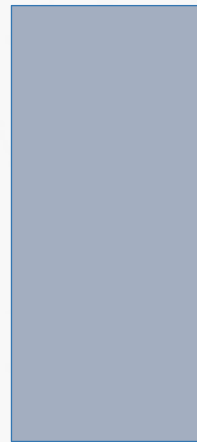


Canadian Theatre
BLYTH
FESTIVAL

FEBRUARY 5, 2018



2017 SEASON HIGHLIGHTS

- 19,272 people came to see a play in Blyth this year.
- We welcomed 1,750 patrons who had never before bought tickets to Blyth Festival
- Online ticket sales increased more than 15%
- 66% of patrons travelled more than 40 km



*“OF ALL THE REGIONAL THEATRES ACROSS CANADA,
NO THEATRE HAS BEEN AS TRUTHFUL AND AS FAITHFUL
TO ITS CORE AUDIENCE AS BLYTH.”*

~ ROBERT REID, REID BETWEEN THE LINES

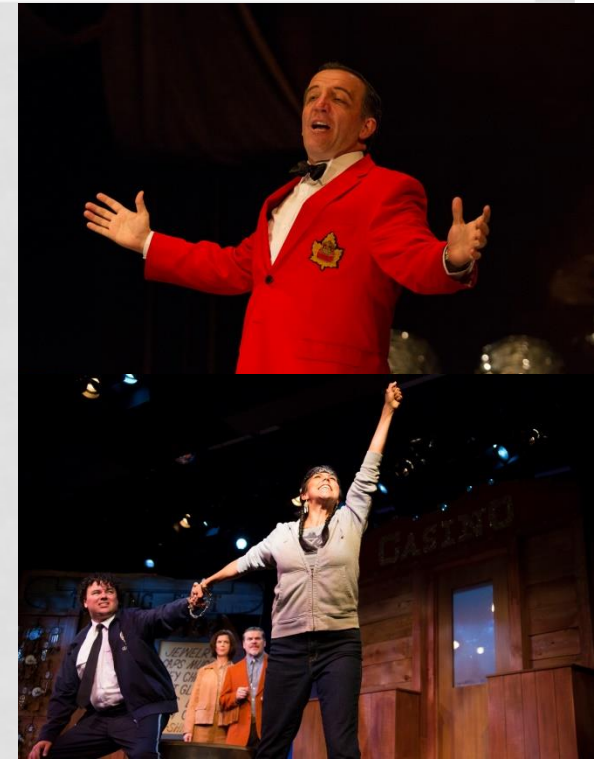
GIVING BACK TO COMMUNITY

- In 2017, the Blyth Festival donated tickets and passes to more than 206 local charity fund-raisers. That's \$14,420 in cash value.
- Local churches, service groups host pre-theatre suppers & lunches that we promote & ticket. Groups keep proceeds, which totalled over \$18,000 last year.
- More than \$50,000 in rent went to local landlords, as a result of 50-75 artists, technicians living in North Huron for up to six months yearly.
- We serve on the BIA Board and the County's tourism advisory committee.



AND THERE'S MORE

- We receive significant funds from the Ontario Arts Council & Canada Council for the Arts: sizeable grants that are used to subsidize the work onstage, contributing massively to the local economy
- We receive favourable funding because of our reputation for artistic excellence and focus on relevant local theatre.
- We were also proud this year to have written and shepherded the Capital Spaces Grant from Canadian Heritage. Together with the Memorial Seat Sale, contributing more than \$1mil to the renovation of Blyth Community Memorial Hall



"THE BLYTH FESTIVAL HAS ALWAYS BEEN HOME TO COLLECTIVE CREATIONS BASED ON LOCAL HISTORY. ITS PRODUCTION OF THE PIGEON KING BASED ON EVENTS DISCOVERED IN 2007 PROVED THAT THIS TRADITION IS STILL STRONG AND VITAL."

~ CHRISTOPHER HOILE, STAGEDOOR.COM

BEYOND THE FESTIVAL

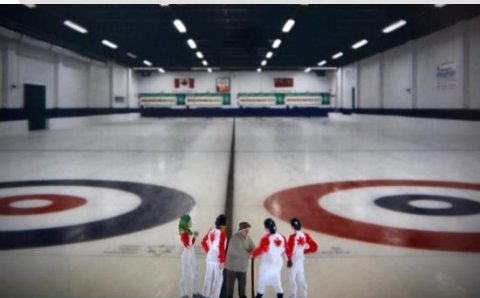
We are also:

- A Professional Art Gallery
- A Community Orchestra
- A Community Choir
- A Young Company



