



## Theatre BC

*Promoting the Development of Theatre in BC since 1932*

CIBC Nanaimo Arts Centre

P.O. Box 2031, Nanaimo, B.C., V9R 6X6

Phone: (250) 714-0203 FAX: (250) 714-0213

www.theatrebc.org email: info@theatrebc.org

## MAINSTAGE

Theatre BC's annual provincial theatre festival



**Mainstage – Join us as we Celebrate the Culmination  
of the Province's Zone-winning Best Productions!**

**NISA**  
CUSTOM INTERNET SOLUTIONS



BRITISH  
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ARTS COUNCIL  
Supported by the Province of British Columbia





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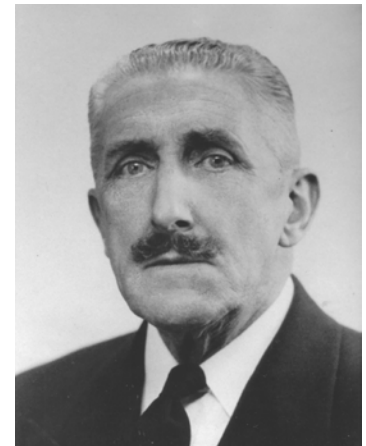
## A Brief History of Theatre BC

### For the Love of Theatre

Now over 75 years old, Theatre BC is one of Canada's liveliest grassroots arts organizations. Theatre BC is proud parent to over 80 community Theatre groups across the province, assisting the growth and development of what used to be referred to as amateur dramatics. Theatre BC is a vital, thriving umbrella organization nurturing the spirit of community Theatre -- an association of people involved in Theatre solely out of a love of the stage. Theatre BC and its members foster the growth of professionalism, for always behind the fun is a serious-minded pursuit of excellence.

Theatre BC owes its start to one of the province's colourful historic characters, Major "Bill" Bullock-Webster, who took up touring as an actor, stage manager and producer upon his arrival in Canada early last century. In 1923, Major Bill established the BC Drama Festival Association out of an office in the Legislative Buildings. Its goals were to establish as many Theatre groups as possible in the province and hold festivals, the first of which was in April of 1932 at the Crystal Gardens in Victoria. By 1939, there were more than 178 member groups in BC and the festival was an annual event. One of Theatre BC's co-founders was Jessie Richardson, whose lifetime of encouraging and enriching Theatre activities in British Columbia was formally recognized by Theatre BC in 1981 with the creation of the Jessie Richardson Scholarship.

During the war years Theatre BC continued, but at a diminished level of activity. The constraints of wartime forced temporary abandonment of the provincial festival in favour of regional ones, and at this point the zones



**"Major Bill" Bullock-Webster**



**Jessie Richardson**

began to take on more responsibility for administering community Theatre. Immediately after the war and indeed until 1952, Theatre BC existed in name only; most of the work of encouraging and increasing community Theatre was done by the Department of Education's School and Community Drama Branch.

In 1953, the provincial festival was resurrected in Vernon. Since then the festival, originally non-competitive and limited to one-act plays, has been held in all regions of the province. Theatre BC has enjoyed a long period of sustained growth since the 1960's.

### **Community Theatre Comes of Age!**

Today Theatre BC develops community-based theatre through regional and provincial workshops, including Zone and MAINSTAGE festivals, and the Canadian National Playwriting Competition & New Play Festival. In October of 2007, for the first time, we facilitated our new One Act Play Festival, 'ACToberfest.' where we announced the names of the selected

playwrights and their plays from this year's entries. Theatre BC provides member groups with itinerant professionals who can be called upon for expertise, guidance and workshops in particular areas of the discipline, such as directing, acting, technical work, promotion and audience development. It promotes the importance of theatrical expression at the amateur level, and provides a network of communication for community theatre and the arts in general. Check us out at [www.theatrebc.org](http://www.theatrebc.org)

*We invite you to Do Something Dramatic - Come Play With Us!*



### **Value Statements:**

We Value:

