



Welcome to the Roxy Theatre's 2022-2023 season!

As we enter our 62nd annual season, we are committed to continuing to make The Historic Roxy Theatre, home of the Owen Sound Little Theatre, a vibrant performing arts centre for both the enjoyment of our patrons and the fulfillment of our members, artists and sponsors. Despite the challenges we faced with Covid-19 we anticipate that our audiences will continue to grow as we continue to meet our vision for artistic excellence. People are excited to return to the theatre! We hope that you will be a part of this season through supporting the arts in Owen Sound and Grey/Bruce with a sponsorship.

The 22-23 **Owen Sound Little Theatre** playbill features the beloved, Disney classic, ***Beauty & the Beast; You, Me and a Bit of Driftwood***, a comedy about relationships in isolation; a suspenseful whodunnit, ***The Game's Afoot***, and ***Gorgeous Gallivanting Goddesses***, a thought-provoking journey about four friends. We are especially excited that two of our four plays are written by local playwrights!

The Roxy Presents Series is shaping up as well and currently includes:

- Bootleg Creedence
- Tom Thompson Wake by Shipyard Kitchen
- The Rocky Horror Picture Show (film)
- Lookup Theatre: Twist of Fate
- Coco Love Alcorn (in person and virtual)
- The Christmas Tree - A Roxy Presents Film Production
- Next Generation Leahey
- A Rocking Elvis Christmas (in person and virtual)
- Cult Hero (A Collingwood Film Company production)
- The Mudmen

2022 -
2023

OWEN SOUND LITTLE THEATRE PLAYBILL

The Roxy Young Company is gearing up for growth after a successful launch season. The 2022-23 Season will see the RYC with an expanded theatre education programs Act 1 & Act 2, camps, and another full-scale musical production, Roald Dahl's *Willy Wonka Jr!*

There are lots of opportunities to support OSLT and The Roxy in the 2022-23 season. Please review the attached sponsorship package and give me a call at 519-371-3425 or email roxytheatre@roxytheatre.ca. On behalf of all of us at OSLT and The Roxy, we appreciate your consideration and support of the arts in Grey Bruce Owen Sound.

Sincerely,



Marcia Cunningham
Executive Director OSLT/The Roxy

Disney's Beauty & the Beast – Directed by Lacey Mooney

Based on the 1991 Disney movie and dating back to the late 18th century classic French fairy tale, *Beauty and the Beast* tells the story of Belle, a beautiful and intelligent young woman who feels out of place in her provincial French village. When her father is imprisoned in a mysterious castle, Belle's attempt to rescue him leads to her capture by the Beast, a grisly and fearsome monster, who was long ago trapped in his gruesome form by an enchantress. The only way for the Beast to become human once again is if he learns to love and be loved in return. There is a time limit, too: once a magical rose loses all its petals, all hope will be lost and he will stay a Beast forever. The Beast's enchanted household – populated by such beloved characters as Mrs. Potts, Lumiere, Cogsworth, and Chip – watch anxiously as Belle and the Beast grow to understand and befriend one another. Their feelings grow ever deeper as the clock ticks and the petals continue to fall off the enchanted rose – will they confess their love for one another before it is too late? **November 10-12, 17-19, 23-26, 2022**

You, Me and a Bit of Driftwood – Directed by Kevin Haxell

A comedic drama about a couple navigating their relationship and family dynamics through an unforeseen period of isolation and disruption. From zoom meetings going sideways to overseas facetime calls with non-technical elderly parents, the play focuses on emotions that roller coaster from love to frustration and grief and everything in between. Relatable and funny to all who lived through COVID-19. **February 23-25, March 1-4, 2023**

The Game's Afoot – Directed by John Flynn

It's December 1936 and Broadway star William Gillette, admired the world over for his leading role in the play *Sherlock Holmes*, has invited his fellow cast-members to his Connecticut castle for a weekend of revelry. But when one of the guests is stabbed to death, the festivities in this isolated house of tricks and mirrors quickly turn dangerous. Then it's up to Gillette himself, as he assumes the persona of his beloved Holmes, to track down the



killer before the next victim appears. The danger and hilarity are non-stop in this glittering whodunit set during the Christmas holidays. **April 6-8, 12-15, 2023**

Gorgeous Gallivanting Goddesses – Directed by Bill Murphy

For three decades, four close female friends have gone on a wilderness canoe trip in northern Ontario. This three-act play takes place at the same wilderness campsite at three different decades in the women's lives. The canoe trip is an adjustment for the women as they are removed from modern amenities, comforts, and the distractions and crises that their regular lives bring to them. This witty comedy follows their lives with humour and grace as they cope with the challenges that they face in life, and in their wilderness experiences. For each woman, this is a thought-provoking journey into the self and their relationships with each other as they come face to face with their true selves. **June 15-17, 21-24, 2023**

About Us

The Roxy Theatre is owned and operated by the Owen Sound Little Theatre (OSLT). A registered non-profit charitable organization, it is the premier regional destination for live theatre and music performances, located in Owen Sound, Ontario. Built circa 1913, this historic soft-seat opera house accommodates 400 people and entertains over **28,000 audience members** per year, between Owen Sound Little Theatre, Roxy venue rentals, Roxy Presents, and the Roxy Young Company.

