles of human limits, celebrating creative imagination and wonder. This is something we want to share with you and cultivate in the city of Peterborough for a long time.

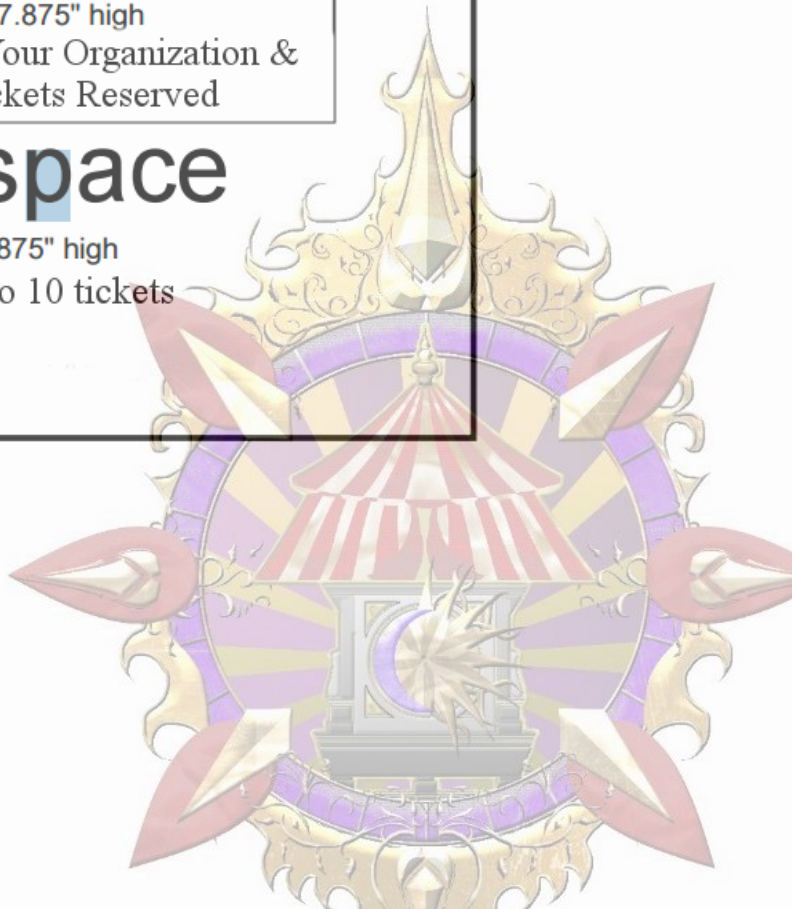


Thomas Vaccaro, PACA Artistic Director—Photo By Paisley Spence

Here's How it Works!

When you sponsor PACA the amounts outlined here, we'll give you space in our programme for your logo or advertisement. We'll also include tickets for your donation as a way of saying thanks and so that your family or coworkers can enjoy an evening of quality circus entertainment!

<p>\$100 space 2.4375" wide x 1.25" high Includes 2 tickets</p>	<p>\$250 space 2.4375" wide x 3.875" high Includes 4 tickets</p>
<p>Limited full pages \$1000 \$1500 inside back \$3000 outside back 5" wide x 7.875" high "Presented By" Your Organization & Up to 20 Tickets Reserved</p>	
<p>\$500 space 5" wide x 3.875" high Includes up to 10 tickets</p>	



Sponsor Methods

Contact: Thomas Vaccaro—705-313-0005
sponsorships@academyofcircus.org

We take Cash, Cheque, Credit, Debit, Paypal, or einterac

Did You Know?

According to Vital Signs, A survey conducted by the Community Foundation of Greater Peterborough:

- Unemployment ranks as the top priority for action in both the city and the county. Peterborough's unemployment rate is 9.8%, nearly 2% over the provincial average.
- Of those employed in Peterborough, 26.8% enjoy occupations in creative fields, and that number is expected to increase 23% by the year 2020.
- Per household, Peterborough residents spend on average \$691 per year on arts and recreation. This figure in all the province is only surpassed by Toronto, at \$765 per year.
- Productions like Circus Dreamland play to Peterborough's strengths in artistic vibrancy while helping to address its weaknesses in unemployment. More than just artists, productions require an insurmountable amount of work from behind the scenes months in advance.
- These occupations include, but are not limited to: techs, communications officers, administrators, accountants, movers, costume, makeup, web, graphic, & sound designers, hairstylists, photographers, videographers, and many more!



Tessa Nasca, Dreamland Performer— Photo By Erin Hanes

Where Will Your Sponsorship Dollars Go?

12% of the funds raised from sponsorship and box office sales for Circus Dreamland go toward the Peterborough Academy of Circus Arts for their recreational programming in Market Hall and social programming with local community organizations of marginalized groups, such as The New Canadians Centre. This includes covering costs for equipment, personnel, space, and administration. The remaining 88% of the funds collected goes toward paying the artists and designers involved in the show.

Despite the **complete success** of our last turn-out, This show was made with roughly \$9,150 of in-kind expenses. That is to say, the people who put this show on sacrificed a lot of their time and expertise for very little pay, and many of the designers donated their own equipment for the show without asking to be compensated.

For all their hard work and tireless dedication to their art, The designers and performers deserve to be paid fairly. With the success of this project, we hope to put on more productions in the coming years, many of which will feature students involved in our programs, as well as professional artists from around the world. Who knows? Maybe with your help we can turn Peterborough into another Stratford, only with Circus instead of Shakespeare!