- The opportunity to perform theatre
- Theatre as an interactive, universal form of expression within our community
- The right of anyone in the community to have the opportunity to participate in theatre
- The education and the fun that results from this involvement

### **Belief Statements:**

We Believe:

- In equal opportunities for all members and Clubs
- In equal representation
- In expanding the range of imagination
- In the need in all of us to learn
- In looking at the human experience in a broad range of ways
- In community development
- Cast, Club, Zone, Province
- Growth, quality, knowledge
- That theatre is an important art form
- Pure entertainment
- Expanding personal horizons
- Making us think (cast and audience)
- Exposure to other experiences
- That Theatre BC is the only organization that offers these opportunities

### **Mission Statement:**

The Mission of Theatre BC:

To promote and encourage the development of community theatre in British Columbia by providing leadership and opportunities for participation, education and sharing the enjoyment of diverse theatre experiences.

## **What is MAINSTAGE ?**

MAINSTAGE is the Annual Provincial Theatre Festival for community theatre groups throughout BC. Sponsored by Theatre BC, it is one of the longest-running theatre traditions in Canada.

This exciting event is the culmination of winning plays from Theatre BC Zone Festivals involving up to 10 Zones throughout the Province of BC. Approximately 60 community theatre clubs participate in Zone Festivals held from March through May, with hopes riding on the chance to take their winning play to MAINSTAGE for friendly competition with the province's best.

## **Theatre BC Information**

### **MAINSTAGE**

- ~ celebrated 75<sup>th</sup> anniversary event in 2007
- ~ 9 day event
- ~ 350-400 delegates
- ~ 3000-5000 audience annually
- ~ over 75 years of theatre tradition

### **Zones**

- ~ Central Interior Zone (CIZ)
- ~ Fraser Valley Zone (FVZ)
- ~ Greater Vancouver Zone (GVZ)
- ~ Kootenay Zone (KOZ)
- ~ North Island Zone (NIZ)
- ~ North Shore Zone (NSZ)
- ~ Okanagan Zone (OKZ)
- ~ Peace River Zone (PRZ)
- ~ Skeena Zone (SKZ)
- ~ South Island Zone (SIZ)

### **Theatre BC Website**

- ~ over 100,000 visits per year (discluding crawlers, robots, worms)
- ~ over 500,000,000 hits per year
- ~ highest viewer count traditionally during March-July leading up to MAINSTAGE Festival
- ~ second largest website hosted by NISA

## WHAT MAINSTAGE OFFERS

From year to year over its history, MAINSTAGE has adopted a variety of theatre activities that have developed into regular festival components. Combined, these set a unique atmosphere that provides for educational as well as entertainment opportunities that registrants and audience members simply do not have access to elsewhere.

### *Key Mainstage Presentations*

1. **MAINSTAGE Performances:** The invigorating competition of plays selected from the community theatre Zone Festivals held in the ten Theatre BC Zones around the province is the centrepiece of MAINSTAGE. Up to two matinee performances may be included in the schedule to accommodate all shows.
2. **"Coffee Critiques":** Each evening and matinee performance is followed by a brief public adjudication by the professional festival adjudicator. The following morning, each Mainstage presentation is discussed in-depth by cast, crew, adjudicator and registrants in a "Coffee Critique". Open to registrants and public.
3. **Workshop Plays:** Selected through a joint consultation process from non-winning zone entries and Canadian National Playwriting Competition "Finalist" plays, these two to three productions work closely with a theatre professional instructor who reviews an initial performance, reworks specific aspects of the production, and prepares the play for a second performance after an intense period of rehearsal. The Workshop Play Instructor also serves as Instructor for the "Directors' Lab" workshop component of the Workshop Plays series. The Workshop Plays performances are open to registrants and public, on a first come, first served basis. The re-working sessions are open to registrants.
4. **Backstage at Mainstage:** A series of theatre-related workshops, instructed by professionals, are scheduled throughout the week (daytime). Running in 3 to 6 hour blocks, these sessions offer more hands-on participation to people wishing to learn even more about many aspects of theatre. Topics may include acting, directing, playwriting, stage managing, musical theatre, Improv, and Technical, Set and/or Costume Design. Participation is open to registrants, students and the general public by pre-registration. A very reasonable fee is charged.
5. **Mainstage Student Scholarships:** Provides an all-access Festival Pass (value \$185 plus \$15 Theatre BC Youth Membership) to ten eligible secondary drama students, five of whom will be selected from Nanaimo School District and five from elsewhere throughout British Columbia (total value \$2,000). All students considering pursuing theatre in any form following high school are eligible to apply.
6. **Final Night Banquet & Awards Ceremony:** The Awards Banquet & Ceremony is run as a separate evening on the closing Saturday of the festival. Thespian Trophies, bronze statuettes designed and sculpted by world-famous Kelowna artist, Geert Maas (see [www.geertmaas.org](http://www.geertmaas.org)), Theatre BC's equivalent to the Oscar, are awarded, as selected by the Adjudicator, to category-winners from the participating productions. Annual awards & certificates for special accomplishments are also awarded. Open to all ticket holders.