Our mission is to be a quality performing arts organization that consistently entertains and educates while stimulating participation in the arts through dynamic cultural programming with broad appeal. We are proud to be a pillar in our community and continue to strive to provide quality performances for our community.

The Promotion: The Benefits of Sponsorship

- **Brand Alignment:** The opportunity to link your company and brand with The Roxy / OSLT, an established, beloved theatre entering its 62nd annual season.
- **Marketing:** Business name acknowledgement in a wide range of engaging marketing and advertising initiatives.
- **Advertising:** Advertising opportunities in our slideshow and social media posts, including: colour ads and logos in OSLT's slideshow; logo placement on framed posters in the lobby and posters distributed in downtown Owen Sound.
- **Comp Tickets:** Every sponsorship comes with tickets that can be used for personal use or given to staff or clients.
- **Vibrant Downtown:** An opportunity to boost the downtown economy. OSLT is one of the biggest drivers of downtown evening traffic. Audience members patronize restaurants and bars before and after shows, meaning your sponsorship will also contribute directly to improving and sustaining the downtown economy.
- **Community:** Our volunteers and patrons are your prospective customers, and influencers within their social circles; we can help you reach them and positively promote your business. Your support will help sustain ongoing volunteer opportunities within the community, and reduce operating and production costs of the OSLT, allowing us to produce quality shows for our audiences.

SEASON SPONSOR

\$4000

Season Sponsors enable OSLT and The Roxy to meet its goals of delivering high quality theatre and musical entertainment for the community! This is a unique opportunity to help sustain the OSLT and The Roxy and to enhance the production value of the shows. The cost of Musical Director services for the musical, show costumes, sets, props, licensing and technical fees are all off-set by this key sponsorship support.

What's included:

- 10 complimentary tickets to OSLT Productions (2 per OSLT show plus 2 extras)
- 2 complimentary tickets to each Roxy Presents show
- 2 complimentary tickets to the Roxy Young Company Production
- 20% off any additional tickets purchased for OSLT and Roxy Presents and RYC performance
- One-year membership to the OSLT (supporting or volunteering)

Roxy Theatre Website & Social Media Recognition:

- Organization logo and link to your website on our website homepage and Sponsors page
- Four Thank You posts during the season on our Facebook page (5,500 followers)
- Four sponsor Thank You posts during the season on our Instagram page (1,500 followers)
- Acknowledgement in multiple Facebook and Instagram posts pertaining to the Season and the Productions

Community & Media Recognition:

- Acknowledgement in multiple Press Releases pertaining to the 22-23 Season and all corresponding productions
- Media Acknowledgement in OSLT Radio and Print Interviews
- Digital file with images from the program, for use in partner annual reporting
- Logo on all Production Posters for OSLT productions which are distributed throughout Grey / Bruce, and on a dedicated Season Sponsor poster which remains in the lobby for the year
- Prominent logo location on back cover of the season brochure, 15,000 copies distributed throughout Grey/Bruce
- Acknowledgement in Roxy Membership Newsletter (250 members and growing!)
- Invitation to OSLT/Roxy Sponsor Appreciation and Recognition Social
- Invitation to OSLT production dress rehearsals (per show Producer)

Show Recognition:

- Show Plaque
- Logo displayed on lobby screen slideshow for all OSLT/Roxy Presents productions
- Logo displayed on theatre screen slideshow for all OSLT/Roxy Presents productions
- Voice of God recognition for all OSLT productions
- Back-stage tour for each production for up to 6 people

OSLT MUSICAL SPONSOR

\$1500

Disney's Beauty and the Beast – November 10-12, 16-19, 24-26 (12 shows)

This is an exciting year for OSLT as it showcases the musical hit *Disney's Beauty & the Beast!* Scheduled for 12 shows in November 2022, talented volunteer participants will work both on stage and off to prepare a wonderful show for their audiences. Production Sponsors support production costs such as set building, props and painting materials, as well as make-up, hair, and/or costume supplies. Technical costs for sound and digital production are also off-set by Production Sponsor support. The production rights for musicals are usually expensive, and this sponsorship supports those as well.

