

Sponsorship Opportunities:



Puppet Pop Up Studio:

Hands on puppet making and performing workshops for the whole family. Popping up around Calgary the third Saturday of every month.



Sponsorship opportunities for \$750 - \$2000

Activations include:

Official thank you Dog promotes your product or service on our Puppet Pop-Up Studio videos.

PUPPET POWER : STORY

The Puppet Power 2018: Story will run June 1 – 3 at the University of Calgary. The conference will explore the transformative power that puppetry has to tell stories, to inspire dialogue and to make meaning of our world today.



Sponsorship opportunities for \$750 - \$5000

Activations include:

Tell your business story, Speaker introductions, Keynote Gala or Closing party tickets, Banner recognition and tickets to presentations

School Performances:

“Pigs in a Canoe”, School –Wide Residencies and Professional Development

Sponsorship opportunities for \$500 - \$1000

Activations include:

Integration of a graphic on our “Colour Me” postcards which show something about what you do – over 5000 distribution/year.

Together

Basic Recognition Options:

- Featured Posts and Shout Outs on our Social Media platforms.
- Banner recognition on our monthly e:post.
- Logos and Links on WPTS website.
- Logos and Links on Printed Materials i.e.: postcards & posters.
- Sponsor signage at Puppet Power 2018 conference
- Recognition in our Annual report.
- Verbal Thank you & mini infomercial at WPTS events.

We look forward to discussing how we can tailor our recognition tactics and activate your sponsorship.

"Wow! Fabulous—lots of great ideas for the classroom that are practical and full of 'adventure!'" (teacher)



"I enjoyed learning the tekneaks of being a pupeterr" (student)

+ Benefits of Sponsorship

Be a part of something bigger.

Your sponsorship has the potential to create lasting social value.

We would love you to become a part of our community!

Engage Citizens

WPTS brings complex social issues to the forefront of awareness and calls puppets and professionals to action. Be a part of enriching local community life by reminding people about the role that Calgarians should, and do, have in a globally interconnected world.

- Target a diverse and discerning audience
- Drive employee engagement
- Support community action
- Enrich local community life
- Promote civic participation
- Increase volunteering

Create New Futures

While puppets cannot change reality directly, elevated consciousness, improved public awareness, and increased interest and occasion to utilize puppets to communicate and teach will eventually change conditions for the better. Awareness is the strongest weapon against injustice and can bring about true and positive change.

- Deliver a legacy for the future
- Build a movement
- Demonstrate your commitment to social change and innovation
- Connect with generations of engaged and informed citizens who “think globally and act locally”
- Establish a relationship with our partners and audiences

Explore Culture

Canadians reflect a dynamic and evolving cultural, ethnic, and linguistic makeup that is unique to our culture. While Calgary celebrates its frontier and oil town history, it cannot be forgotten that Calgary’s dynamic economy has drawn a diverse cultural population. WPTS develops audiences’ appreciation and awareness of our rich culture and the social justice issues being explored by puppeteers today.

- Advance inclusion and tolerance
- Strengthen intergenerational links
- Improve social capital among vulnerable groups
- Celebrate and empower the powerless
- Create invaluable opportunities to learn from the experience of others
- Encourage people to use their lives to make a difference around the world

Educate & Inspire

Our goal from the beginning has been to educate and inspire children and youth, and those that work with them, to become engaged, and that is exactly what we have done, and will continue to do. Although we may never know the consequences and effects generated by the organizations and people who attend, we see the WP performances and conferences as a catalyst for great conversation and action that just might start an incredible ripple effect across the globe.

- Build a community that is proud of what you’re doing and want to be part of it
- Use your trusted brand identity to improve attitudes and to promote the idea that people should do good
- Improve your business’ reputation as responsive and aware
- Cultivate leadership skills by providing students with opportunities to understand responsible citizenship

Why sponsor ?

When you sponsor **the WP Puppet Theatre Society** you are connecting with voices that are shaping our future.

77% of Canadians buy brands that contribute to worthy causes.

68% of Canadians, given similar price and quality, remain loyal to a brand through a recession if it supports a good cause – even if lower price brands are available.

Consumers feel more positively towards a brand if they know sponsorship activity has a positive impact on the community in which it takes place.