### *Social Events*

1. **President's Reception and Opening Ceremonies:** The President's Reception is held prior to the first Mainstage presentation on the opening evening of the festival. Refreshments, entertainment and a silent fundraising auction are often provided to welcome registrants and public. Opening ceremonies involve local, provincial and federal representatives, sponsors, and cultural personalities, as well as Theatre BC Directors. Open to all ticket holders, registrants and invited guests.
2. **Green Room Socials:** Following each evening of theatre on the Mainstage, audience members, cast & crew, staff and volunteers are invited to enjoy good company, good food and a relaxing atmosphere to unwind, share friendships and ideas, and lay back after the excitement of the day. A theme for each evening's Green Room is often incorporated. The Green Rooms are open to general patrons and guests.

3. **Final Night Banquet:** To wind up the nine-day festival is the Final Night Banquet and Awards Ceremony. A full dinner, no-host bar, and dancing completes the awards presentation portion of the evening, marking the end of the community theatre year, and a last chance to visit with friends old and new before heading back home.

### ***Other Mainstage Activities***

1. **Annual General Meeting of Theatre BC** is held on the final Saturday afternoon of the MAINSTAGE festival. Theatre BC's election of officers takes place at this time.
2. **Silent Auction:** Donations of goods and services are collected by the Host Committee (fundraising) for inclusion in a Silent Auction. The items are displayed in the theatre lobby or reception area, with bid sheets for signing or ticket receptacles for adding purchased vouchers with name and phone number. At the end of the MAINSTAGE week, the items go to the highest bidder or the name drawn from each respective ticket receptacle. This is normally done between the final performance and the Awards Ceremony.
3. **Recreational Activities (optional):** Time permitting, the Host Committee may choose to add an extracurricular activity to the list of events for the week, such as a softball game or golf tournament, or a local tour.

### **WHAT MAINSTAGE AIMS TO ACHIEVE**

Theatre BC's annual provincial theatre festival, MAINSTAGE, is one of the longest running theatre traditions in Canada. The objectives of the provincial festival are:

1. To promote the role of community theatre in BC by showcasing productions that represent all regions of the province;
2. To determine and honour the best efforts in community theatre in all phases of theatrical production;
3. To provide a diverse educational experience to Theatre BC members, participants and audience members through professional adjudication and instruction;
4. To meet as a unified body and encourage the interaction of representatives of different backgrounds and regions in the province who share a common cultural involvement;
5. To involve as many Theatre BC members as possible and continue a growing understanding of the association of community theatre clubs throughout Theatre BC;
6. To focus public attention on ongoing theatre activity in the host community and the region, in order to support or initiate its development;
7. To develop and demonstrate the significance and scope of Theatre BC's provincial festival by incorporating the participation and support of local concerns, which may include the municipal government, tourism, business associations and cultural, non-profit or other community service organizations;
8. To generate funds in order to perpetuate the development of Theatre BC, its member clubs and activities.

