

ALBERTA  
**CIRCUS ARTS**  
FESTIVAL



JUNE 20-23, 2024  
**SPONSORSHIP  
OPPORTUNITIES**

# ALBERTA CIRCUS ARTS FESTIVAL



*Building a regional & national voice in  
contemporary Canadian circus.*

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# ALBERTA CIRCUS ARTS FESTIVAL

## JUNE 20-23, 2024

### Who & What is the Alberta Circus Arts Festival >

On June 20-23, 2024, Edmonton is home to the Alberta Circus Arts Festival, hosted by Firefly Theatre and Circus. Join us for four days of Canadian contemporary circus performances, along with an extensive industry series. There will be professional development workshops for emerging and established artists, panels and discussions around sector development for industry professionals, and outreach opportunities for all. Local audiences will be treated to world-class Canadian contemporary circus on an intimate scale, allowing for a visceral and empowering reaction.

The 2024 edition of ACAF will be a blend of ticketed and free activities, both indoors and out, with an emphasis on community outreach activations. We are committed to making circus arts and the Alberta Circus Arts Festival barrier free, accessible and engaging for all. We believe that this is a critical time to share empowering art and entertainment with our community!

The Alberta Circus Arts Festival is produced by Annie Dugan, Artistic Director of Firefly Theatre and Circus. Alberta's highly-acclaimed aerial performance company has been creating original works that combine circus and theatre in Edmonton since 2001. The Festival headquarters and main performance venue is La Cité Francophone. La Cité is a cultural and community centre, located in the heart of Bonnie Doon, Edmonton's Francophone Quarter.

### Our Mission >

The Alberta Circus Arts Festival is dedicated to the creation of a regional and national voice in contemporary Canadian circus. We are committed to sharing and experiencing world-class circus with our community in order to provide a launch pad for creativity, technical virtuosity, and collaborations. We seek to inspire, educate and entertain.

### Shows/Workshops/Panels >

In 2024, we will present five contemporary circus productions, including two free outdoor family-friendly performances - one in English and one in French. Our productions are coming from Montreal, Quebec City, and Edmonton, Alberta! On opening night, our North By Northwest Cabaret, will feature performers from Quebec to British Columbia. There will be plenty of free activities for Edmontonians to watch or try, from stilt-walking to juggling to the art of Japanese fan dancing. In addition to the free performances of La Famille Goldencrust, we invite one and all to join us for Friday evening's Circus Happy Hour (5@Cirque) and our 9pm Juggle Jam. Complimenting the incredible performances will be educational opportunities via circus workshops and panels led by visiting guest artists. The ACAF is committed to the innovation and growth of our sector, our community, and our audience.





# WHO IS FIREFLY

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## Alberta Circus Arts Festival hosted by Firefly Theatre and Circus >

Firefly Theatre is known for thought-provoking thrills and stunning displays of athleticism and grace. We perform on the ground and in the air, creating original live performances that fuse the genres of circus and theatre. Edmonton's award-winning Aerial Circus Performance Company has captivated audiences nation-wide and beyond, appearing at festivals and events across Canada, the US, the UK, and Asia. Our productions have taken place inside theatres, museums, convention centres and nightclubs, outside in squares and intersections, and in the air suspended from buildings. Firefly Theatre's work is unique in Alberta and has been described as "spectacular and breathtaking," The Sun, "fresh, funny, neck-craning spectacles," The Journal, and "amazing, quirky storytelling" The Edinburgh Festival List.

Firefly Theatre and Circus was founded in 2001 by actor John Ulyatt and circus artist Annie Dugan. Ms. Dugan is the Artistic & Executive Director of the company, and she is the founder of the Firefly Circus Academy (2004), Alberta's first school dedicated to aerial circus arts. The Firefly Circus Academy ran for 18 years, closing in 2022 to make space for Firefly's newest endeavour, the Alberta Circus Arts Festival. The company has been honoured with a **City of Edmonton Excellence Award** in Arts and Culture, a **Mayor's Award for Innovative Artistic Direction**, and the inaugural **Edmonton Event Awards – Best Entertainer**, 2016. Ms. Dugan was the recipient of a **Global Women of Vision award** in 2018.