Effective sponsorship means you enjoy a unique loyalty and enthusiasm from an educated and affluent demographic who are strong word-of-mouth advocates.

- Achieve widespread visibility in an engaged, active community
- Send a positive message to stakeholders and community
- Demonstrate your social contribution
- Increase impact, awareness, and perception of your brand
- Informal business networking

Each year, our dedicated followers, are joined by newly engaged and diverse viewers, as demonstrated by final reporting completed after the conference.

Other Ways to Help

Let others know about our sponsorship campaign! Please feel free to use the “share tools” to help spread the word on Facebook, Twitter, whatever! There’s strength in numbers, and the more people share it, the more visible we become.

PUPPET POWER: STORY

SPONSORSHIP OPPORTUNITIES



Act One (\$750 - \$2500)

Sponsorship at this level offers the following versatile benefits:

- 2 Tickets to workshops mix and match (1 ticket = 1 workshop). Tickets can be used by individuals to gain access to various stimulating workshops provided over the course of the weekend.
- Expand the publicity for your organization via banners outside the workshops & digital media during the conference.
- Valuable recognition for your organization on social media. Our social media reach includes the following:
Facebook Reach: 1055 views per day
Twitter Reach: 213.5k tweet impressions
Instagram Reach: 181 Followers
Pinterest Reach: 1361 Followers & 2875 Pins
YouTube: 2267 views / year
- Verbal recognition and Thanks at various times throughout the conference by official Thank You Dog
- Your logo on our Puppet Power 2018 web page with a link to your website.
- Your logo on Puppet Power 2018 printed materials
-

PUPPET POWER: STORY

SPONSORSHIP OPPORTUNITIES



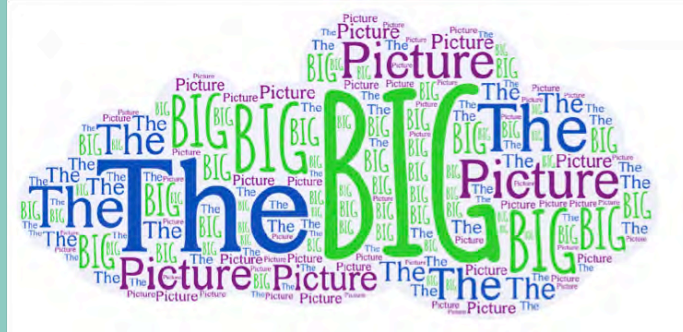
Centre Stage (\$2500 - \$5000)

Sponsorship at this level offers the following versatile benefits:

- All of the above plus:
- Throughout the course of the conference we will have several hands on workshops, talks & panels. Choose a member of your organization to introduce a speaker of your choice.
- We warmly welcome a brief presentation of your organizations story for the participants of the conference prior to the introduction of the speaker.
- **5 Tickets** to workshops mix and match (1 ticket = 1 workshop). Tickets can be used by individuals to gain access to various stimulating workshops provided over the course of the weekend.
- Entrance to our Wrap up Party for 2 individuals
- Your logo on our Puppet Power 2018 web page with a link to your website.
- Your logo on Puppet Power 2018 printed materials

PUPPET POWER: STORY

SPONSORSHIP OPPORTUNITIES



The BIG Picture (\$5000+)

Sponsorship at this level offers the following versatile benefits:

- All of the above plus:
- Throughout the course of the conference we will have several hands on workshops, talks & panels. Choose a member of your organization to introduce a speaker of your choice, **including first choice to introduce our Keynote speakers.**
- We warmly welcome a brief presentation of your organizations story for the participants of the conference prior to the introduction of the speaker.
- **Enhance your familiarity with puppetry by dining alongside the speakers for a private luncheon hosted by WP Puppet Theatre.**
- **Entrance to Friday Evening Dinner & Speaker Co-presented by the Calgary Reggio Network Association for 2 individuals**
- **10 Tickets** to workshops mix and match (1 ticket = 1 workshop). Tickets can be used by individuals to gain access to various stimulating workshops provided over the course of the weekend.
- Entrance to our Wrap up Party for 2 individuals
- Your logo on our Puppet Power 2018 web page with a link to your website.
- Your logo on Puppet Power 2018 printed materials