

TALISMAN

T H E A T R E

Sponsorship Proposal

TALISMAN BOARD MEMBERS

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Administrators :

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Talisman Theatre is a registered charity / Talisman Théâtre est un organisme de bienfaisance enregistré: CRA business number / Numéro d'entreprise ARC : 801959826RR0001.

Address/Adresse : 1456 overdale ave., Unit 8, Mtl., QC. H3G 1V3



Team up with Talisman Theatre in hosting its annual fundraising event entitled Culture in Translation on February 19th, in the Conseil des arts de Montréal's, Édifice Gaston Miron, to support our fall production of *Me and You 2*.

Our fundraising event will celebrate, as guest of honour, Montreal's own singer-songwriter **Martha Wainwright** who will be autographing her albums! We will provide an open bar compliments of SAQ, canapés, an exciting live auction, readings from Talisman's plays, and there will be lots of time to network. This elegant event will draw around 125 eminent Montrealers.




Sponsoring Talisman annual fundraising event to support Montreal's vibrant arts scene and Talisman Theatre. This year **your sponsorship will be matched dollar-for-dollar by artsvest** (see link below). Your sponsorship will increase your visibility and goodwill in the community. Base on the sponsorship type, partners will be featured in our social media campaign, our website, and our event program—totalling 10,000+ viewers!—and will also receive two tickets to the event.



Last year's event was a roaring success with, as guest of honour, the GG-winning author and Chevalière de la Ordre national du Québec, Kim Thúy. See the photos at the link below.

<https://talisman-theatre.com/event-01-en.html>
<http://www.businessandarts.org/fr/blog/artsvest-mtl-2019>



WHAT IS ARTSVEST?

artsvest is Business / Arts signature mentorship training program designed to build capacity in Canada's cultural sector. **artsvest** provides small to mid-sized arts and culture organizations with resources, expertise and training in marketing, board governance and sponsorship along with matching incentive funds and peer-to-peer networking.

ABOUT TALISMAN THEATRE

Talisman has a vibrant, living mission: "to produce professional, English-language premieres of contemporary Quebec plays".

Our engagement is intercultural: by addressing contemporary issues, we strive to build meaningful bridges between Montrealers from all backgrounds.

Our goal is to bring an authentic experience of contemporary Quebec to Montreal's anglophone and allophone minorities, while stimulating dialogue between them and Quebec's francophones. In this way we provide an innovative solution to a real community problem—the tendency toward self-

Talisman has welcomed

9,138

to our 163



performances

Our productions

have hired

53 Actors

58 Designers

71 Technicians

Our surveys show that we have slightly more women than men



Our website gets

2k VISITS / MONTH

4k VISITS / MONTH during a production

780 followers



80% CEGEP



58% university

3,401 followers

1,403 followers



All plays produced by Talisman in the past years have achieved their proposed goals. We evaluate this by considering audience reactions, educator feedback, reviews and surveys.

3,241 newsletter subscribers

72% audience travel to our shows 17%