## **MAINSTAGE Levels of Sponsorship**

### **CORPORATE EVENT SPONSOR**

**\$ negotiable**

- ~ Naming Rights for the event to reflect corporation title
- ~ Logo on all Theatre BC event-related publications
- ~ full page ad in souvenir program, plus recognition on cover page
- ~ media recognition on all releases & publications
- ~ signage at all venues
- ~ tickets to each performance
- ~ tickets to President's Reception
- ~ tickets to each Green Room
- ~ tickets to Final Night Banquet & Awards Ceremony (Partner Table)
- ~ recognition award
- ~ public recognition during announcements from the stage each evening at the Mainstage theatre
- ~ full web recognition – all Theatre BC pages for term of sponsorship
- ~ recognition in all issues of Theatre BC *NEWS* for term of sponsorship
- ~ recognition at Zone Festivals (announcements, publications, and/or brochure distribution)

### **VIP SPONSOR**

**\$10,000**

- ~ full page ad in souvenir program and two issues of Theatre BC *NEWS* (newsletter)
- ~ recognition at Zone Festivals (program ad or insert and/or flyer/brochure distribution via entering clubs)
- ~ media recognition on all releases & publications
- ~ logo on all event printed materials
- ~ signage at all venues
- ~ 6 tickets to each performance
- ~ 6 tickets to each Green Room
- ~ 4 tickets to President's Reception
- ~ 4 tickets to Final Night Banquet & Awards Ceremony
- ~ public recognition during announcements from the stage each evening at the Mainstage theatre
- ~ recognition award
- ~ full web recognition – all Mainstage pages (current year - becomes permanent archive of event)
- ~ recognition in Mainstage registration and results issues of Theatre BC *NEWS*

### **(ALL SHOWS) EVENT PERFORMANCE SPONSOR**

**\$3,000-5,000**

- ~ souvenir program recognition (cover, performance pages)
- ~ media recognition on all releases & publications
- ~ 6 tickets to each performance
- ~ 6 tickets to each Green Room
- ~ 4 tickets to President's Reception
- ~ 4 tickets to Final Night Banquet & Awards Ceremony
- ~ signage in Mainstage theatre lobby & Workshop Plays venue
- ~ public recognition during announcements from the stage each evening at Mainstage theatre
- ~ web recognition – all Mainstage pages (current year), including marquee on playbill pages
- ~ recognition in Mainstage registration & results issues of Theatre BC *NEWS*

### **MEDIA SPONSOR**

**\$5,000**

(or as negotiated in relationship to value of sponsorship)

- ~ event poster and souvenir program recognition
- ~ mention on all media advertising
- ~ 4 tickets to each performance
- ~ 4 tickets to each Green Room
- ~ 2 tickets to President's Reception
- ~ 2 tickets to Final Night Banquet & Awards Ceremony
- ~ signage in Mainstage theatre lobby & Workshop Plays venue
- ~ web recognition – all Mainstage pages (current year - becomes permanent archive)
- ~ recognition in Mainstage registration & results issues of Theatre BC *NEWS*

**BACKSTAGE AT MAINSTAGE WORKSHOPS SPONSOR** **\$2,500**

- ~ souvenir program recognition on "Backstage at Mainstage" workshop pages
- ~ signage at Backstage at Mainstage workshop venues
- ~ media recognition on all releases & publications
- ~ 2 tickets to each performance
- ~ 2 tickets to each Green Room
- ~ 2 tickets to President's Reception
- ~ signage in Mainstage theatre lobby & Workshop Plays venue
- ~ public recognition during announcements from the stage each evening at the Mainstage theatre
- ~ web recognition – Backstage at Mainstage pages & Mainstage event home page (current year)
- ~ recognition in Mainstage registration and results issues of Theatre BC *NEWS*