OUR 2018 SEASON

- Back by popular demand, The Pigeon King is the season forerunner, with 19 shows starting May 30. Plans are also in the works to take this production on tour.
- The New Canadian Curling Club
- Judith: Memories of a Lady Pig Farmer
- 1837: The Farmers' Revolt
- Wing Night at the Boot



OUR STORY

By the end of the 2018 season, the Blyth Festival will have produced:

- 133 World Premieres
- 209 Productions by Canadians for Canadians
- We will also run three shows in studio space on Dinsley Street, including a piece created by local teenagers through our Young Company program

The bottom of the slide features a composite image. On the left is a vertical rectangular panel with a sunset background. It contains the text 'Canadian Theatre' in a small serif font at the top, a stylized maple leaf logo in the center, and 'BLYTH FESTIVAL' in large, bold, white serif capital letters. At the bottom of this panel, it says 'Artistic Director Gil Garratt' in a smaller white sans-serif font. To the right of this panel is a larger horizontal image showing a sunset over a field. In the foreground, the silhouettes of two people are visible; one person is holding a guitar, and the other is standing next to them, both looking towards the horizon.

Canadian Theatre
**BLYTH
FESTIVAL**
Artistic Director Gil Garratt

NORTH HURON'S ROLE

- You are an important cast member in this great Canadian story
- The Ask:
 - A \$15,000 joint marketing investment



A collage of images showcasing North Huron's tourism offerings, including cottages, food, and local activities.

WHERE TO Stay

An evening at a bed and breakfast after dinner and the show or a week, unplugged, looking at stars and fireflies – stay awhile in North Huron! Choose a well-appointed room at a historic main street inn or a bed and breakfast that allows you to walk our downtowns and pop into shops and restaurants. If "getting away from it all" is more your style, consider a cottage or retreat where fishing, nature walks and paddling are available at your leisure. If you would prefer reading a book by a pond or yoga under the trees, we have LOTS of places for you to relax, unwind and enjoy! North Huron is home to two campgrounds, so you can enjoy everything we have to offer and sleep in your own bed too!

For help planning your stay in North Huron visit... northhuron.ca

LOCAL Food AND Drink

Fresh and local – for some, it's a movement; for us, it's a way of life. North Huron boasts some of the richest farm land in the province and our residents enjoy the bounty! We invite you, our visitors, to savour our fresh and delicious fare. From gourmet meals prepared by award-winning chefs to farm-gate products to take away – fresh and local is what we do!

For a list of local food and drink establishments, please visit... northhuron.ca

WHERE TO Play

We are proud to be home to the Blyth Festival and we love having excellent Canadian Theatre in our own backyard! There's lots to do in North Huron. A creative hub and activities galore – there is something for everyone! Experience one of our festivals, perfect the Rumba, create a pottery masterpiece, or discover our trails – these are just a few of the extraordinary events waiting for you. Leave your cares behind and spend some time in beautiful, creative, natural North Huron.

For suggestions on where to play in North Huron, go to... northhuron.ca

NORTH HURON'S ROLE CONT.

- The direct benefits:
 - Three dedicated pages of promotion in our Brochure, with a run of 30,000 copies. 15,000 to targetted households that have a relationship with the Blyth Festival. 15,000 to catch the eye of travellers at attractions, restaurants, accommodations, tourist booths
 - Half-page ad in the 2018 Season House Program (20,000 printed)
 - Opportunity to host staff, citizens, and / or other municipalities at a designated performance (sponsored tickets, reception and invitations)
 - Acknowledgement in all appropriate media releases promoting the 2018 Season



NORTH HURON'S ROLE CONT.

- Acknowledgement on theatre signage announcing public supporters
- Logo placement as appropriate on all show and special event posters, postcards, invitations and other promotional materials
- Logo placement on Blyth Festival website and electronic messaging, including a link to North Huron's website, where appropriate
- Logo placement on lobby signage



NORTH HURON'S ROLE CONT.

**LESS THAN AN HOUR
FROM KINCARDINE!**

**AN HOUR'S DRIVE
FROM KITCHENER!**

**AN HOUR & A HALF
FROM LONDON!**

**TWO & A HALF HOURS
FROM TORONTO!**

- The indirect benefits:
 - 15,000 rack cards promoting Blyth Festival produced for partner destinations
 - Promotion through digital advertising, social media
 - Promotion through tourism partners: Stratford Tourism Alliance, Ontario Summer Theatre, Festivals & Events Ontario, Ontario Tourism Marketing

BLYTH IS JUST AN HOUR FROM STRATFORD IN BEAUTIFUL HURON COUNTY!

CONTACT:

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519.523.9300

WWW.BLYTHFESTIVAL.COM

THANK YOU FOR
YOUR ONGOING SUPPORT

QUESTIONS?

