

# Paprika

THEATRE FESTIVAL

**SPONSORSHIP PACKAGE**

**2018 / 2019**

**MAY 20 - 26 2019**



**PROVIDING FREE, ACCESSIBLE, AND INCOMPARABLE TRAINING FOR YOUNG ARTISTS SINCE 2001!**

**PAPRIKA THEATRE FESTIVAL** offers year-round programs for young and emerging artists (ages 15-30) that provide training and mentorship in playwriting, directing, collaborative creation, leadership, and arts administration. Participants work alongside professional artists and arts administrators to develop original work which is showcased every May in the annual, week-long Paprika Festival.

## 6 PROGRAMS!

**PAPRIKA PRODUCTIONS** Artists are provided a platform to produce their original work in the Festival with the support of a professional artist mentor of their choice.

**CREATORS UNIT** A group of multi-disciplinary artists work collaboratively to create an original performance piece showcased in the Festival with the guidance of a Professional Artist Facilitator.

**DIRECTORS LAB** With mentorship and masterclasses from a professional director, participants hone their skills in directing for the theatre.

**INDIGENOUS ARTS PROGRAM** A two-year program that provides young Indigenous artists robust arts training in performance development and production with the support of Indigenous artist mentors. Participants are also provided opportunities to connect and engage with wider Indigenous communities and cultural industries.

**PLAYWRIGHTS UNIT** Brings participants through the full process of writing an original script, featuring masterclasses with professional Toronto playwrights and dramaturgs and staged readings of their plays by professional actors.

**FESTIVAL ADMINISTRATORS** Participants are introduced to Arts Management as a viable career path critical to the arts industry. They develop skills in theatre management, revenue development, marketing for the arts, and event management.

## BY THE NUMBERS...

7-day Festival every May

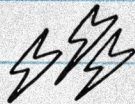
1000+ expected patrons

25 participants

15 Professional Artist Mentors

4 training days offering workshops, skill-building break-out sessions, & networking events

FREE TO ALL PARTICIPANTS!





## PAPRIKA'S IMPACT!!!

### SINCE 2001 PAPRIKA HAS...

- 👉 Provided a platform to over 1500 young artists
- 👉 Welcomed over 10,000 patrons
- 👉 Engaged with over 25,000 youth, young professionals, and families



### 80 % OF PAPRIKA ALUMNI SAID PAPRIKA HELPED THEM PREPARE FOR THEIR CURRENT CAREER!

- ★ Rosamund Small (*Vitals*, Outstanding New Play)
- ★ Mitchell Cushman (*Outside the March*)
- ★ Britta Johnson (*Life After*, 7-time Dora Award-winner)
- ★ Bethany Jillard (Stratford Festival)
- ★ Mitchell Marcus (The Musical Stage Co.)
- ★ Owais Lightwala (Why Not Theatre)
- ★ Bilal Baig (*Acha Bacha*)

Alumni currently working in theatre, journalism, management, education, urban planning, and government include:

### PAST PARTICIPANTS HAVE COLLECTIVELY GARNERED:

13 +

DORA AWARDS

20 +

DORA NOMINATIONS

3 +

TORONTO THEATRE  
CRITICS AWARDS

2 +

TAC EMERGING  
ARTIST AWARD

## INVESTING IN PAPRIKA

### REACH A YOUNG AUDIENCE BASE >

Over half of our audience are youth under the age of 24. Program participants range in age from 15-30. Average participant age is 20.

### REACH YOUTH ACROSS THE GTA > & CANADA

Paprika engages youth from across the GTA including Toronto, Etobicoke, Hamilton, Brampton, & Mississauga. Past Paprika participants hailed from Ottawa, Alberta, Yukon, & Nova Scotia.

## DIGITAL PRESENCE



2700 + FOLLOWERS  
3900 + IMPRESSIONS



1200 + FOLLOWERS  
2500 + IMPRESSIONS



700 + FOLLOWERS  
500 + IMPRESSIONS



1300+ SUBSCRIBERS

# BENEFITS OF SPONSORSHIP!

PAPRIKA IS HAPPY TO WORK WITH YOUR BUSINESS TO DESIGN A SPONSORSHIP OPPORTUNITY TO SUIT YOUR OBJECTIVES AND GOALS:

- 👉 Presenting Sponsor of a Paprika program
- 👉 Corporate logo on our program and website
- 👉 Corporate logo on print marketing material
- 👉 Corporate branding of Festival activity or event
- 👉 Engagement with target audience
- 👉 Public recognition on multiple social media platforms (Twitter, Facebook, Instagram)
- 👉 Opening Night invitations
- 👉 Complimentary tickets for staff or clients
- 👉 Brand awareness with onsite activation

SUPPORTING PAPRIKA FESTIVAL DIRECTLY CONTRIBUTES TO THE OVERALL WELL-BEING OF THE LOCAL ARTS AND CULTURE COMMUNITY WHILE GROWING YOUR RECOGNITION AMONGST THE BEST AND BRIGHTEST YOUNG ARTISTS TORONTO HAS TO OFFER!

## Contact us!

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