



Sponsorship Opportunities 2024-2025

The Heart of Riverdale Community Centre

I. By The Rock: \$300 Each/\$1500 for Series

There are a total of 5 breakin' battles throughout the school year that take place in the Black Box Theatre at the Heart. These are open for all ages, have a live DJ, an MC and encourage our Breakers to compete in a setting mirroring the global stage of breakin'. Families and friends are encouraged to watch and cheer, there are prizes handed-out and the vibe is fun, fresh and encouraging.

Benefits:

- Social Media Recognition: We have over 1300 followers on IG and over 3000 on FB
- Shout-outs at the event.
- Poster at the Entrance to the event.
- Hi-Fives from the Breakers.
- (If you're interested in sponsoring the entire season, we will adjust your benefits accordingly)





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II. Halloween Haunted House: \$1500/night or \$3000 for entire weekend

The Heart of Riverdale has built a reputation by providing one of the best Halloween experiences in Whitehorse with their haunted house. Designed each year by our head of arts department, Camila Gaw, the haunted house brings in hundreds of children, teens, parents and anyone looking for a great Halloween event.

Benefits:

- 10x Complimentary tickets to the Haunted House
- Social Media Recognition: We have over 1300 followers on IG and over 3000 on FB
- Shout-outs at the event.
- 5-minute speaking opportunity at the event.
- Poster at the Entrance to the event.
- Logo and link on our website partnership page and home page.
- Logo on promotional material and performance programs throughout the year.
- Recognition in THOR reports to core funders: Youth Directorate and Arts Operating Fund.





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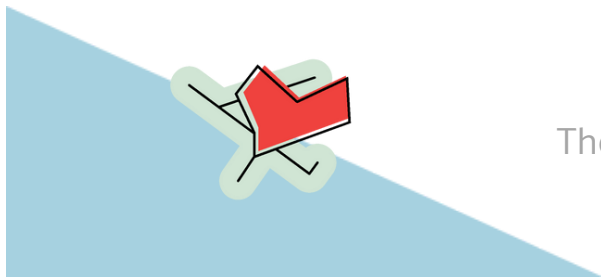
III. Christmas Ballet Tea: \$1500

The Heart's Christmas Ballet Tea is a wonderful time to celebrate the season, enjoy a social gathering with friends and family and get dressed-up! Taking place in our Black Box Theatre, the Christmas Tea typically has two seatings and sells-out fast every year. In an intimate setting, watch our ballerinas present various works from traditional ballets, and then move into our Narnia space where tables with gourmet treats and tea are set-up for the entire family to enjoy.



Benefits:

- 4x Complimentary tickets to the Ballet Tea
- Social Media Recognition: We have over 1300 followers on IG and over 3000 on FB
- Verbal recognition at the event.
- 5-minute speaking opportunity at the event.
- Poster at the Entrance to the event.
- Logo and link on our website partnership page and home page.
- Logo on promotional material and performance programs throughout the year.
- Recognition in THOR reports to core funders: Youth Directorate and Arts Operating Fund



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IV. Polar Night: \$3000/Show

The Heart's annual winter show takes place at the Yukon Arts Centre in January. There are two evenings and one matinee show this year - three separate opportunities to be involved. This is a sell-out event in a 424 seat theatre. All youth from our dance, music and arts classes are a part of Polar Night, which incorporates dance, music, silks and puppets.

Benefits:

- 4x Complimentary tickets to Polar Night
- Social Media Recognition: We have over 1300 followers on IG and over 3000 on FB
- Verbal recognition at the event.
- Poster at the Entrance to the event.
- Cast Photo
- Logo on promotional material and Polar Night program.
- Logo and link on our website partnership page and home page.
- Recognition in THOR reports to core funders: Youth Directorate and Arts Operating Fund.





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V. Year End Art From the Heart: \$10,000

Our festival in May takes place at the Yukon Arts Centre. Including ALL youth from the Heart (over 200 performers), there is a Ballet, a Musical, a Pre Professional full length original show and a performance by all the recreational classes. These shows sell-out in the 424 seat Theatre and are a great celebration of all the work that was accomplished throughout the year.

Benefits:

- 4x complimentary tickets to each Art From the Heart and Polar Night
- Gobo projection of your company on the Main Curtains at Art From The Heart
- Social Media Recognition: We have over 1300 followers on IG and over 3000 on FB
- Verbal recognition at the event.
- 5-minute speaking opportunity at the event.
- Poster at the Entrance to the event.
- Cast Photo
- Logo and link on our website partnership page and home page.
- Logo and written recognition on our email newsletter communications with our 990 active families.
- Priority logo placement on all promotional material and performance programs throughout the year.
- Recognition in THOR reports to core funders: Youth Directorate and Arts Operating Fund.
- Four (4) memberships to our Playspace at The Heart of Riverdale (THOR).

