

FONDATION
DE LA PLACE DES ARTS



FUTURE STARS'
GRAND PREMIERE

Tuesday, June 6, 2017

PARTNERSHIP PLAN

Presenting
Partner:



FONDATION DE LA PLACE DES ARTS



Play a key role on Tuesday, June 6, 2017:

PARTNER WITH THE *FUTURE STARS'* GRAND PREMIERE

The *FUTURE STARS'* GRAND PREMIERE is a benefit event that was created in 2011 in order for the Fondation de la Place des Arts to raise the funds required to support Place des Arts' cultural and artistic mission.

The Fondation's philanthropic efforts are founded on the conviction that art and culture enrich people's outlook on life. For this reason, every year, the Fondation de la Place des Arts funds the numerous activities of Place des Arts' Access-to-the-Performing-Arts program, and therefore encourages the creation of unique encounters between the public and artists.

The target audiences are very diverse, however, a special emphasis is placed on families and youth because, as individuals, we are not naturally inclined to choose art—in order to love it and make it a part of our lives, we must first be made aware of it. By exploring worlds based on creativity, imagination, sensitivity, and esthetics, young people open themselves up to new languages that lead to new ways of approaching their own worlds and developing their own personalities.

Our partners' support is essential to the pursuit of our mission. We encourage you to take a look at the many ways you can join in the success of the 2017 Edition of the *Future Stars'* Grand Premiere. Event expenses last year were under 8%, with each contribution directly supporting projects and activities that promote awareness of and accessibility to the performing arts.

We sincerely hope to be able to count on your participation. An unforgettable evening awaits you, and your guests, in Théâtre Maisonneuve at Place des Arts, on Tuesday, June 6, 2017.

We are counting on your attendance!

Members of the Honorary Committee

HONORARY COMMITTEE ***FUTURE STARS'* GRAND PREMIERE 2017**

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Mortgage Alliance

Mr. Marc Blondeau
President and CEO
Société de la Place des Arts

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Société de la Place des Arts

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Fondation Sandra
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Mr. Victor Salvaggio
Co-founder
Lofts MTL

The Fondation de la Place des Arts' goal is to support Place des Arts' cultural mission by contributing to artistic projects and activities that promote access to the arts, audience development, and increased awareness of the various performing arts.



Olivier Mallette, drums – 2016 Edition

THE ACCESS-TO-THE-PERFORMING-ARTS PROGRAM,

which was created in 2002, allows Place des Arts to offer various cultural activities that promote audience awareness and development, and support artists endeavouring to create or present original works at Place des Arts, all year long. The Access-to-the-Performing-Arts program, which falls into four components, is funded through the Fondation.

Family/Youth Program – An invitation for families to explore the performing arts

This component includes the **Place des Arts Junior** series, an annual program of about fifteen affordably priced shows featuring a diversity of performing arts disciplines—from music and circus arts to theatre and dance—, often accompanied by participatory awareness-raising activities. There is also **La Relâche à la Place des Arts**, which offers free family-friendly activities, workshops, and entertainment spaces during the school break. Youth programming also includes a free concert series presented in collaboration with the Orchestre Symphonique de Montréal during the Classical Spree.

Educational Program – A unique cultural mediation initiative for students and teachers

The Fondation supports the creation and deployment of major cultural mediation projects, notably intended for teenage students living in underprivileged environments. These projects include workshops in class and at Place des Arts, both for students and teachers, who are also given an opportunity to see a show at Théâtre Mainsonneuve and to put their learning into practice by presenting their own creative works in the Espace culturel Georges-Émile-Lapalme at Place des Arts.

THE SOCIÉTÉ DE LA PLACE DES ARTS

plays a vital role on the Quebec and Montreal scene. Not only is it at the forefront of the development of local performing arts and of Quebec's openness to the international artistic world, it is also one of the key players. As the largest performing arts complex in Canada and a public organization serving all Quebecers, the Société de la Place des Arts is dedicated to presenting and increasing access to the performing arts.