**REGISTRATION PACKAGE SPONSOR** **\$2,500**

- ~ souvenir program recognition
- ~ full page ad/insert in registration package (cover of registration folder, if applicable)
- ~ media recognition on all releases & publications
- ~ 2 tickets to each performance
- ~ 2 tickets to each Green Room
- ~ 2 tickets to President's Reception
- ~ signage in Mainstage theatre lobby & Workshop Plays venue
- ~ web recognition – Mainstage registration page/home page (current year)
- ~ recognition in Mainstage registration & results issues of Theatre BC *NEWS*

**COFFEE CRITIQUE SPONSOR** **\$2,500+**

- ~ souvenir program recognition – banner format
- ~ half-page ad in registration issue of Theatre BC *NEWS*
- ~ supplied brochure / inserts in registrant packages
- ~ signage in Coffee Critique venue
- ~ public recognition at all Coffee Critiques & announcements from the stage at all performances at the Mainstage theatre
- ~ media recognition on all releases & advertising
- ~ 2 tickets to each performance
- ~ 2 tickets to each green room
- ~ 2 tickets to President's Reception
- ~ web recognition – Mainstage website (current year – becomes a permanent archive)
- ~ recognition in Mainstage registration & results issues of Theatre BC *NEWS*

**STUDENT SCHOLARSHIPS** **\$2,000**

(Provides full registration packages for the Mainstage Festival (current year) to 10 eligible secondary drama students, five of whom will be selected from the local high school district and five from elsewhere around the province).

- ~ souvenir program recognition
- ~ supplied brochure / inserts in registrant packages
- ~ signage in Coffee Critique venue
- ~ public recognition at all Coffee Critiques & announcements from the stage at all performances at the Mainstage theatre
- ~ media recognition on all releases & advertising
- ~ 2 tickets to each performance
- ~ 2 tickets to each green room
- ~ 2 tickets to President's Reception
- ~ web recognition – Mainstage website (current year – becomes a permanent archive)
- ~ recognition in Mainstage registration & results issues of Theatre BC *NEWS*

## **PERFORMANCE SPONSOR**

**\$500** each or **\$750** for two shows

- ~ souvenir program recognition on performance page
  - ~ signage in Mainstage theatre lobby for performance
  - ~ public recognition during announcements from the stage at the Mainstage theatre for sponsored evening(s)
  - ~ performance tickets printed with sponsor's name on face of ticket
  - ~ 4 tickets to sponsored performance
  - ~ 4 tickets to Green Room of sponsored performance night(s)
  - ~ 2 tickets to President's Reception (Opening Night)
  - ~ 2 tickets to Opening Night performance
  - ~ 2 tickets to Green Room on Opening Night
  - ~ web recognition – Mainstage performance page/home page (current year)
  - ~ recognition in Mainstage results issue of Theatre BC *NEWS*
- NOTE: ticket totals are per show sponsored.*

## **WORKSHOP PLAYS SPONSOR**

**\$1,500** for 3 shows/6 performances

- ~ souvenir program recognition on Workshop Plays performance pages
- ~ signage in the Mainstage theatre lobby and Workshop Plays venue for performances
- ~ Workshop Plays performance tickets printed with sponsor's name on face of ticket
- ~ 4 tickets to sponsored performances
- ~ 2 tickets to Opening Night performance
- ~ 2 tickets to President's Reception (Opening Night)
- ~ 2 tickets to Green Room on Opening Night
- ~ web recognition – Mainstage performance page/home page (current year)
- ~ recognition in Mainstage results issue of Theatre BC *NEWS*

## **TRANSPORTATION SPONSOR**

**\$1,000+**

- ~ souvenir program recognition
- ~ public recognition during announcements from the stage each evening at the Mainstage theatre
- ~ 2 tickets to Opening Night performance
- ~ 2 tickets to President's Reception
- ~ 2 tickets to Green Room on Opening Night
- ~ signage in the Mainstage theatre lobby & Workshop Plays venue
- ~ recognition on the Mainstage website (current year) & results issue of Theatre BC *NEWS*

## **POSTER SPONSOR**

**\$500**

- ~ poster and program recognition
- ~ 2 tickets to opening night performance
- ~ 2 tickets to President's Reception
- ~ 2 tickets to green room opening night
- ~ recognition on Mainstage website (current year)
- ~ recognition in Mainstage results issue of Theatre BC *NEWS*

