

THE
CULTCH



**Explore New
Connections**



Board President **Frank Costanzo** and
Executive Director **Heather Redfern**

Welcome to The Cultch Community!

As Vancouver's most *diverse* and *innovative* arts and cultural hub. We present dozens of local and international shows each year and create *meaningful, impactful connections* across communities.

We host vibrant gatherings and lively conversations around the issues, topics, and ideas that are presented in our shows.

We remove barriers to access by providing ASL Interpretation performances and free tickets to those for whom cost is prohibitive.

We invite everyone who loves live performance into our safe spaces, and are committed to providing the highest level of service and care we can offer.

Our Sponsor partnerships are based on shared values and mutual support. We share our experiences, expertise, and connections to raise each other up and make an even bigger impact in our broader communities.

We are connectors, facilitators, and culture changers.

And we would be thrilled to have you join us in this work.

Frank Costanzo
BOARD PRESIDENT

Heather Redfern
EXECUTIVE DIRECTOR

Art, Inclusion, and Accessibility

In addition to performances, we have a number of free programs and services to nurture artists and to make dynamic, innovative performance accessible to everyone.



ARTIST RESIDENCIES:

we provide vital creation and rehearsal space for dozens of Vancouver-based artists each year.

YOUTH PROGRAM:

dedicated mentorship and hands-on creation support to local youth.

CULTCH CONNECTS

PROGRAM: free tickets to those who might not be able to otherwise enjoy our performances.

ACCESSIBILITY INITIATIVES:

ASL interpreted, captioned, and relaxed performances throughout the season.

RECOGNITION:

“The Cultch is recognized for its community leadership that models inclusivity and centres diversity as a lived value.”

VANCOUVER CULTURAL SERVICES
REPORT TO CITY COUNCIL

2019 Jessie Richardson Theatre Award’s Vancouver NOW Representation & Inclusion Award for Deliberate curation and programming of productions that show the city we live in onstage.



Celebrated by the **City of Vancouver** for Diversity and Inclusion



Vancouver NOW
Representation & Inclusion
2019 Jessie Richardson Theatre Award



Community

Sponsors reach and build new relationships with our trusted communities both online and in our theatre venues.

OUR COMMUNITY

441

ARTISTS

24,367

AUDIENCE MEMBERS

979

DONORS

32

SPONSORS,
FUNDERS, & FOUNDATIONS

OUR REACH

75,956

WEBSITE
USERS

199,514

WEBSITE
VIEWS

8,328

TWITTER
FOLLOWERS

4,690

INSTAGRAM
FOLLOWERS

“The audience gets a lot knowing that a business in the community is supporting a cultural community event.”

KRISTINA EGYED, LOCAL BUSINESS OWNER (LALA'S BOUTIQUE)



Some of our Supporters

Sustaining Sponsor:



Government Funders:



Corporate Sponsors and Foundations:



“We’ve been a sponsor for over 27 years because of the immense value The Cultch brings to community. They partner with local businesses and bring tens of thousands of people into the neighbourhood each year. The Cultch keeps East Vancouver thriving.”

BARRY GLOTMAN, WEST COAST REDUCTION LTD.



“The Cultch embodies a lot of what makes that neighborhood special and unique, so we recommend a number of our clients to partner with The Cultch. In our experience, from day one, The Cultch has been very well-connected to the local groups and individuals in the neighbourhood and those are folks we want to be dealing with.”

VIRGINIA BIRD, PRINCIPAL AT POTTINGERBIRD COMMUNITY RELATIONS



“Partnering with us means that people will understand you share our values”

HATIM HANAFI, PAST BOARD MEMBER/SENIOR ANALYST AT MICROSOFT

Samples of Programs Sponsored

East Van Panto Partner: \$15,000

The Discovery Group sponsored our digital presentation format in 2021 — a vital support for connecting the beloved East Van Panto with audiences that season.

This has evolved into an expanded Partner level rooted in the same values: ensuring strong community impact and reach by supporting enhanced production costs for digital delivery and double-casting actors as well as musicians.