Cultural activities Program – Free of charge for the public

The cultural activities Program aims to raise people's awareness of various facets of the performing arts. Each year, support from the Fondation allows for the presentation of over **a hundred free activities** featuring over **250 artists**. The works and activities are mainly presented in the Espace culturel Georges-Émile-Lapalme, and include exhibitions, digital works, and dozens of free shows and discussions—such as the **Chez Georges-Émile** series—, reaching tens of thousands of people.

Residencies and co-productions Program – A vital support for artists

Through the Place des Arts' residencies and co-productions Program, the Fondation supports artists' endeavours in the areas of research, experimentation and artistic creation. Among the 14 artists who benefited from support through 165 days of residency in 2016-2017 are theatre artist Mani Soleymanlou for his play *8*, choreographer Hélène Blackburn for her young audience show *9*, writers Simon Boudreault and Jean-Guy Legault for their play *Gloucester*, and artistic director Patricia Bergeron for her show *Mwana et le secret de la tortue*.

Since it was established in 2006, the Fondation has contributed over \$2,300,000 to various Place des Arts programs that support access to the arts and artistic creation.



Leahy Family, dance, violin, piano – 2016 Edition

2017 Edition

FUTURE STARS' GRAND PREMIERE

Tuesday, June 6, 2017
Théâtre Maisonneuve
Place des Arts

This unique event brings together businesspeople, philanthropists, and arts lovers from all backgrounds, while giving talented young artists a chance to perform on a prestigious stage. The artistic director for this seventh edition, featuring exceptionally talented young people, is the renowned conductor, Maestro Alain Trudel.

PRIVILEGE Tickets **Cocktail and show**

A three-part event

6:30 p.m. **Buffet cocktail reception** orchestrated by Chef Normand Laprise with the participation of five well-known Montreal restaurants:
Au Pied de Cochon
Joe Beef
Le Seingalt
Place Deschamps
Restaurant Toqué!

8:00 p.m. **Unique show** featuring future stars of the performing arts

9:30 p.m. **Wine and dessert** with the evening's stars

COMMUNITY Component

A gift for youth in less privileged environments

The *Future Stars'* Grand Premiere is an opportunity for young people from less privileged backgrounds to attend the evening's performance—for many of them, it is also their first experience in a major performance venue. Each year, through the generosity of our partners and donors, hundreds of *COMMUNITY* tickets are offered, on their behalf, to schools and community organizations.

THE ANNUAL *FUTURE STARS'* GRAND PREMIERE

benefit event was created by the Fondation de la Place des Arts to ensure the sustainability of the Société de la Place des Arts' programs supporting access to the arts and artistic creation. Since it was established, the event has enabled the Fondation to raise close to \$2,000,000.



Maestro Alain Trudel



Chef Normand Laprise



Partnership Offers

Valérie Milot, harp – 2016 Edition

SPONSORSHIP

PRESENTER

Investment: \$50,000

Roll out the red carpet for guests

PRIVILEGE TICKETS SHOW AND COCKTAIL

- 50 *Privilege* tickets – a \$25,000 value

BENEFITS

Your logo:

- On the event letterhead
- On the cover page and in the event program
- On the stage backdrop (opening and closing of the show)
- On digital screens at the entrance to Théâtre Maisonneuve and in Foyer Jean-Gascon during cocktails
- On the event poster shown on digital screens throughout Place des Arts
- On the event Web page

Acknowledgement:

- During the evening's addresses
- In a post on social media
- During the announcement of the event results

COMMUNITY COMPONENT

- A donation of 50 *Community* tickets, identified with your company name, to a school or community organization in an underprivileged area

SPONSORSHIP

Major PARTNER

Investment: \$25,000

Celebrate the performing arts

PRIVILEGE TICKETS SHOW AND COCKTAIL

- 25 *Privilege* tickets – a \$12,500 value

BENEFITS

Your logo:

- In the event program
- On the stage backdrop (opening and closing of the show)
- On digital screens at the entrance to Théâtre Maisonneuve and in Foyer Jean-Gascon during cocktails
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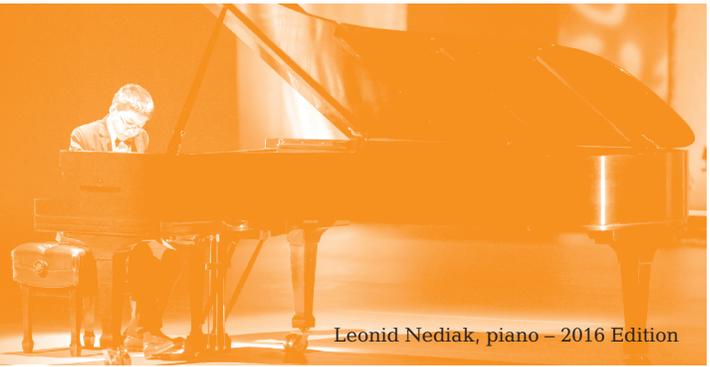
COMMUNITY COMPONENT

- A donation of 25 *Community* tickets, identified with your company name, to a school or community organization in an underprivileged area



RUBBERBANDance Group, dance – 2016 Edition

Partnership Offers



Leonid Nediak, piano – 2016 Edition

SPONSORSHIP

Discovery PARTNER

Investment: \$15,000

Promote an exploration of the performing arts

PRIVILEGE TICKETS SHOW AND COCKTAIL

- 15 *Privilege* tickets – a \$7,500 value

BENEFITS

Your logo:

- In the event program
- On the stage backdrop (opening and closing of the show)
- On digital screens at the entrance to Théâtre Maisonneuve and in Foyer Jean-Gascon during cocktails
- On the event Web page

Acknowledgement:

- In a post on social media

COMMUNITY COMPONENT

- A donation of 15 *Community* tickets, identified with your company name, to a school or community organization in an underprivileged area

SPONSORSHIP AND DONATION

Community PARTNER

Investment: \$10,000

Raise youth awareness of the performing arts

PRIVILEGE TICKETS SHOW AND COCKTAIL

- 10 *Privilege* tickets – a \$5,000 value

BENEFITS

Your logo:

- In the event program
- On the stage backdrop (opening and closing of the show)
- On digital screens at the entrance to Théâtre Maisonneuve and in Foyer Jean-Gascon during cocktails
- On the event Web page