Please visit [www.fireflytheatre.com](http://www.fireflytheatre.com) for more information.



Kolabo, 2018



VIVAREE, 2021



The Great Great Spiegel Spectacular, 2023











*Liminal*



*North x Northwest Cabaret*



*N.Ormes*

ALBERTA  
CIRCUS ARTS  
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*Duo Loco-Motion*



*La Famille GoldenCrust*



*Branché*

# THE SHOWS

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## Liminal + N.Ormes >

A combination of aerial circus arts and contemporary dance **Liminal** uncovers a world where the extraordinary intertwines with the everyday, and the boundaries between dreams and reality become beautifully blurred. Created and performed by Edmonton's Fragmented Journeys Collective, **Liminal** exists on the fringes of imagination, revealing hidden portals to places where the laws of physics yield to the whims of magic.

**N.Ormes** is a circus show where the duo Agathe and Adrien pushes the limits and expectations of their own bodies and gender norms. Graduated from the École de cirque de Québec in 2018, the duo "Agathe and Adrien" works at the frontiers of circus, dance and theatre/performance. Provocative, dysfunctional and tender, the piece brings the viewer to question their own assumptions.

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## La Famille Golden Crust >

When the **GoldenCrust Family** arrive, they bring with them excitement and hilarity, and then add in a generous dose of exaggeration and zaniness! Grace and Kevin GoldenCrust, contemporary nomads, invite you to experience their grandiose show staged in front of their mobile home. Overflowing with good intentions and ambitions, these snowbirds have created a comedic smorgasbord of unusual talents, personal development, and the wonders of the sea featuring sets and props originating from Florida's most prestigious flea markets. The **GoldenCrusts** are where circus, love, and humour meet!

Presented in both French and English shows.

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## Family Fun with Cirquetastic & Duo Loco-Motion >

Cirquetastic is an Edmonton-based creative movement space for kids and adults. **Step Right Up** features a bit of both! Coach and Choreographer Lyne Gosselin is excited to share her passion for active living through the creativity of circus, hoping to inspire Children of All Ages to learn new skills and conquer fear.

**Duo Loco-Motion** is a circus show presented by French Canadian Anouk Vallée-Charest and Japanese Ryunosuke Yamazumi. The show tells the story of a meeting between two friends, mutual help, complicity and beauty. They will bring you smiles, joy, magic and wonder with their circus prowess and visuals. Ryunosuke and Anouk are two experienced circus artists who have traveled all over the world to impress audiences. These two acrobats will amaze their spectators through juggling (hula-hoop and large size balls), dance, floor acrobatics, aerial silk, aerial hoop and a final Chinese pole.

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## North x Northwest Cabaret >

An evening of exceptional aerial and acrobatic performers from across Canada and the United States. You will be delighted, amazed and awed by the talent converging in Edmonton for one night only! This spectacular show will be hosted by Montreal's Les Deux de Pique, who will emcee the show with their charming mix of love, excess and the ridiculousness. Circus Artists include performers from *Cirque du Soleil*, *Les 7 Doigts*, and *École Nationale de Cirque*.

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## Branché (film) >

Through unique, female-driven circus and movement art, **BRANCHÉ** traverses time and lush natural landscapes of Quebec in a poetic exploration of our potential to work in harmony with nature in the face of the rising conflicts and chaos of the climate crisis. As diminishing resources and livable land drive an existential collapse, the daring three-high formations and breathtaking falls remind us that a oneness of nature and humanity is undoubtedly worth preserving.

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# GET INVOLVED

## How your business can help >

Firefly Theatre and the Alberta Circus Arts Festival are part of a versatile and vast arts community across Alberta and Canada. We strive to have an advantageous relationship with companies who want to support one another and the arts. Having your business at the forefront of our festival would provide us with the means and support to create a real impact on the lives of artists and audience members in our community. Through our collective endeavour, we will build a stronger provincial network of circus artists, educators and supporters, paving the way for the exchange of art and ideas between Alberta and the rest of Canada. As a result, we will raise the quality of life of our community along the way. The past few years have been difficult for the arts sector and the need for inspiration and entertainment is essential. We all have learned just how important it is to have art in our lives!

