

JOIN THE MOVEMENT.



2025 SPONSORSHIP OPPORTUNITIES



AUGUST 14-24, 2025

***fringe* /frinj/ - not part of the mainstream;
unconventional, peripheral, or avant-garde.
not just a festival. A MOVEMENT.**

Fringe Theatre was born of a revolution. What began as an outskirts initiative to counter the too-often exclusionary world of 'high art,' the Fringe Movement began when theatre Artists decided to take the plunge and level the playing field.

The result? Short plays that pack punches, affordable tickets to attract the casually curious, and pooled stage resources to accommodate as many Artists as venues can bear. Artists keep all of their box office proceeds, and set their own ticket prices.

A theatre Artist's rite of passage, many professionals begin their careers at Edmonton Fringe. And then maybe they stay for a lifetime. Or go off-Broadway.

Audiences leave inspired, delighted, and sometimes bewildered. And then come back for more.

For over 40 years, Edmonton Fringe has been at the forefront of the international Fringe Movement – the largest, longest-running Fringe Festival in North America. The dazzling jewel in the crown of Festival City. Thousands of Artist's careers begin on these grounds, and we are honoured to share their stories, and the story of this remarkable home-grown achievement.

We hope you'll become part of that story, too.



EVERY SUMMER, FRINGE DELIVERS DELIGHT. IN 2024...

750,000+

free site visits

127,000+

theatre tickets sold

19,800+

Volunteer hours (the equivalent
of 792 days or 2.2 years!)

1,400+

independent Artists

\$1.3M

paid to Artists

250+

local jobs created

14,000+

Little Fringers at KidsFringe



SPONSORSHIP BENEFITS

Below is an overview of how our partners benefit when supporting Fringe. Partnerships may entail a host of other benefits not listed here; our team is happy to explore a tailored partnership with you.

	Infinite \$75,000+	Incredible \$50,000	Ultimate \$25,000	Awesome \$15,000	Friend \$10,000	Fan \$5,000
Industry Exclusivity	X	X				
Naming of Festival Venue or Program	X	X	X	X		
Event for Staff or Clients	X	X	X	X		
Ad in Festival Guide	X	X	X	X		
Impact Story Content	X	X	X	X	X	
Onsite Activation	10 days	5-7 days	3-5 days	3 days	2 days	1 day
Promotion on social channels or Fringe Fan Club Newsletter	X	X	X	X	X	X
Access to Discounted Tickets	X	X	X	X	X	X
Recognition on Fringe Website and Festival Signage	X	X	X	X	X	X
Opportunity to provide materials to Volunteers & Artists	X	X	X	X	X	X

- **95%** of Fringers say it is **important for businesses** to support community events like Fringe
- **71%** believe **sponsors enhance** the Fringe experience
- **60%** are more likely to **consider a Sponsor's products** or services because they support Fringe

*Note: In-kind contributions will be acknowledged at 50% of cash value. For partners interested in a charitable tax receipt over Sponsorship benefits, please get in touch with our team to discuss making a Corporate Donation.

OUR STORIES

A person with long hair, wearing a purple long-sleeved shirt and denim shorts, stands on a stage with their back to the camera. They are surrounded by stage equipment like microphones and stands. The theater is dark with several spotlights illuminating the stage and the audience area.

“ *This is one of the most beloved festivals in the world* – and that’s why ATB Financial is such a long-time fan and the Lead Festival Partner of the Fringe for 11 years.

- Curtis Stange, President & CEO, ATB Financial

“ Because of Fringe’s support, we got to try something out to see if it works. And oh *my gosh, it works*. That’s why we’re forever grateful.

- RedCloud & Crystle Lightning, creators of Bear Grease, which will make its off-Broadway debut in 2025.

“ [The Edmonton Fringe Festival] *changed a city* – its entertainment demeanor, its sense of a party, its bedtime, its profile across the country, the continent, and beyond.

- Liz Nicholls, 12thnight.ca

“ The Fringe Festival definitely provides a launchpad for artists. *A very, very important launchpad*. It’s such an amazing place for artists to come and make a statement, bring their confidence up, and go conquer the world if they want to.

- k.d. lang

“ When you contribute to Fringe, you don’t just make the Fringe Festival better, you *make art possible*. You make Canada better.

- Dayna Lea Hoffmann & Katie Yoner, Batrabbitt Productions, creators of Rat Academy

“ The spirit of deep engagement and *allyship is woven through* all of Fringe Theatre’s diversity and inclusion initiatives. They don’t just open their doors - they actively reach out to understand and uplift the voices of artists who have been historically underrepresented.

- Jacquelyn Cardinal, CEO, Naheyawin

FRINGE FOREVER ENDURING IMPACT

20M

Impressions across
digital & online platforms

\$5M+

paid to Artists since 2019

40,000

Artist careers launched

50,000

social followers

\$20M

Annual Economic Impact



CELEBRATING EDMONTON

This is art created for art's sake, a rarity native to the festival's origins. Whether you're an experienced Fringer or a curious first-timer, **the Edmonton Fringe Festival is worth traveling for.**

- Condé Nast Traveler

"Edmonton was named one of **Lonely Planet's Best in Travel Cities 2025**, and Fringe their **#1 reason to get here.**"

Edmonton, Alberta, has long been celebrated for its Fringe Festival and bohemian Old Strathcona district.

- Lonely Planet

The Edmonton Fringe Festival not only showcases Edmonton's thriving arts scene but also **elevates the city's profile on the international stage.** The Festival represents a critical node in the global Fringe network, influencing similar festivals worldwide.

- Edmonton Tourism Awards
WINNER Festival of the Year in 2024



When you partner with Fringe, you share in our values.

We are proudly:

Fearless

Fun

Inclusive

Accessible

Creative

Collaborative

Transformative



ARE YOU READY? JOIN THE MOVEMENT.

Contact Us: sponsorship@fringetheatre.ca

**FRINGE THEATRE**