



## Trent Valley Archives Theatre - 2025 Fundraising Campaign Sponsorship Opportunities

Help us bring local history to life by becoming a sponsor of *Crossing Over*, our 2<sup>nd</sup> play based on the Peter Robinson emigration of 1825. *Crossing Over* will be performed at Market Hall in May 2025 to a capacity audience of 1400 composed primarily of seniors but also including some families and younger people. *Crossing Over* will be one of the first of several bicentennial celebrations in our area. Don't miss this unique opportunity to engage with your community and celebrate its rich and lively history.

Incorporated in 1989, the Trent Valley Archives (TVA) houses an extensive and growing collection of local historical resources and makes them available to the public. TVA also encourages local and family history research, operates a facility, and raises awareness of local history through historical tours, events, publications, and presentations.

Trent Valley Archives Theatre (TVAT) is an initiative to raise funds for TVA by producing volunteer-driven community theatre about local historical events. Our inaugural project in 2024, *Tide of Hope*, was the first of two plays commemorating the 200th anniversary of the Peter Robinson Irish immigration to the Peterborough region.

*One of the sponsorship benefits we received was gaining exposure to Royal Gardens, especially for those who may not have ever had a reason to come to the building. As well, we had several Gardens residents compliment our involvement with the TVA.*

**– The Gardens of Peterborough  
Retirement Residences.  
(Platinum Sponsor)**



(Image designed by and courtesy of Freepik.com)

*Tide of Hope* was a resounding success both creatively and financially. Although history theatre has the potential to be a profitable fundraising vehicle for TVA, it has one major challenge: the initial investment required. Unlike many archives with regular government funding, TVA receives no such support. TVA funds its many activities through memberships, donations, grants, user fees, and fundraising activities such as our historical walks and tours and our Trent Valley Archives Theatre project.

Our next production, *Crossing Over*, written by award-winning local playwrights Ed Schroeter and Gerry McBride, is set to be performed on May 29, 30, and 31, 2025 at 7:30 pm and on May 31 at 2 pm at the Market Hall Performing Arts Centre in Peterborough, ON.

*See the reverse side for sponsorship opportunities.*

# WELCOME BACK TO OUR PLATINUM SPONSORS!

## Platinum sponsor, The Gardens of Peterborough Retirement Residences, Platinum Media Sponsor, kawarthaNOW.com

Our Platinum Sponsors are repeating their support of *Tide of Hope* at the same level of sponsorship for *Crossing Over*, but we are pleased to offer other sponsorship opportunities you can participate in to make *Crossing Over* a success.

### Bronze Sponsors \$300

#### BENEFITS:

- Your ¼ page message/advertisement in 1 issue of the TVA Newsletter (1000 Circ.) &/or Heritage Gazette (1000 Circ.) and the *Crossing Over* playbill (1400 Circ.).
- Your name and logo featured in *Crossing Over* posters, e-blasts (1000 Circ.) Facebook posts (3,400 followers), Instagram posts (2,200 followers), the TVA Website, and Market Hall e-blast (5000 Circ.).
- Your name will be featured in TVA Media Releases
- Your name and logo will appear on our Market Hall ticket sales page and the theatre lobby monitor during performances.

### Silver Sponsors \$500

BENEFITS: Includes all the benefits of a Bronze Sponsor upgraded to a half-page advertisement in an issue of the Trent Valley Archives e-newsletter and the *Crossing Over* playbill.\*

### Gold Sponsors \$1,000

BENEFITS: Includes all the benefits of a Silver Sponsor upgraded to a full-page advertisement in an issue of the Trent Valley Archives e-newsletter and the *Crossing Over* playbill.\* You are invited to install a portable floor sign about your organization in the theatre lobby during performance week, and you or your spokesperson will be introduced as a Gold Sponsor at each performance and receive up to eight complimentary tickets, 2 per performance.

### Community In-Kind Partners lending and donating products and services

We will thank you for your support and publish your company/organization name and logo in the *Crossing Over* playbill, on our Facebook Page and Instagram account, our website, and in a special edition of our e-newsletter.\*

#### \* Sponsor Notes:

1. It is the sponsor's responsibility to provide camera-ready art for their advertisement.
2. An advertisement will be created for the sponsor at an agreed-upon price if the sponsor cannot provide one that meets our professional print quality standards.
3. The deadline for sponsorships is **April 25, 2025**, except by special arrangement.

To investigate becoming a sponsor or community partner, please contact Madison More at  
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