

# ON THE EDGE FRINGE

**2024 Sponsorship Package**



**Join us for North Bay's 11th annual Fringe Festival  
August 14 - 18, 2024!**




## About Us

Since 2014, the ON THE EDGE Fringe Festival has been a forum for professional and emerging alternative theatre and performance in North Bay, Ontario. Our objective is to provide a diverse cultural and entertainment experience for our community and to promote and support artists from our region and abroad. The festival presents shows ranging from folk/indie music, sketch and stand-up comedy, contemporary dance pieces, poetry and storytelling, multi-disciplinary performance art to more traditional theatre works. The festival programs up to 12 artists/companies per year in four venues within North Bay's Capitol Centre. In addition, the festival hosts pop-up performances, arts installations, and curated exhibitions through the multi-arts incubator, Duality, and produces a curated theatre festival, the Sun Dog Theatre Festival, every winter.

We are a small Fringe festival nestled on the shores of beautiful Lake Nipissing, just a few hours away from both Toronto and Ottawa. We believe our size and picturesque landscape provide our participating artists/companies and festival goers with a unique and intimate Fringe experience.

ON THE EDGE Fringe is a member of the Canadian Association of Fringe Festivals (CAFF), and is governed by CAFF's five guiding principles:

- Participants will be selected on a non-juried basis. Find out more about our Lottery here: <https://fringenorth.com/lottery/>
  - 100% of ticket revenue goes back to the artists.
  - We have no control over the artistic content of each performance. The artistic freedom of the participants is unrestrained.
  - We must provide an easily accessible opportunity for all audiences and all artists to participate in our festival.
  - We will promote and model inclusivity, diversity, and multiculturalism, and will endeavour to incorporate them into all aspects of our organization.
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## Mandate

Our mandate is to educate and increase the public's understanding and appreciation of the arts by providing performances of an artistic nature in public places and by providing seminars on topics relating to such performances; to provide instructional seminars on topics related to the performing, visual and multi-arts; to produce performing arts festivals for the purposes of educating and advancing the public's understanding and appreciation of professional arts practices and to educate through participation in such festivals and related workshops; and to provide opportunities for professional artists of all artistic backgrounds and disciplines.