What's included:

- 2 complimentary tickets to Beauty & the Beast
- 10% off any additional tickets purchased for the production
- One-year membership to the OSLT (supporting or volunteering)

Roxy Theatre Website & Social Media Recognition:

- Organization logo and link to your website on the Beauty & the Beast show page
- Two sponsor Thank You posts the weeks leading up to your sponsored production on our Facebook page (5,500 followers)
- One boosted Thank You posts on our Facebook page
- Two sponsor Thank You posts the weeks leading up to your sponsored production on our Instagram page (1,500 followers)

Community & Media Recognition:

- Press release announcing the Sponsorship
- Media Acknowledgement in OSLT Radio and Print Interviews
- Logo on Production Posters for Beauty & the Beast that are distributed throughout Grey/Bruce and displayed in lobby
- Special Thanks in season brochure, 15,000 copies distributed throughout Grey/Bruce if available
- Acknowledgement in Roxy Membership Newsletter (250+ members)
- Invitation to OSLT/Roxy Sponsor Appreciation and Recognition Social
- Invitation to Beauty & the Beast dress rehearsals (per show Producer)

Show Recognition:

- Show Plaque
- Logo displayed on lobby screen slideshow for Beauty & the Beast
- Logo displayed on theatre screen slideshow for Beauty & the Beast
- Voice of God recognition for Beauty & the Beast
- Back-stage set tour of Beauty & the Beast for up to 2 people

OSLT PRODUCTION SPONSOR

\$1200

You, Me & a Bit of Driftwood - March 2-4, 8-11, 2023 (7 shows)

The Game's Afoot - April 6-8, 12-15, 2023 (7 shows)

Gorgeous, Gallivanting, Goddesses - June 15-17, 21-24, 2023 (7 shows)

RYC PRODUCTION SPONSOR



\$1200

Roald Dahl's Willy Wonka Jr – May 10-14, 2023 (4 school shows, 4 public shows)

Production Sponsors support production costs such as set building, props and painting materials, make-up, hair, and costumes. Technical costs for sound and lighting, as well as promotion, are off-set by Production Sponsor support.

What's included:

- 2 complimentary tickets to the sponsored production
- 10% off any additional tickets purchased for the sponsored production
- One-year membership to the OSLT (supporting or volunteering)

Roxy Theatre Website & Social Media Recognition:

- Organization logo and link to your website on the sponsored production show page
- Two sponsor Thank You posts the weeks leading up to your sponsored production on our Facebook page (5,500 followers)
- One boosted Thank You posts on our Facebook page
- Two sponsor Thank You posts the weeks leading up to your sponsored production on our Instagram page (1,500 followers)

Community & Media Recognition:

- Press release announcing the Sponsorship
- Media Acknowledgement in OSLT Radio and Print Interviews
- Logo on Production Posters that are distributed throughout Grey/Bruce and displayed in lobby
- Special Thanks in season brochure, 15,000 copies distributed throughout Grey/Bruce if available
- Acknowledgement in Roxy Membership Newsletter (250+ members)
- Invitation to OSLT/Roxy Sponsor Appreciation and Recognition Social
- Invitation to the sponsored production dress rehearsal (per show Producer)

Show Recognition:

- Show Plaque
- Logo displayed on lobby screen slideshow for sponsored production
- Logo displayed on theatre screen slideshow for sponsored production
- Voice of God recognition for sponsored production
- Back-stage set tour of sponsored production for up to 2 people

OSLT PERFORMANCE SPONSOR

ROXY PRESENTS PERFORMANCE SPONSOR

RYC PERFORMANCE SPONSOR **ROXY YOUNG COMPANY**

RYC CAMP & SHOW SPONSOR **ROXY YOUNG COMPANY**

\$500

There are lots of great show to choose from on The Roxy calendar between OSLT, Roxy Presents and the Roxy Young Company! Sponsors support production costs such as set building, props and painting materials, as well as make-up, hair, and/or costume supplies. Technical costs for sound and digital production are also off-set by Sponsor support. For Roxy Presents, the sponsorship supports the cost of bringing the acts to Owen Sound to perform.