## **THESPIAN AWARD SPONSOR**

**\$450** each

- ~ program recognition
- ~ public recognition
- ~ sponsor recognition on Thespian engraving plate
- ~ personally present thespian award on final night
- ~ 2 tickets to opening night performance
- ~ 2 tickets to President's Reception
- ~ 2 tickets to Awards Banquet
- ~ recognition on the Mainstage website (current year)
- ~ recognition in Mainstage registration & results issues of Theatre BC *NEWS*

## **GREEN ROOM SPONSOR**

**\$250 each night**

- ~ choose your theme within the overall theme structure
- ~ provide the (dance) music for the evening, provide your own DJ representing your group or use our DJ's on hand (DJ equipment provided)
- ~ showcase your group, event or business with signage, displays and handouts for the tables
- ~ an opportunity to speak briefly to the attendees
- ~ program recognition
- ~ public recognition (announced from the stage each evening)
- ~ 4 tickets to Green Room on night of sponsorship
- ~ recognition on the Mainstage website (current year)
- ~ recognition in Mainstage results issue of Theatre BC *NEWS*

## **MAINSTAGE PROFESSIONAL PATRONAGE**

**\$150**

- ~ 2 tickets to the President's Reception and Opening Ceremonies
- ~ 2 tickets to Opening Night Production at the Mainstage theatre
- ~ 2 tickets to an additional MAINSTAGE play of your choice
- ~ Tax-deductible receipt for \$50.00

## **MAINSTAGE PATRONAGE**

**\$50**

- ~ souvenir program & newsletter recognition
- ~ 2 tickets to President's Reception & Opening Night performance OR a Charitable Tax Receipt for the full amount
- ~ recognition in Theatre BC *NEWS*
- ~ recognition on the Mainstage website (current year - perpetual archive)

## **SILENT AUCTION DONORS**

**\$25 - unlimited**

- ~ souvenir program recognition
- ~ recognition in Mainstage theatre lobby on Silent Auction bid forms and displays
- ~ recognition in the Mainstage results issue of Theatre BC *NEWS*
- ~ recognition on the Mainstage website (current year - perpetual archive)

***Please Note: the Mainstage current year's website, including sponsor recognition, remains posted as perpetual archive for each specific event.***

***Please Note: Theatre BC is a Registered Charity (reg. # 11921 7206 RR0001) and may issue charitable tax receipts for donations to the Society (reg. # S-2032).***



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## MAINSTAGE Program Advertising Rates – (GST Extra)

Standard program size is 8.5" wide x 11" high booklet (printable area = 7.5" x 10"), but may vary slightly depending on local printer options.

### DISPLAY RATES

#### FORMAT

#### 1 x Black and White

~ 1/ 8 page (business card)	\$ 100.00 + \$ 7.00 gst
~ 1/ 4 page	\$ 225.00 + \$ 15.75 gst
~ 1/ 2 page	\$ 400.00 + \$ 28.00 gst
~ Full page	\$ 750.00 + \$ 52.50 gst

*Sizes (both horizontal and vertical) are negotiable, depending on available space. Pricing relevant to these sizes/prices.*

#### Program Cover Rates:

~ Inside Front page	\$ 1,000.00 + \$ 70.00 gst
~ Inside Back page	\$ 800.00 + \$ 56.00 gst
~ Outside Back page	\$ 1,200.00 + \$ 70.00 gst (incl. colour)

### DISPLAY SIZES

#### FORMAT

#### WIDTH

#### DEPTH

~ 1/ 8 page Horizontal (business card)	3 ½"	2"
~ 1/ 4 page Horizontal	7 ¼"	2 ¼"
~ 1/ 4 page Vertical	3 ½"	4 ¾"
~ 1/ 2 page Horizontal	7 ¼"	4 ¾"
~ 1/ 2 page Vertical	3 5/8"	9 ¾"
~ Full Page	7 ¼"	9 ¾"