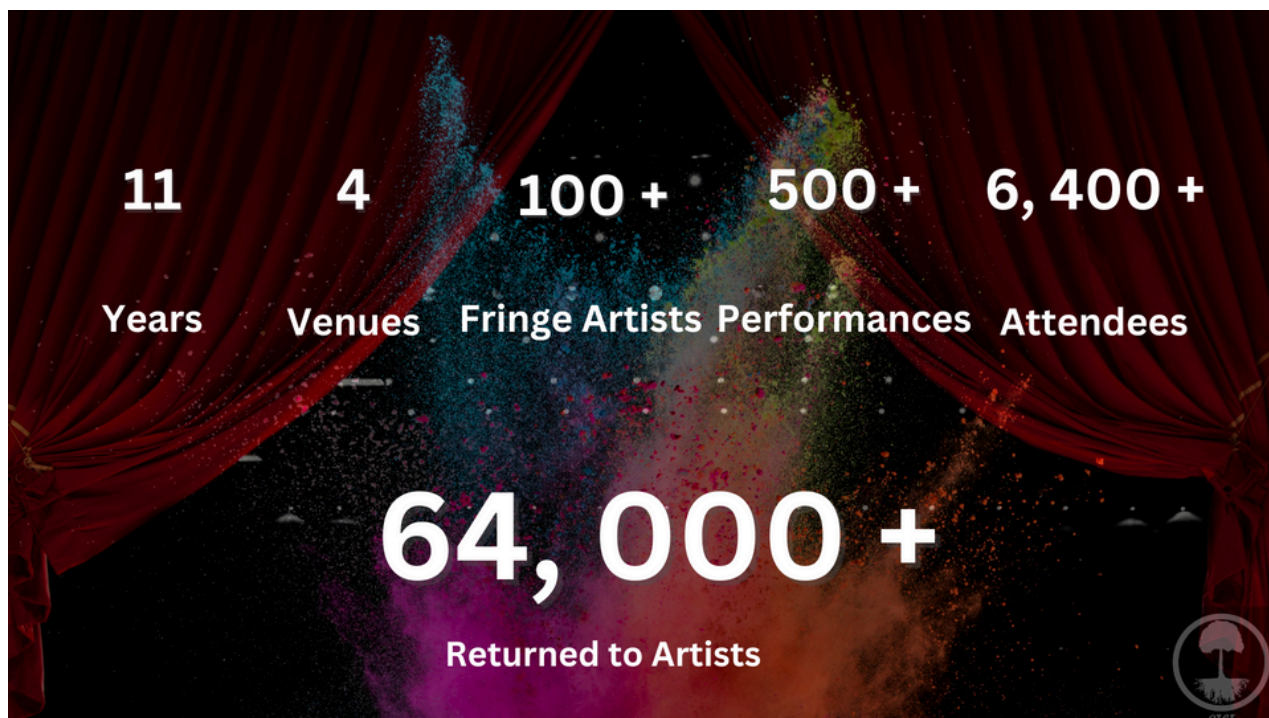
## Vision

- To create a spectacle of exceptional proportions bringing our community together.
- To provide artists with access to a professional arts platform.
- To provide audiences with access to provocative and exceptional artists.
- To provide artists with the tools needed to present their work.
- To establish unrestrained creative freedoms for our participants.

## Mission

ON THE EDGE Fringe is dedicated to the dissemination, production, and prosperity of independent arts and artists. We create a unique environment where the arts thrive through creation, innovation, and experimentation, providing a platform for development, presentation and engagement contributing to the health and well-being of our community and the Canadian arts economy.

## Festival at a Glance



## Marketing & Promotions

Every year ON THE EDGE Fringe promotes the festival online through our website and social media platforms; locally through press releases, postering, and our free printed programmes; and through word-of-mouth and information sharing through our network of artists, peer organizations, community partners, and local businesses.

### Online Platforms Used:

- Website
- Facebook
- Instagram
- Twitter
- YouTube
- TikTok





# Sponsorship Opportunities

This year marks our 11th annual Fringe Festival, and we are seeking sponsorships from local businesses to help us celebrate in style!

## Why sponsor us?


The ON THE EDGE Fringe Festival has become an integral part of North Bay's arts and culture scene since we launched our first festival in 2014. What started out as a grassroots organization with 9 shows in 2 basement venues over 3 days has grown into an incorporated not-for-profit with two year-round staff, that presents 12 Fringe shows in 4 venues at the Capitol Centre over 5 days each year. Our audience has been steadily growing over the years, and your support will help us to keep that momentum going!

This year, we have three tiers of sponsorship:

- Star Sponsor
- Limelight Sponsor
- Best Friend of the Fringe

More information about each tier can be found below. We are also happy to discuss customized sponsorship packages for your business, including in-kind sponsorships of goods & services (e.g. advertising, rentals, materials, etc.). In addition, we also accept cash donations of any amount through our website: <https://fringenorth.com/support/>.

All sponsors will be verbally acknowledged during the festival, digitally acknowledged through our social media platforms, have their logo posted on our website with links to their own sites, and have their logos included in print or digital promotional materials (e.g. festival posters, programmes, etc.).



## Star Sponsor - \$1,000 (5 Available)

Be the star of the show! Everyone knows without the stars of the show, it's just not as good. With your generous support you put your business and the arts on the map. You will be vital to us navigating our way to a successful festival!



## Perks

### **1. Your business's name engraved on one of the 'Best of Fringe' Awards of your choosing**

The awards ceremony is one of the high points of the festival. Each year we have three industry professionals act as jurors to decide which artists will receive awards. The audience and artists gather together after the last Fringe show has finished to find out who has won, and the winners are presented with a plaque. Since there are only five awards, there are only five Star Sponsor packages available. Sponsorship of the awards is first come, first served.