What's included:

- 2 complimentary tickets to the sponsored production
- 10% off any additional tickets purchased for your performance
- One-year membership to the OSLT (supporting or volunteering)

Roxy Theatre Website & Social Media Recognition:

- Organization logo and link to your website on the sponsored production show page
- One sponsor Thank You post leading up to your sponsored production on our Facebook page (5,500 followers)
- One sponsor Thank You post leading up to your sponsored production on our Instagram page (1,500 followers)

Show Recognition:

- Voice of God recognition for sponsored performance

RYC SEASON SPONSOR

\$4000

Season Sponsors enable the entire RYC to meet its goals of delivering high quality theatre education, theatre camps and the quality RYC spring production! This is a unique opportunity to help grow a dynamic theatre program for children and youth in Owen Sound / Grey / Bruce. Season sponsors serve as the backbone of the RYC, supporting participant bursaries, Youth Program Coordinator services, supplies and materials for classes and camps, technical support for filming and/or sound, and other operating costs such as rehearsal venue rentals and staffing. As well they support licensing fees, show costumes, sets, props and technical fees.

What's included:

- 6 complimentary tickets to the Roxy Young Company Production of *Willy Wonka Jr.*
- 6 complimentary tickets to the March Break Camp showcase
- 6 complimentary tickets to each Summer Camp Production (Jr. and Sr.) of *Seussical Kids*
- 6 complimentary tickets to the Act 2 Showcase
- One-year membership to the OSLT (supporting or volunteering)

Roxy Theatre Website & Social Media Recognition:

- Organization logo and link to your website on our website homepage, Sponsors page, and RYC Program page
- Organization logo on webpages for Camps, Act 1 and Act 2
- Four Thank You posts during the season on our Facebook page (5,500 followers)
- Four sponsor Thank You posts during the season on our Instagram page (1,500 followers)
- Acknowledgement in multiple Facebook and Instagram posts pertaining to the RYC, its programs and productions.

Community & Media Recognition:

- Acknowledgement in multiple Press Releases pertaining to the 22-23 RYC program and productions
- Media Acknowledgement in RYC Radio and Print Interviews
- Digital file with images from the program, for use in partner reporting
- Logo on Production Posters for RYC programs and productions which are distributed throughout Grey/Bruce, and on a dedicated Season Sponsor poster which remains in the lobby for the year
- Prominent logo location on back cover of the season brochure, 15,000 copies distributed throughout Grey/Bruce
- Acknowledgement in Roxy Membership Newsletter (250 members and growing!)
- Invitation to OSLT/Roxy Sponsor Appreciation and Recognition Social
- Invitation to RYC production dress rehearsals (per show Producer)

Show Recognition:

- Show Plaque for RYC Production
- Logo displayed on lobby screen slideshow for all OSLT/Roxy Presents productions
- Logo displayed on theatre screen slideshow for all OSLT/Roxy Presents productions
- Voice of God recognition for all OSLT productions
- Back-stage tour for each RYC production for up to 6 people

ABOUT THE ROXY YOUNG COMPANY

In the 2021-22 season, we launched the Roxy Young Company a program for participants aged 8 to 18. Under the direction of Lacey Mooney, the Roxy Youth Program Coordinator, and with the support of staff and volunteers, the RYC aims to create a respectful, creative community of young people that participate in the arts.

For the 22-23 season, we are doubling the size of the Act 1 and Act 2 Theatre Education programs, will continue to offer Summer and March Break camps, and are presenting the RYC Musical Production *Willy Wonka Jr.* (sponsorship discussed above under RYC Production Sponsor).

Theatre Camps are planned for Summer (2 weeks each, Junior and Senior), and March break. The Summer Camps will be working on and presenting *Seussical Jr.*, and the March Break Camp will also feature a Showcase, both of which are productions which family, friends and community members will enjoy.

Act 1 (Sept-Dec) and Act 2 (Jan-April) are weekly programs intended to give youth an opportunity to develop theatre skills, gain a sense of belonging, and learn all about all elements of theatre: onstage, backstage, wardrobe, sets, and tech. A showcase for family, friends and community members is planned at the end of Act 2.

How Your RYC Sponsorship Helps:

- Your name and brand will be associated with a high quality, award winning local arts organization, offering a unique experience for children and youth and entertaining patrons of the Roxy OSLT through its Summer Camps, showcases, and RYC Production performances.
- Our participants and audiences are your prospective customers, and influencers within their social circles; we can help you reach them and positively promote your business.
- Your support will help young artists, designers and technicians hone their skills and connect with a community of peers - the social and mental health benefits are numerous.
- Your support will help sustain ongoing volunteer opportunities within the community, bringing parents, caregivers and OSLT members together to support a common goal of youth education in the arts.
- Sponsorship investments help reduce operating and production costs of the program, allowing us to create quality educational opportunities for our youth while producing quality shows for our audiences.
- Increased sponsorship allows the program to reduce registration fees, ensuring the programs are accessible to all youth of Grey/Bruce.
- 11 OSLT/Roxy Presents productions