

SPONSORSHIP OPPORTUNITIES

2026 - 2027 SEASON



CHILLIWACK
CULTURAL CENTRE

www.chilliwackculturalcentre.ca

MESSAGE FROM THE EXECUTIVE DIRECTOR

“Enhance, Expand, Electrify”

The Chilliwack Cultural Centre endeavors to enhance, expand, and electrify the creative vitality of Chilliwack and the surrounding area. We produce a spectacular mix of local, provincial, national, and international performances in our theatres. We feature the very best of community and professional performers, working to present an eclectic mix of artists, acts, and ensembles from across all art forms. From music and dance to theatre and the interdisciplinary works that are fueling the performing arts here and around the world.

Series and show Sponsorship ensures that this creative vitality is able to grow, develop, and flourish. Sponsorship contributions support the artists and their creative work while simultaneously allowing us to ignite and fuel the flames of the cultural renaissance taking place here in Chilliwack.

Please consider becoming a series presenting sponsor,



Jean-Louis Bleau
Executive Director
Chilliwack Arts & Cultural Centre Society





Welcome to the Chilliwack Cultural Centre

VISION

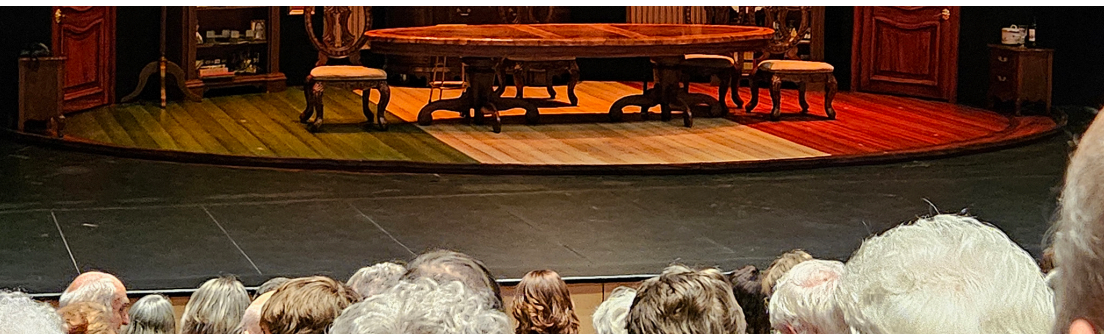
Fearless Exploration of the Arts

MISSION

We champion creativity-infused experiences in the Fraser Valley that allow all artists and audience to pursue diverse ways of exploring the world and our place within it.

The Chilliwack Cultural Centre is one of the community's cultural gems and a welcoming home for the arts. Each season, we present a vibrant mix of local, national, and international performances that inspire, entertain, and connect our community.

Our grand 65,000-square-foot facility is purpose-built to support creativity in all its forms. It is home to the 575 - seat HUB Theatre, the flexible 175 capacity Rotary Hall Studio Theatre, the light - filled Odlum Brown Art Gallery, 19 music studios, and five art and performance studios where creativity flourishes!



OUR IMPACT

**Growing audiences. Expanding access.
Strengthening community.**

For the past 15 years, the Chilliwack Cultural Centre has evolved into a growing cultural hub connecting artists, audiences, and community across the Fraser Valley and beyond.

13%

INCREASE IN
AUDIENCE
ATTENDANCE



6,900+

FACEBOOK
FOLLOWERS



52%

INCREASE IN U28
YOUTH ACCESS
PROGRAM



3,700+

INSTAGRAM
FOLLOWERS



9000+

E-NEWSLETTER
SUBSCRIBERS



THOUSANDS

OF TICKETS SOLD
ANNUALLY



Growing Reach

Our expanding audiences reflect a strong appetite for live arts experiences and meaningful cultural connection in the Fraser Valley.

Engaging the Next Generation

Through our U28 Youth Access Program, we are reducing barriers and welcoming new audiences into the arts.

A Trusted Community Platform

With a growing digital presence and consistent tickets sales, the Centre offers partners year - round visibility and authentic community engagement.

WHY SPONSOR WITH US

Meaningful partnerships. Measurable impact.
Shared visibility.

