

The
GRINDSTONE

Presents

EDMONTON



FRINGE
THEATRE

FESTIVAL

BRING YOUR
OWN VENUE

SPONSORSHIP

PROPOSAL

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ABOUT THE EDMONTON FRINGE

ABOUT GRINDSTONE

Grindstone Theatre Society is a non-profit Arts Organization committed to advancing performance arts in Edmonton. We help achieve this, in part, through offering our venues to performers who seek to be apart of the Fringe.

WHAT IS A BYOV?

78% of the Edmonton Fringe Festival is made up of independently produced venues. When an artist wants to be part of the Fringe they can either submit to the Fringe lottery OR they can "Bring Their Own Venue." The Grindstone produces four BYOV stages (10% of venues).

WHY WE NEED YOUR HELP

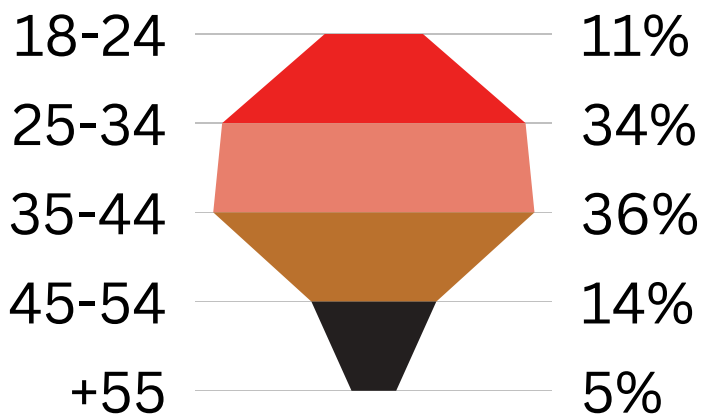
Although we charge rent to artists, costs involved in providing a performance venue far outweighs the cost we charge artists. Therefore, we rely on sponsorship & grants to maintain subsidized rates for artists to produce their shows at the Fringe. Help us create the stages that make great performances possible!

GRINDSTONES

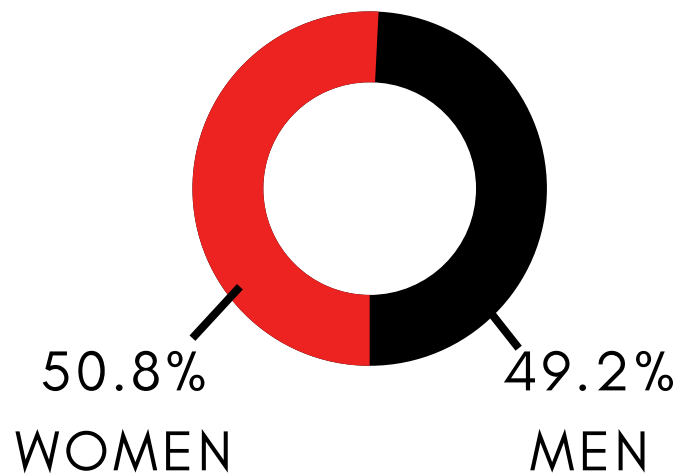
AUDIENCE

We anticipate 20,000 people at Grindstone Venues over 10 days.

AGE



GENDER





SMALL BUSINESS PARTNERSHIPS

Promote your local business while supporting arts and culture in Edmonton!

RECOGNITION

- Logo on our Fringe BYOV Grindstone Website page, logo on sponsor banner and a digital program ad
- One social media post

COST: \$250-1,000



STAGE SPONSOR 1

Sponsor The Luther Stage.

This sponsorship helps cover the stage costs.

The Luther Stage seats 200 people and will feature several performances this years Fringe Festival, and will be showcased to the over 200,000 people attending the Fringe both in-person and online.

RECOGNITION

- Stage banner, with naming rights for the stage
- Thank-you in our pre-show announcement
- Full Pg Ad in our digital program
- Sponsor logo on our Fringe BYOV Grindstone Website, Printed banners on site
- Limited comp tickets available on request

TOTAL: \$10,000

STAGE SPONSOR 2

Sponsor The Studio Stage.

This sponsorship helps cover the stage costs.

The Studio Stage seats 60-80 people and will feature several performances this years Fringe Festival, and will be showcased to the over 200,000 people attending the Fringe both in-person & online.

RECOGNITION

- Stage banner, with naming rights for the stage
- Thank-you in our pre-show announcement
- Full Pg Ad in our digital program
- Sponsor logo on our Fringe BYOV Grindstone Website, Printed banners on site, digital program and tickets
- Limited comp tickets available on request

TOTAL: \$3,000





STAGE SPONSOR 3

The Sewing Machine Factory (SMF) Stage.

This sponsorship helps cover the stage costs.

The SMF Stage seats 60 people and will feature several performances this years Fringe Festival, and will be showcased to the over 200,000 people attending the Fringe both in-person and online.

RECOGNITION

- Stage banner, with naming rights for the stage
- Thank-you in our pre-show announcement
- Full Pg Ad in our digital program
- Sponsor logo on our Fringe BYOV Grindstone Website, Printed banners on site, digital program and tickets
- Limited comp tickets available on request

TOTAL: \$3,000

SITE SPONSOR

Make the Fringe even more memorable!

RECOGNITION

- Name & brand on surrounding fence and towers
- Sponsor logo on the Fringe BYOV Grindstone Website, Printed banners on outdoor pillars around the venue Limited comp tickets available on request
- Printed banners on patio and digital program
- Limited comp tickets available on request

TOTAL: \$5,000



BEER GARDEN SPONSOR

Get your name on everyone's favorite spot at the festival.

RECOGNITION

- Naming rights of Grindstone's street beer garden located between the two stages
- Logo on the Fringe BYOV Grindstone Website
- Two 4 x 8 banners on the patio, printed banners on site, full-page ad in digital program
- Comp tickets available on request

1 Spot available: \$3,000 - \$5,000

