



## Advertising & Sponsorship Opportunities

Support a locally produced musical—and play a direct role in growing opportunities for artists and audiences in our community. **We invite you to join our constellation of partners helping bring this work to life.**

### **Why Your Support Matters**

Constellation Theatre Co. was created to provide meaningful opportunities for adult musical theatre performers to continue developing and sharing their craft locally, at a professional level. After 16 months of development, our co-operative is now embarking on our first production, *You're a Good Man, Charlie Brown*, running June 19–27 in North Bay. Learn more: [ConstellationTheatre.ca](http://ConstellationTheatre.ca)

Production expenses for this show are projected at approximately \$18,500 to cover venue, licensing, insurance, and production costs. While structured as a co-operative, we operate with a non-profit mindset: prioritizing elevated experiences, artistic growth, and sustainable compensation for artists & crew. Your programme ad or sponsorship helps offset production costs while increasing the impact of every ticket sold, contributing to:

- A larger portion from ticket sales being shared with participating artists & crew and reserved to support future productions.
- Expanding access to high-quality live theatre in North Bay, supporting community, tourism, and the local economy.
- Creating more (paid) opportunities for local artists, performers, and theatre industry, making North Bay an appealing place for artists to settle or return to.

In addition to financial support, we welcome in-kind contributions that support our productions (This may include printing services, materials & equipment, technical support, use of rehearsal space, or cross-promotional partnerships).

We understand that every organisation has different goals and budgets for advertising and community support. If one of the above sponsorship packages doesn't feel like the right fit, we're happy to work with you on a custom, reciprocal partnership that reflects both your available budget and how you'd like to be involved.

Whether through sponsorship, advertising, or in-kind support, your involvement helps strengthen the constellation of artists, collaborators, and community members that make this work possible.

Thank you for your consideration,

*The Constellation Theatre Co. Board of Directors:*

Tim Lucier, Emily Hawton, Lisa Callahan, Andrew Butti, Emily O'Kane, Roxey Size

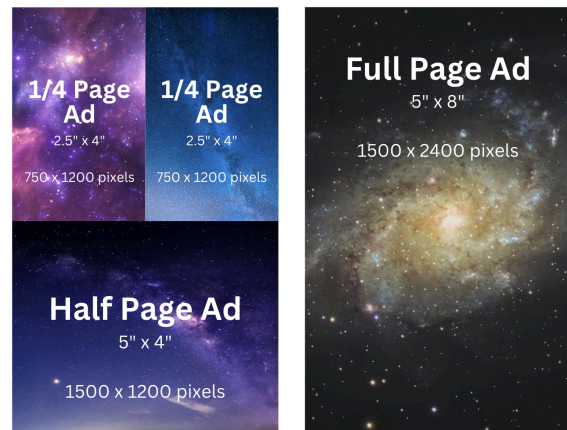
## Programme Advertising Opportunities

Advertisements are featured in both our printed and digital programmes, with digital versions remaining available on our website in perpetuity:

<b>\$150*</b> (Quarter Page)	<b>\$300*</b> (Half Page)	<b>\$450*</b> (Full Page)
<b>750p x 1200p</b> advertisement in the printed and digital programme	<b>1500p x 1200p</b> advertisement in the printed and digital programme	<b>1500p x 2400p</b> advertisement in the printed and digital programme
1 Ticket for our June 19th Community Preview (plus access to additional Preview tickets at a reduced rate)	2 Tickets for our June 19th Community Preview (plus access to additional Preview tickets at a reduced rate)	2 Tickets for our June 19th Community Preview (plus access to additional Preview tickets at a reduced rate)
		Mention/tag in one promotional social media post ("You're a Good Man, Charlie Brown is brought to you in part by [Business Name]")
<p><b>*Ad Design Add-On: \$75</b>                      We offer optional ad design support for businesses who would like a cohesive, show-aligned look in the program.</p> <ul style="list-style-type: none"> <li>• Custom-designed advertisement created by our team</li> <li>• Styled to complement the visual tone of the production</li> <li>• Includes one round of revisions</li> </ul>		

### Ad Specs, Audience & Reach

- Expected attendance: 600–990 audience members across the run
- Printed programmes distributed at every performance
- Digital programme hosted on our website in perpetuity
- See sponsorship information and in-kind contributions on the next pages for opportunities to increase your exposure to the North Bay community alongside our show promotions.
- **Ad artwork is due by May 25th, 2026.**



## Production Sponsorship

Sponsorship is an opportunity to support something great while benefitting from natural exposure to the community within & surrounding North Bay as we advertise our show through:

- Organic social media promotion to our steadily growing audience plus targeted ad campaigns
- Community partnerships, giveaways, and direct local outreach
- Poster and print ad distribution throughout North Bay and area (letter-sized, tabloid, and hand-bills)  
**Logos due by April 30th for inclusion.**
- Local media and radio promotion with acknowledgement of lead sponsors

<b>“Star” Sponsor – \$550</b>	<b>“Constellation” Sponsor – \$850</b>	<b>“Galaxy” Sponsor – \$1,600</b>
Half-page advertisement in the printed and digital programme	<b>Full-page</b> advertisement in the printed and digital programme	<b>Full-page</b> advertisement in the printed and digital programme
2 Tickets for our June 19th Community Preview (plus access to additional Preview tickets at a reduced rate) <i>and</i> <b>10% off</b> general admission tickets for the run of the show	2 Tickets for our June 19th Community Preview (plus access to additional Preview tickets at a reduced rate) <i>and</i> <b>15% off</b> general admission tickets for the run of the show	2 Tickets for our June 19th Community Preview (plus access to additional Preview tickets at a reduced rate) <i>and</i> <b>20% off</b> general admission tickets for the run of the show
Mention/tag in <b>one</b> promotional social media post (“You’re a Good Man, Charlie Brown is brought to you in part by [Business Name]”)	Mention/tag in <b>two</b> promotional social media posts (“You’re a Good Man, Charlie Brown is brought to you in part by [Business Name]”)	Mention/tag in two promotional social media posts as well as our Facebook Event (“You’re a Good Man, Charlie Brown is brought to you in part by [Business Name]”) <b>plus a dedicated “thank you to our sponsor” social media post</b>
Hyperlinked sponsor logo on our <a href="#">“You’re a Good Man, Charlie Brown” ticket sales</a> and support pages.	Hyperlinked sponsor logo on our <a href="#">“You’re a Good Man, Charlie Brown” ticket sales</a> and support pages, <b>plus sponsor logo on printed &amp; digital poster*</b>	Hyperlinked sponsor logo on our <a href="#">“You’re a Good Man, Charlie Brown” ticket sales</a> and support pages, <b>prominent sponsor logo on printed &amp; digital poster*, plus sponsor logo on our homepage.</b>
Lobby display recognition as a “Star” Sponsor	Lobby display recognition as a “Constellation” Sponsor	Lobby display recognition as a “Galaxy” Sponsor
Constellation Theatre “Star Sponsor” digital badge	Constellation Theatre “Constellation Sponsor” digital badge	Constellation Theatre “Galaxy Sponsor” digital badge
		“Brought to you by” in media & radio advertising where applicable, plus:  Recognition as a Season Partner across 2026 activities with logo placement where applicable.

See the next page for info on custom partnerships, opportunities for in-kind exchanges, and our special executive production sponsorship package. *\*See poster design on last page.*

**Executive Producer – \$6,000**

Really want to make a difference? Executive Production Sponsorship includes all “Galaxy” Sponsor benefits plus:

- Exclusive top billing wherever sponsor logos are found, and featured recognition across any of our future or remaining 2026 events or activities.
- Executive Producer recognition in speeches and alongside the production team in print & online programmes.

## Next Steps

If any of the advertising, in-kind support, or sponsorship offerings are appealing to you, please reach out to [hello@constellationtheatre.ca](mailto:hello@constellationtheatre.ca) to explore options or visit [constellationtheatre.ca/support](https://constellationtheatre.ca/support) to sign up. Payments can be accepted via e-transfer or cheque (preferred), or credit card upon request.

Ad artwork is due by May 25th, 2026. Sponsor logos can be submitted any time but must be confirmed by April 30th for inclusion on printed posters and May 25th to be included in programmes.

**Draft poster:**


Constellation Theatre Co. Presents:

# YOU'RE A GOOD MAN, CHARLIE BROWN!

Based on the Comic Strip “Peanuts”  
by Charles M. Schulz

Book, Music & Lyrics by Clark Gesner  
Additional Dialogue by Michael Mayer  
Additional Music & Lyrics by Andrew Lipka  
Directed by Allan MacAskill & Shane Southcott

**JUNE 19–27** AT ODYSSEÉ, 480 NORMAN AVE  
**NORTH BAY, ON**

 **GET TICKETS:**  
CONSTELLATIONTHEATRE.CA

Brought to you by:

Your Sponsor Logo Here	Your Sponsor Logo Here
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YOU'RE A GOOD MAN, CHARLIE BROWN is presented by arrangement with Concord Theatricals on behalf of Tams-Witmark LLC.