Reach an Engaged Audience

Sponsorship at the Chilliwack Cultural Centre is more than brand placement — it is a partnership rooted in community connection, creative impact, and shared values.

- ✓ **Live audiences**
- ✓ **Digital reach**
- ✓ **Community trust**
- ✓ **Regional reach**

Align Your Brand with Purpose

Sponsorship supports artists, expands access to the arts, and strengthens cultural life in the Fraser Valley - demonstrating your organization's commitment to community and creativity.

- ✓ **Cooperate social responsibility**
- ✓ **Community leadership**
- ✓ **Authentic impact**

By investing in the arts, sponsors play a valuable role in creating meaningful experiences that bring the community together.

Year-Round Visibility

Sponsors benefit from recognition across performances, programs, digital platforms, and special events - ensuring visibility is well beyond a single performance.

- ✓ **On-site recognition**
- ✓ **Marketing & digital exposure**
- ✓ **Weekly E-Newsletter**

Flexible, Relationship-Driven Partnerships

We work closely with sponsors to create partnerships that align with your goals - whether brand awareness, community engagement, recognition, or client hospitality.

- ✓ **Custom packages**
- ✓ **Multi-year options**
- ✓ **Personal stewardship**

SPONSORSHIP AS DIVERSE AS OUR PROGRAMMING

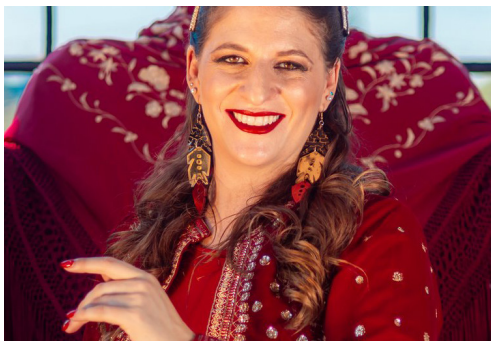
Explore the series that
best aligns with your
brand and values.



CENTRE STAGE SERIES

Timeless Theatre Experiences

A curated collection of the familiar, the beloved, and the culturally foundational — Centre Stage brings forward the works at the core of the performing arts, offering audiences timeless artistry and accessible excellence.



PASSPORT SERIES

Global Arts & Culture

An invitation to explore the world through performance — Passport features work from diverse cultures and artistic traditions, transporting audiences across borders through music, dance, theatre, and storytelling.



SPARK SERIES

Bold, Daring, & Innovative Shows

Spark showcases thought-provoking work that challenges perspectives, opens conversations, and pushes artistic boundaries.



CONCERT SERIES

Live Music & Inspired Performances

Where classical mastery meets contemporary brilliance — a collection of musical performances that uplift, inspire, and draw music lovers from across the region.



FAMILY SERIES

Entertainment for All Ages

Where generations gather through the arts. The Family Series features imaginative performances that bring the whole family together for shared moments of joy.



SPOTLIGHT SERIES

Featured Performances & Special Events

A dynamic blend of comedy, special events, and featured performances — Showcase brings some of the most entertaining, crowd-pleasing artists of the season to our stages.



VISIONS SERIES

Celebrating Community Artistry

A celebration of our artistic community — Visions highlights exceptional performances by our resident companies, showcasing the depth of local talent and the creative heartbeat of Chilliwack.

SPONSORSHIP OPPORTUNITIES

Philanthropist's Circle Opportunities

~ TOP TIER SPONSORS ~

ARTIST'S CIRCLE | Champion the Arts Across the Season - \$8,500

A season-long sponsorship designed for those who wish to directly support artist initiatives while connecting with the community across our curated Theatre performances.

- **Season-Long Recognition:** Prominent logo placement across season marketing materials, including the brochure, event posters, social media, and digital lobby and pre-show displays.
- **Pre-show Acknowledgement:** Brand exposure during pre-show announcements by the Executive Director.
- **Exclusive Engagement:** Exclusive Engagement: Invitations to special Centre events for sponsors and supporters.
- **Complimentary Tickets:** Eight tickets to HUB Theatre curated performances throughout the season.

DIRECTOR'S CIRCLE | Tailored Just for You - \$12K+

A customized sponsorship package offering a personalized philanthropic partnership for those seeking a deeper connection to the arts, with enhanced recognition and unique opportunities to engage with performances, artists, and audiences.