## Benefits to supporting ACAF >

There are many good reasons for your business to support the Alberta Circus Arts Festival, including but not limited to:

- > The opportunity to access artists and audiences who are potential clients
- > Circus arts audiences cover a vast array of demographics, exposing your brand to all types of Albertans
- > Your business would be investing in Albertan arts
- > Your business would be committing to a vibrant relaunch strategy, bringing arts back to the community both in person and digitally
- > Your business would be associated with a brand new exciting, bold and creative endeavour
- > The prestige of being involved with an event that is putting Alberta Arts on the national stage

# SPONSORSHIP LEVELS

All sponsorship benefits are open for discussion, modification & customization. Lets build a partnership not a package.

	Social Media Website	Program ad	Signage	Audience Interaction**	Tickets to all shows*	Tickets to 1 show	Circus Arts Workshop	Meet the artists	Contribution
<b>Presenting Title Sponsor</b>	• •	Back Cover	• •	• •	• •	• •	• •	• •	\$20,000.00
<b>Platinum Sponsor</b>	• •	Full Page	• •	• •	• •	• •	• •	• •	\$10,000.00+
<b>Gold Sponsor</b>	• •	1/2 Page	• •	• •	• •	• •	• •	• •	\$5,000.00+
<b>Silver Sponsor</b>	• •	1/4 Page	• •	• •	• •	• •	• •	• •	\$1,000.00+
<b>Friend</b>	• •		• •	• •	• •	• •	• •	• •	\$100.00+
<b>In-Kind</b>	• •	Logo/Name	• •	• •	• •	• •	• •	• •	

\*Tickets to all shows presented at La Cité including Cabaret.

\*\*Audience Interaction is an opportunity to address the audience prior to a show. Show based on availability and subject to time restriction.

**Adopt a Cabaret performer:** \$350 or \$500 including a 1/4 page program ad. Both include logo on website, call out before performance & thank you card from performer.

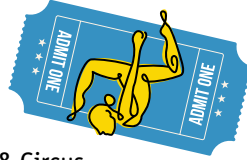




# LAST YEAR (2023)

2023s Festival happened in-person in Edmonton, Alberta, June 22-25.

## OFFERINGS



### Shows >

- North x Northwest** - Firefly Theatre & Circus
- Twist of Fate** - LookUp Theatre
- Barka** - GIROVAGO
- Deep Dish** - Frostbite Circus

### Industry Events >

- The Artist & the Entrepreneur** - Panel Discussion
- Defying Gravity** - Rigging Workshop
- Devising Small Scale Circus Shows** - Panel Discussion
- Regional Updates from Atlantic Canada, Quebec, Ontario, Prairies, and BC** - Industry Discussion
- Ok, I'm Inspired, Now What? Professional Development**
- Options for Circus Artists** - Professional Development

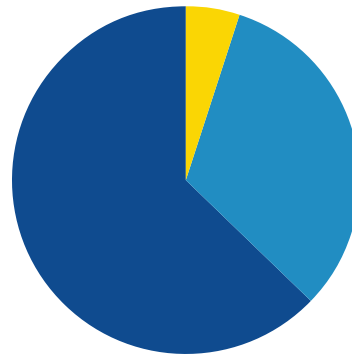
### Workshops >

- Silks: Big Drama Little Skills** - Tanya Burka
- Considering Inclusion in Movement-Based Practices** - Vanessa Furlong
- Hand-Balancing** - Kenneth Lindemann
- Juggle Jam** - Francis Proteau
- Rope: CAPSTANS (S-Locks)** - Scotty Dont
- Duo Hoop Foundation** - Sido Adamson & Tanya Burka
- Rope: Tempos and Cutaways** - Scotty Dont
- Hoop: Building Blocks for Big Tricks** - Sido Adamson
- Outdoor Stilt Walking & Juggling** - StiltCanada
- Circus Hula Hoops** - Kate Ryan
- Contortion Technique for Flexibility** - Samantha Halas

# 795,923

## MEDIA IMPRESSIONS

9 Media Interviews | 10+ Online Metions  
20+ Influencer Mentions



- Influencer Promotion**  
> 37,000
- Online**  
> 233,871
- Traditional Media**  
> 525,052



