

GRANDE
PRAIRIE
LIVE
THEATRE

gplt.ca

2026|2027

Sponsorship
and Advertising
Opportunities



WHERE COMMUNITY TAKES CENTRE STAGE.

The Grande Prairie Live Theatre enriches the Peace Region by producing and supporting high-quality, diverse performance arts. We foster inclusive opportunities for volunteers of all backgrounds, provide educational experiences for youth and the public, and serve as a vibrant community hub that champions the growth of the arts. Through advocacy and partnerships, we work to ensure accessible, enriching cultural experiences for all.

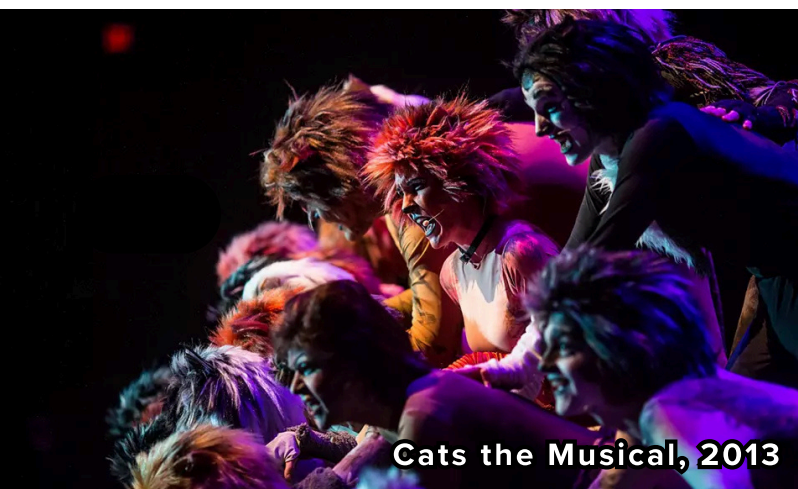
Since 1963, the Grande Prairie Live Theatre has entertained our neighbors with live theatre. We have operated the Grande Prairie Live Theatre facility since 1985. In 2024, we inked a ten-year collaborative agreement with Northwestern Polytechnic to host biannual community large-scale musicals at the Douglas J. Cardinal Performing Arts Centre. Proudly we say “we’ve come a long way baby.”



Grease the Musical, 2025

For 63 years, Grande Prairie Live Theatre has been powered by the talent of our community. Each play season, 250 – 325 different volunteers cooperate in performing 7 productions with 9 or more performances each. We entertain upwards of 12,000 people each year. Over the years, more than 4,300 volunteers—actors, singers, dancers, directors, producers, designers, technicians, and behind-the-scenes magicians of every kind have contributed to the quality of live to over 310,000 audience members by bringing hundreds of stories to life on stage.

At the Grande Prairie Live Theatre, our mission is simple: To empower our community through accessible, inclusive and inspiring storytelling driven by volunteers, partnerships and a passion for the performing arts.



Cats the Musical, 2013



Murder on the Orient Express, 2025



HISTORY

Our roots stretch all the way back to 1932, with the formation of *The Good Companion Players*. At the time, Grande Prairie was a cultural hub with a 50-voice male choir and a symphony orchestra. *The Little Theatre Group Orchestra* emerged in 1935, but like many arts groups, theatre in the region paused during the Second World War. Still, dedicated groups like *St. Joseph's Dramatic Society* and *United Church Players* kept the spark alive with occasional productions.



Grande Prairie Live Theatre, 1985

In 1958, *The Grande Prairie Players* formed, and by 1963 they joined forces with the *Operatic Society* to become the *Grande Prairie Little Theatre Society*. In 2001, we embraced a new era and a new name—*Grande Prairie Live Theatre*—to reflect a growing vision. Since then, we've staged more than 351 productions across multiple genres, hosted over 100 concerts, and supported major festivals. We helped launch the Reel Shorts Film Festival (its first 10 years) and the Grande Prairie Children's Festival (for 2 years).

All of this has been made possible by the creativity and commitment of an ever-evolving group of passionate volunteers. From just 2 shows a year and 35 volunteers in 1963, we've grown to hosting seven stage productions every play season, each with nine nights or more, and five concerts in our concert series.

In 2023/24, in addition to our regular play season and concert series, we hosted 68 nights of community-based entertainment. The foundation of our success is rooted in the dedication of nearly 290 volunteers. Now, heading into our 64th Season, we are building on the momentum with a packed 2026/27 season that features seven plays, five concerts, important community bookings, and, we hope, many sold-out performances and concerts.

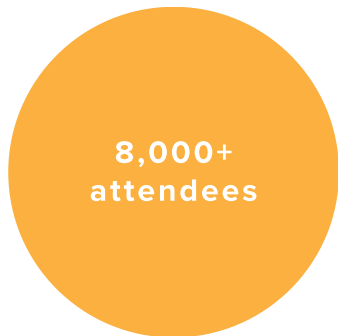
WHY PARTNER WITH GRANDE PRAIRIE LIVE THEATRE?

REAL VISIBILITY. LASTING IMPACT. LOCAL HEART.

Whether you're a local business or a national brand, partnering with the Grande Prairie Live Theatre connects you with a loyal, values-driven audience, and shows your commitment to creativity, connection, and community.

