



WELCOME TO THE SHOW

The SHOW is a non-profit performing arts company with a simple philosophy - to deliver high-level dance and vocal training with expert technique, energy and soul. Our ultimate goal is to transition company members from amateur to professional artists.

Our Junior, Senior and Headliner companies accommodate 60 students, with performances and biannual productions that engage over 10,000 community members and contribute to the breadth and vibrancy of Alberta's local arts landscape.



JUNIOR COMPANY

PROGRAM | AGES 9-12

6.5 HOURS OF TRAINING/WEEK

Our Junior Company program introduces fun and supportive training designed to combine vocal and dance elements through seamlessly integrated performances.



SENIOR COMPANY

PROGRAM | AGES 13+

6.5 HOURS OF TRAINING/WEEK

The Senior Company builds upon the curriculum of our junior program, adding depth and dimension with more intensive performances and challenging elements of dance and harmony. The focus is supporting, encouraging each student to reach a new personal best.



HEADLINER COMPANY

PROGRAM | 16-25

10 HOURS OF TRAINING/WEEK

Our Headliner Company is designed for young adults focused on a career in the arts. The intensive curriculum helps students go beyond boundaries to fulfill their personal potential, master the art of performance, hone professional skills, and exceed their previous artistic and creative limits.

For more information, including auditioning for or hiring The SHOW,
visit: www.theshowco.ca



GROW The SHOW

Imagine an environment that empowers aspiring singers and dancers to launch into brilliant careers, establishing Calgary as a vibrant training ground and a hub for the performing arts. The SHOW Company asks you to help make this vision a reality.

Many young Calgarians with incredible potential do not pursue careers in the arts because of financial and geographical barriers to professional mentorship and formal training. Others must leave our community to realize their dreams. At The SHOW, our goal is to foster and launch the phenomenal talent of our own local singers and dancers.



Help develop local talent right here in Calgary.

Our charitable activities respond to the specific needs of young emerging artists through our formal training programs, live performance opportunities, and development initiatives that create strong portfolios of professional experiences fostered by a supportive yet challenging environment.

We aim to establish stable funding through community donors and corporate sponsors. Your support helps Calgary's youth to reach their greatest potential, strengthening the cultural fabric of our city and our province.

FAST FACTS

THE SHOW CO.
ESTABLISHED
2016

62,156

VIEWS
OF 12 MUSIC
VIDEOS

3,640

HOURS OF
VOCAL AND
DANCE CLASSES

20

PRODUCTIONS,
APPEARANCES
& EVENTS

135

YEARS OF COMBINED
PROFESSIONAL PERFORMING
EXPERIENCE BY OUR FACULTY

100

COMPANY
MEMBERS
TRAINED



For full details regarding each sponsorship tier
please visit: TheShowCo.ca/sponsor-the-show-calgary



\$250 - \$499



\$500 - \$1499



\$1500 - \$9,999



\$10,000 & up

SHOW SUPPORT

	PLATINUM	GOLD	SILVER	BRONZE
Printed branding in all program materials	*	*		
Sponsor a performer's training Help a gifted young performer achieve their full potential by sponsoring a term or a full year of training with The SHOW	*	*		
Sponsor a music video Keep our popular video series rolling, increase our production output, and provide emerging artists with demo reel footage	*	*	*	
FREE tickets and and mention at public performances within one calendar year from time of donation (excludes 3rd-party events)	* 20 free tickets	* 10 free tickets	* 2 free tickets	
Logo/name on website's sponsorship page	* For two calendar years	* For two calendar years	* For two calendar years	* For one calendar year
Mention on social media (Facebook, Twitter, Instagram, Twitter)	*	*	*	*

	PLATINUM	GOLD	SILVER	BRONZE
Sponsor a show production You name it! The SHOW and (insert company name) present...	*			
Speaking opportunity 2-3 minutes at the top of our production	*			
Collaborative digital campaign, incorporating co-hashtag component	*			
Digital recognition in website for one month surrounding the production via website banner and event description	*	*		
Make your presence known Set up a table in the lobby where you can feature your business (where allowed by venue): this option includes a ½ page program ad.	*	*		
Prevent starving artists Sponsor a meal for the performers during a performance weekend	*	*	*	
Purchase ad space in our program (¼ page, ½ page or full page). It's an easy way to have your company ad seen by our diverse audience members attending the production	* full page	* full page	* ½ page	* ¼ page

In addition, you'll receive all perks listed on the SHOW Support page as well!



SPOTLIGHT PATRON SPONSORSHIPS **TAILORED TO YOU**

The SHOW is in search of invested partners who align with our values and believe in the importance of our cause. In return for this support, we will reward either individuals or organizations with the highest and most valuable recognition as prime host sponsors/grand patron sponsors for each of our performance events. This investment allows us to heighten the quality of our productions and student learning experience, while additionally channeling funds toward reduced tuition and student scholarships.

INVESTMENT:

\$10 - \$25K

THE SHOW

theshowco.ca



@TheShowCompany



@ShowCompanyYYC



@TheShowCompany

SPONSORSHIP REGISTRATION

Yes! We would like to be a sponsor!

COMPANY NAME _____

EMAIL _____ PHONE _____

ADDRESS _____

CITY _____ PROVINCE _____ POSTAL CODE _____

SPONSORSHIP LEVEL

Platinum \$10,000 & up <input type="checkbox"/>	Gold \$1,500-9,999 <input type="checkbox"/>	Silver \$500-1,499 <input type="checkbox"/>	Bronze \$250-499 <input type="checkbox"/>	Custom \$ _____ <input type="checkbox"/>
--	--	--	--	---

CARD NUMBER: _____ CARD TYPE: _____

EXPIRY: _____ / _____ SECURITY CODE: _____

NAME ON CARD (please print) _____

YOUR AD

FULL PAGE

4.82" wide x 7.8" tall
\$340

½ PAGE

4.82" wide x 3.8" tall
\$185

¼ PAGE

2.32" wide
x 3.8" tall
\$100

Cheques can be made out to The Show Company;
E-mail transfers to info@theshowco.ca.

All payments are non-refundable. No cancellation
policy.

AUTHORIZED SIGNATURE

PRINT NAME

DATE:

With the above form signed, please send a high-
resolution .eps format logo and a description of
your company based on your sponsorship level
to info@theshow.ca.

THE
SHOW