

Request for Proposals (RFP)

Targeted Sponsorship Services – Soulpepper Theatre Company

Soulpepper is Toronto's civic theatre: an artist-led institution that serves its public.

Rooted in performance, artist training, and social impact, Soulpepper strengthens our connection to the city and to each other through our work, we:

- Create powerful, artist-driven theatre that boldly stages and reimagines the world's great works – past, present, and future.
- Train the next generation of leading Canadian theatre-makers.
- Invite audiences and communities to engage with the big ideas of our time through transformative civic and Public Domain initiatives.

Nestled in Toronto's Distillery Historic District, Soulpepper is a premier cultural hub, renowned for its innovative and transformative theatre. With over 70,000 attendees annually, we offer a dynamic mix of world-class performances, community engagement, and impactful public programming.

Our Public Domain Programming has redefined audience engagement, drawing tens of thousands to our free and low-cost events. Winter Village sees over 200,000 visitors and generates significant revenue, highlighting the value for sponsors looking to engage with a broad audience.

Soulpepper Theatre Company is seeking proposals from experienced agencies or individuals to secure \$500,000 in sponsorship revenue through the development of strategic brand partnerships. This engagement is specifically focused on three high-value sponsorship opportunities within Soulpepper's 2026 programming and public initiatives.

Scope of Work

The selected partner will be responsible for identifying, pitching, negotiating, and securing brand sponsorships across the following two priority areas:

1. Production Sponsorships

Secure title or presenting sponsors for a defined number of upcoming Soulpepper productions within our annual season (12–16 plays and concerts). These sponsorships offer premium brand alignment with world-class artistic work, audience engagement, and high-visibility recognition across marketing, in-theatre, and digital platforms.

2. Seasonal Festival Sponsorships

Develop and secure lead and support sponsors for Soulpepper's Summer Festival and Winter Festival, including Public Domain programming. These periods represent Soulpepper's highest foot traffic and public visibility, offering sponsors opportunities for experiential activations, on-site engagement, and meaningful community connection.

Responsibilities

- Develop a targeted sponsorship acquisition strategy aligned to the three priority areas
- Identify and engage prospective brand partners across relevant industries
- Create compelling pitch materials and sponsorship package
- Negotiate and close sponsorship agreements
- Provide regular progress reports to Soulpepper's Director of Development

Ideal Experience

- Proven success securing sponsorships for arts, culture, festivals, or live events
- Strong corporate brand relationships and negotiation experience
- Ability to translate cultural assets into high-value sponsorship opportunities

Submission Details

Proposals should outline relevant experience, approach, fee structure, and client references.

Submit PDFs to anastasia.gordon@soulpepper.ca with the subject line: "Soulpepper Theatre – Targeted Sponsorship RFP."

Deadline: Monday, January 26, 2026 at 9:00am EST