PRESENTING LEVEL Series Sponsor - \$5,000

Our individual series sponsorship level, designed to provide maximum brand exposure and engagement.

- **Exclusive Introduction:** Recognition as the Presenting Sponsor in a special introduction before each show in the series.
- **Prominent Publicity:** Name and logo featured on all series materials and in the season brochure.
- **Pre-Show Visibility:** Dedicated sponsor slide and mention during pre-show announcements.
- **Website and Email Exposure:** Logo on the Centre's website as a Presenting Sponsor, and bi-monthly newsletter recognition to 9,000+ subscribers.
- **Onsite Display:** Opportunity for a display booth in the lobby for added engagement.
- **VIP Experience:** Host a private pre-show reception for up to 15 guests.
- **Complimentary Tickets:** Tickets for each show in your selected series.

ENCORE LEVEL Series Sponsor -\$2,000

Connect with audiences through impactful placements and a strong community presence.

- **Series Recognition:** Logo on all series materials and select pre-show announcements.
- **Brand Visibility:** Logo inclusion in sponsor slides during pre-show advertising.
- **Complimentary Tickets:** Two to six tickets per show in your selected series.

FEATURE SHOW SPONSOR - \$500

Make an impact by sponsoring a single show and reaching a specific audience.

- **Event Recognition:** Logo on show materials and a mention in the pre-show announcement.
- **Pre-Show Visibility:** Sponsor slide inclusion for your sponsored show.
- **Complimentary Tickets:** Two tickets to your selected show.



FRIENDS OF THE CENTRE - \$250

An entry-level sponsorship perfect for local patrons and small businesses who want to support the arts.

Digital recognition includes a website listing as a valued Community Patron, and invitations to select supporter events.

THANK YOU

A heartfelt thank you to all our sponsors — your partnership has been instrumental in bringing world-class performances, community programming, and artistic inspiration to the Chilliwack Cultural Centre.



YOUR LOGO COULD BE HERE!

Join us in creating a legacy of arts and culture.

MEDIA SPONSORS:



PUBLIC FUNDERS & COMMUNITY SUPPORT:



OUR VALUED PAST SPONSORS:



Become a partner with us!

Your journey as a sponsor starts here. Connect with us to discuss which sponsorship level aligns best with your goals. Together, let's make a lasting impact on Chilliwack's cultural landscape.

For more information contact:

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www.chilliwackcultural

SPONSOR TICKET INITIATIVE PROGRAM - OPENING DOORS THROUGH THE ARTS

Through our Sponsor Ticket Initiative Program, sponsorship support becomes access — opening the doors of the Chilliwack Cultural Centre to families, youth, and community members who may not otherwise experience live performance. By redistributing donated tickets to trusted community partners, the Centre helps remove barriers and ensures the arts remain accessible, inclusive, and welcoming to all.

COMMUNITY PARTNERSHIPS IN ACTION

With the support of our sponsors, and through donated sponsorship tickets, we were proud to share meaningful arts experiences with community organizations such as Big Brothers Big Sisters, Chilliwack Community Services, and Creative Outlet Dance Studio. For many attendees, these performances marked their first experience inside a professional theatre — creating moments of inspiration, connection, and joy that extend far beyond the stage.

EXTENDING IMPACT THROUGH DIGITAL REACH

In addition to community partnerships, sponsors may choose to use their sponsorship tickets as meaningful engagement opportunities — connecting with audiences through social media giveaways, client appreciation, and staff recognition initiatives. By sharing tickets through both the Centre's platforms and sponsor channels, these initiatives:

- Tap into two established social media audiences, expanding reach and visibility
- Increase digital presence through shared and cross-promoted content
- Introduce new patrons to live performance and cultural experiences
- Strengthen brand alignment with meaningful community and cultural impact

Sponsors have the flexibility to use their tickets in a way that supports engagement, community connection, and their organizational goals — extending impact beyond the performance.



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For more information and to sign up for sponsorship please contact
Development Officer Jennifer Medwenitsch at 604-392-8000 or
email: Jennifer@chilliwackculturalcentre.ca