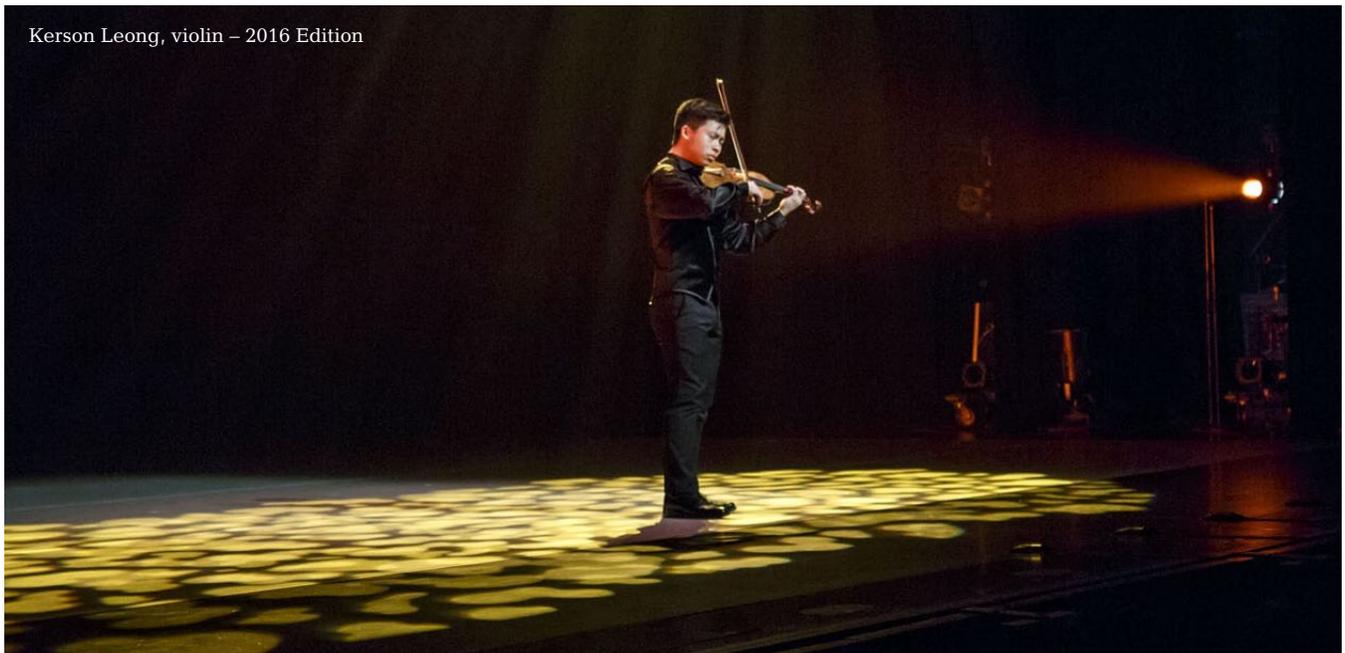
OFFICIAL TAX RECEIPT

- For the full amount of the \$5,000 donation portion

COMMUNITY COMPONENT

- A donation of 10 *Community* tickets, identified with your company name, to a school or community organization in an underprivileged area

Kerson Leong, violin – 2016 Edition



Partnership Offers



QW4RTZ, vocal quartet – 2016 Edition

DONATION

Major BENEFACTOR

Investment: \$25,000

Celebrate young talent

OFFICIAL TAX RECEIPT

- For the full amount of the donation

COMMUNITY COMPONENT

- A donation of 25 *Community* tickets, identified with your company name, to a school or community organization in an underprivileged area

Community BENEFACTOR

Investment: \$10,000

Contribute to the realization of artistic projects

OFFICIAL TAX RECEIPT

- For the full amount of the donation

COMMUNITY COMPONENT

- A donation of 10 *Community* tickets, identified with your company name, to a school or community organization in an underprivileged area

TICKETS

CONTRIBUTOR

Investment: \$5,000

PRIVILEGE TICKETS SHOW AND COCKTAIL

- 10 *Privilege* tickets – a \$5,000 value

BENEFITS

Acknowledgment:

- In the event program
- On the stage backdrop (opening and closing of the show)
- On digital screens at the entrance to Théâtre Maisonneuve and in Foyer Jean-Gascon during cocktails
- On the event Web page

OFFICIAL TAX RECEIPT

- For the eligible donation portion of the *Privilege* tickets*

COMMUNITY COMPONENT

- A donation of 5 *Community* tickets, identified with your company name, to a school or community organization in an underprivileged area

DONATION

Discovery BENEFACTOR

Investment: \$15,000

Make the arts a core community value

OFFICIAL TAX RECEIPT

- For the full amount of the donation

COMMUNITY COMPONENT

- A donation of 15 *Community* tickets, identified with your company name, to a school or community organization in an underprivileged area

Contributor BENEFACTOR

Investment: \$5,000

Promote access to the arts

OFFICIAL TAX RECEIPT

- For the full amount of the donation

COMMUNITY COMPONENT

- A donation of 5 *Community* tickets, identified with your company name, to a school or community organization in an underprivileged area

TICKETS

COLLABORATOR

Investment: \$2,500

PRIVILEGE TICKETS SHOW AND COCKTAIL

- 5 *Privilege* tickets – a \$2,500 value

BENEFITS

Acknowledgment:

- In the event program
- On digital screens at the entrance to Théâtre Maisonneuve and in Foyer Jean-Gascon during cocktails
- On the event Web page

OFFICIAL TAX RECEIPT

- For the eligible donation portion of the *Privilege* tickets*

* In accordance with Canada Revenue Agency rules

FONDATION DE LA PLACE DES ARTS



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**FUTURE STARS'
GRAND PREMIERE 2017**

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Coordinator
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Future Stars' Grand Premiere – 2016 Edition
Photos: © Ladislav Kadyszewski