FULL SEASON

attracts on average



1K

dedicated
followers

2.4K

reach per month



7.6K

dedicated
followers

2.4K

reach per month



1.2K

paid advertising
per month



4.4K

website views per
month

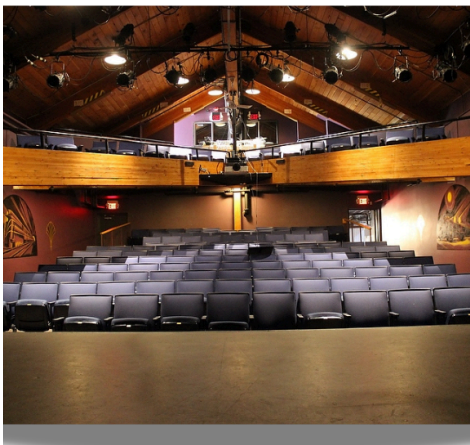


REACH LOYAL AND ENGAGED AUDIENCES

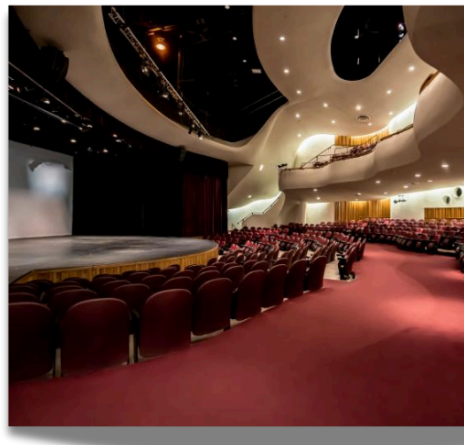
Each year:

- 8,000+ attendees attend live events
- 3,000+ house programs in print
- Upwards of 128 students attend the Rising Stars summer drama program

THIS SEASON'S VENUES



Grande Prairie Live Theatre
Grande Prairie Live Theatre Society
161 Seats



Douglas J. Cardinal Theatre
Northwestern Polytechnic
508 Seats

SPONSORSHIP OPPORTUNITIES

You can be part of this history through one of our sponsorship opportunities. We work with our sponsors to make the experience interactive and much more than a simple exchange of contributions for programme recognition. We want every relationship to be mutually beneficial and special.



\$8,500 (1 available)

Standing Ovation GPLT Season Sponsor

- Naming recognition as “The 2026–2027 GPLT Play and Concert Season, presented by [Company Name]”
- Full-page colour advertisement on the back cover of all 7 GPLT season programmes
- Company logo featured on all GPLT roadside advertising billboards
- Company logo printed on all Rising Stars Summer Camp shirts (approx. 140 shirts)
- Verbal recognition in the pre-show introduction at all 73 play and concert performances
- Many, many, dedicated, personalized Instagram and Facebook posts
- Personalized ad in the image carousel displayed on lobby TVs, scrolling live during all plays, concerts, and all Box Office hours
- Company logo featured on the GPLT website for one year
- 24 ticket vouchers valid for any GPLT Play Season production and 4 vouchers valid for any GPLT Concert.

An AMAZING 5,463,775 potential impressions for the tiny, tiny cost of \$0.0015 per impression.

(Based on total market penetration of social media, website, programme, live in person and at events recognitions. Specific details are attached,)



\$2,500 (7 available)

Electrifying Show Sponsor

- Company logo featured on the cover of the sponsored show's programme
- Full-page colour advertisement in the sponsored show's programme
- Company logo printed on Rising Stars Summer Camp shirts (approx. 140 shirts)
- Verbal recognition in the pre-show introduction of the sponsored play
- Dedicated, personalized Instagram and Facebook post
- Personalized ad in the image carousel displayed on lobby TVs, scrolling live during all plays, concerts, and all Box Office hours
- Company logo featured on the GPLT website for one year
- 16 ticket vouchers valid for any GPLT season production

\$1,000 AND UP

Magnificent Gold Sponsor

- One-third page colour advertisement in all play season programmes
- Company logo printed on Rising Stars Summer Camp shirts (approx. 140 shirts)
- Included in at least 4 thank you Instagram and Facebook posts
- Thank you in the Magnificent Gold Sponsor list in the image carousel displayed on lobby TVs
- Company logo listed on the GPLT website for one year
- 8 ticket vouchers valid for any GPLT season production

\$500 AND UP

Elevating Silver Sponsor

- Thank you in the designated Elevating Silver Sponsors listing in all play season programmes
- Included in at least 4 thank you Instagram and Facebook posts
- Thank you in the Elevating Silver Sponsor list in the image carousel displayed on lobby TVs
- Company logo listed on the GPLT website for one year
- 4 ticket vouchers valid for any GPLT season production

\$250 AND UP

Inspired Bronze Sponsor

- Thank you in the designated Inspired Bronze Sponsors listing in all play season programmes
- Company logo listed on the GPLT website for one year
- 2 ticket vouchers valid for any GPLT season production

HEARTFELT CASH OR GIFT-IN-KIND

- Heartfelt Cash or Gift-in-Kind sponsorships are welcomed and assessed based on fair market value. Benefits will be assigned at the closest corresponding sponsorship level.

Become a sponsor today!

Connect with our community while supporting the best in arts and culture.

Next Steps

- Contact us to learn more about becoming a sponsor.
- We will set up a meeting with you to learn about your goals and objectives.
- Together, we can tailor a sponsorship to your specific vision of how you would like to assist the hundreds of volunteers of GPLT.

GRANDE
PRAIRIE
LIVE
THEATRE

gplt.ca

John Roper
General Manager

10130 98 Avenue
Grande Prairie, AB T8V 0P6
(780) 538-1616
manager@gplt.ca
gplt.ca



Photo Credit: Town and Country News

GRANDE
PRAIRIE
LIVE
THEATRE

gplt.ca

10130 98 Avenue
Grande Prairie, AB T8V 0P6
(780) 538-1616
gplt.ca