### **Awards available:**

- Outstanding Production: Awarded to a production of original or adapted work determined by the jurors to have excelled in all areas to create an exceptional theatre experience.
- Outstanding Original Work: Awarded to an original work determined by the jurors to have excelled as a new play, script, or anthology.
- Jurors' Choice: Awarded to a production the jurors believe deserves to be highlighted for its unique qualities (e.g. acting, directing, writing, etc).
- Audience Choice: Awarded to the production which receives the most Audience Choice votes.
- The Chris Cassidy Spirit of the Fringe Award: Awarded to a patron, volunteer, artist, or other individual who exemplifies the most passion, grit, and enthusiasm for Fringe during the festival.

### **2. Your business's name and logo on the Fringe-Tini Lounge banner**

ON THE EDGE Fringe is continuing the tradition of providing patrons with an in-between show lounge area to grab a drink and relax in. This lounge will also host musicians and pop-up acts. The lounge will be decorated with eclectic décor and will include a large banner with the Star Sponsors' business names and logos. The Fringe-Tini Lounge is a high-traffic area that patrons and artists regularly frequent throughout the festival.

### **3. Three All-Access Fringe Passes (valued at \$360)**

The all-access passes allow you to access every Fringe show and event for free.

### **4. Full page ad in our Festival Programme**

Your business will be entitled to a full page, full colour ad in our printed festival programme.

### **5. Your business logo listed on our website**

Your business name and logo will be listed on our website's festival page.



## Limelight Sponsor - \$500 (Unlimited)

Everyone wants to be in the limelight, so help us light up the stage! With your donation we can go farther, be better, and grow bigger. You'll show the artists, audience, and activators of the arts community you are rooting for their success!

### Perks

#### **1. Your business's name and logo on the Fringe-Tini Lounge banner**

ON THE EDGE Fringe is continuing the tradition of providing patrons with an in-between show lounge area to grab a drink and relax in. This lounge will also host musicians and pop-up acts. The lounge will be decorated with eclectic décor and will include a large banner with the Limelight Sponsors' business names and logos. The Fringe-Tini Lounge is a high-traffic area that patrons and artists regularly frequent throughout the festival.

#### **2. Two All-Access Fringe Passes (valued at \$240)**


The all-access passes allow you to access every Fringe show and event for free.

#### **3. 1/2 page ad in our Festival Programme**

Your business will be entitled to a half page, full colour ad in our printed festival programme.

#### **4. Your business logo listed on our website**

Your business name and logo will be listed on our website's festival page.





## Best Friend of the Fringe - \$100 (Unlimited)

Be a pal! Every little bit helps. With this contribution you show us you encourage and respect what we do, and you show the town you support art in any way you can!

Like the other sponsorship levels, Best Friends of the Fringe will be verbally acknowledged during the festival, digitally acknowledged through our social media platforms, have their logo posted on our website with links to their own sites, and have their logos included in print or digital promotional materials (e.g. festival posters, programmes, etc.).

\*For businesses with storefront signage, you could provide an in-kind sponsorship by changing your business's sign to "Happy Fringe Week" instead of a cash sponsorship.





## Interested in becoming a sponsor?

For more information, or to sign up for one of our sponsorship packages, please contact Kelsey Ruhl or Tara Windatt at the coordinates below.

### **Kelsey Ruhl, Artistic Director**

kelsey@ontheedgefringe.com  
705.358.4825

### **Tara Windatt, Administrative Director**

info@ontheedgefringe.com  
705.825.0070

### **ON THE EDGE Fringe Festival**

542 Fisher St., North Bay, ON, P1B 2E5  
[www.fringenorth.com](http://www.fringenorth.com)

### **Social Media**

Facebook: @fringenorthbay  
Instagram: @ontheedgefringe  
X (Twitter): @fringenorth  
TikTok: @ontheedgefringe  
YouTube: On the Edge Fringe Festival

*Happy Fringing!*