Sponsored in 2022 by:

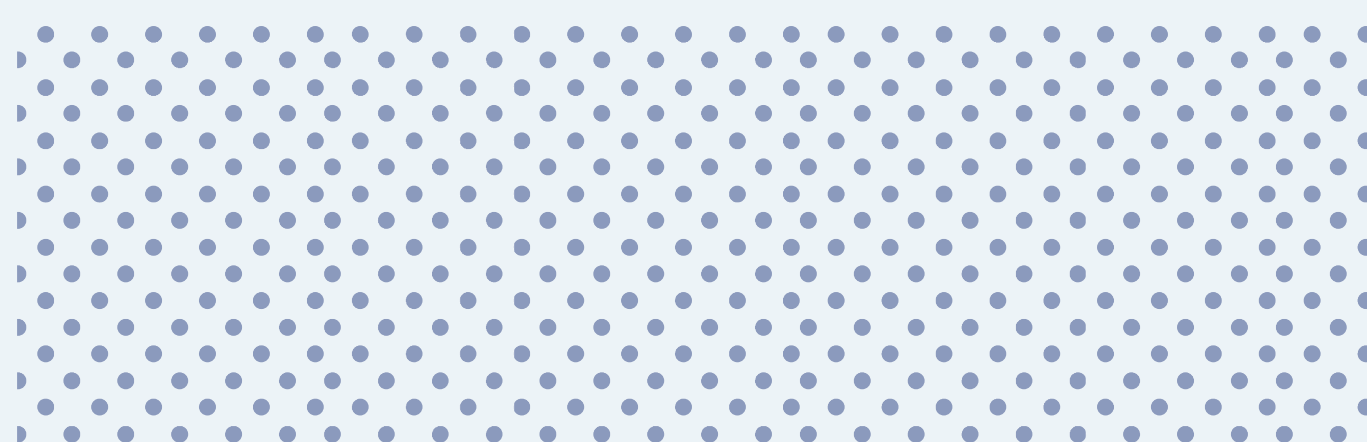


Youth and Emerging Sponsorship: \$25,000

The Cultch offers innovative, youth-driven arts programming and professional development opportunities to aspiring young artists and art lovers aged 13–30. We provide a gathering place for performance and mentorship, and support the development of youth community leadership through a variety of programs.

The Cultch Youth Program is a non-discriminating, safe, inclusive environment with opportunities for just about any interest in the arts, whether someone is just starting out or has already graduated from post-secondary training.

Sponsored in 2022 by: The Steven Chambers Foundation



Sponsorship Opportunities Available

East Van Panto Title Sponsorship: \$50,000

Celebrating 10 Years of East Vancouver's Beloved Holiday Tradition!

Each year, the *East Van Panto* turns the York Theatre into a joyous, bustling gathering place for families across the Lower Mainland.

As one of our most popular productions, we have over a dozen Panto sponsors across a number of levels, from our Digital Presentation Sponsors to Panto Champions.

Title Sponsorship gives you a leading role in our community of sponsors and ensures your business is strongly positioned within the Panto sponsorship model.

“It’s the silliest, most wonderful of traditions. And for me, it has become essential.”

— MARSHA LEDERMAN, THE GLOBE AND MAIL



Sponsorship Opportunities Available

Panto Champions: \$1,500

For 10 years, local businesses have joined in on the fun by becoming Panto Champions — our incredible team of community sponsors who collectively support making the East Van Panto a joyous holiday destination in the heart of East Vancouver.

“East Van Panto has earned its place as one of the best-loved holiday traditions in Vancouver”

— COLIN THOMAS



New Sponsorship Opportunities Always Available

We'd love to build new partnerships based on shared goals!

OUR PROCESS:

1. Meet and Greet

Conversation:

We Learn About Your Needs.

An introductory chat where we learn about your business and goals and answer any questions about The Cultch.

2. Packages and Engagement Opportunities Presented.

Based on the goals and needs you shared, we book a follow-up conversation to present options for you to consider.

3. Pick Your Package.

You select the package that best suits your needs.

4. Tailored Engagement Opportunities:

Your Connections, Our Community.

We make any alterations to ensure the perfect fit! Common alterations: methods or frequency of reach, and quantity of tickets to events you sponsor.

*“It’s a great opportunity to partner with a solid organization that knows what they’re doing, that supports artists, that’s led by artistic voices and visions — **it’s one of the best organizations in the city to partner with.**”*

MAIKO BAE YAMAMOTO,
ARTISTIC DIRECTOR THEATRE REPLACEMENT
CO-PRODUCER OF THE EAST VAN PANTO





We'd love to chat and see what's possible, *together!*

To start a conversation, please contact:

Frank Costanzo | Board Chair

vinnie_costanzo@hotmail.com

[insert space for phone #]

Heather Redfern | Executive Director

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604-726-9643