## 70 POSTS | 83 STORIES

Stats based on the date range of May 29-June 27, 2023:



**Reach** > 7,467  
**Interactions** > 1,874  
**Impressions** > 40,524

@AlbertaCircusArts  
 #AlbertaCircusArts



**Reach** > 27.6K  
**Engagements** > 3.4K

**Ads** > \$65 on 2 ads  
**Reach** > 13,1204  
**Clicks** > 214

- Global News Morning** > 41,800 Impressions
- Global News 8-10am** > 125,400 Impressions
- 630 CHED** > 37,000 Impressions
- Edmonton Journal Print** > 114,452 Impressions
- CTV Morning Live** > 30,000 Impressions
- CBC Radio** > 26,100 Impressions
- CBC Radio Canada** > 10,000 Impressions



# FIND THE RIGHT FIT

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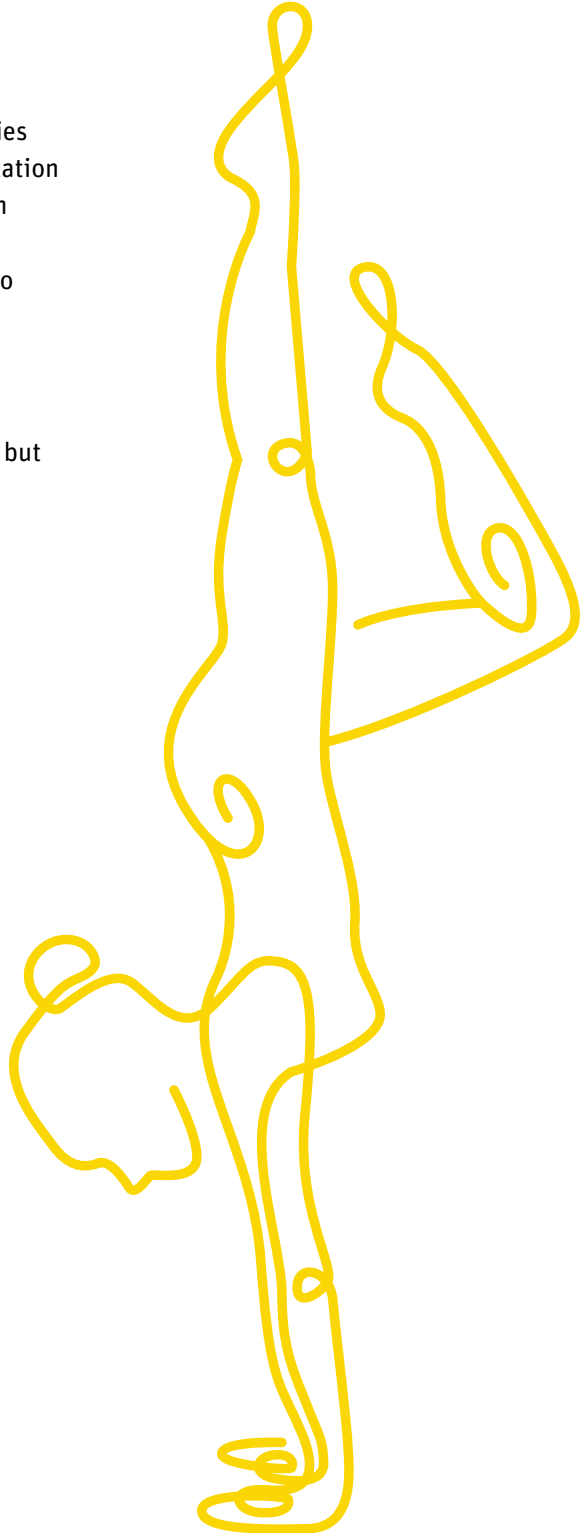
We are looking to build a relationship with our sponsors which can be defined and redefined collaboratively. We have opportunities for in-kind sponsors for food services, printing, lodging, transportation and much more. We also have the need for cash sponsorships from \$30,000 to \$1000 in order to bring our vision to life. We would appreciate the opportunity to discuss how we can work together to develop a mutually beneficial partnership.

## Tangible sponsor benefits >

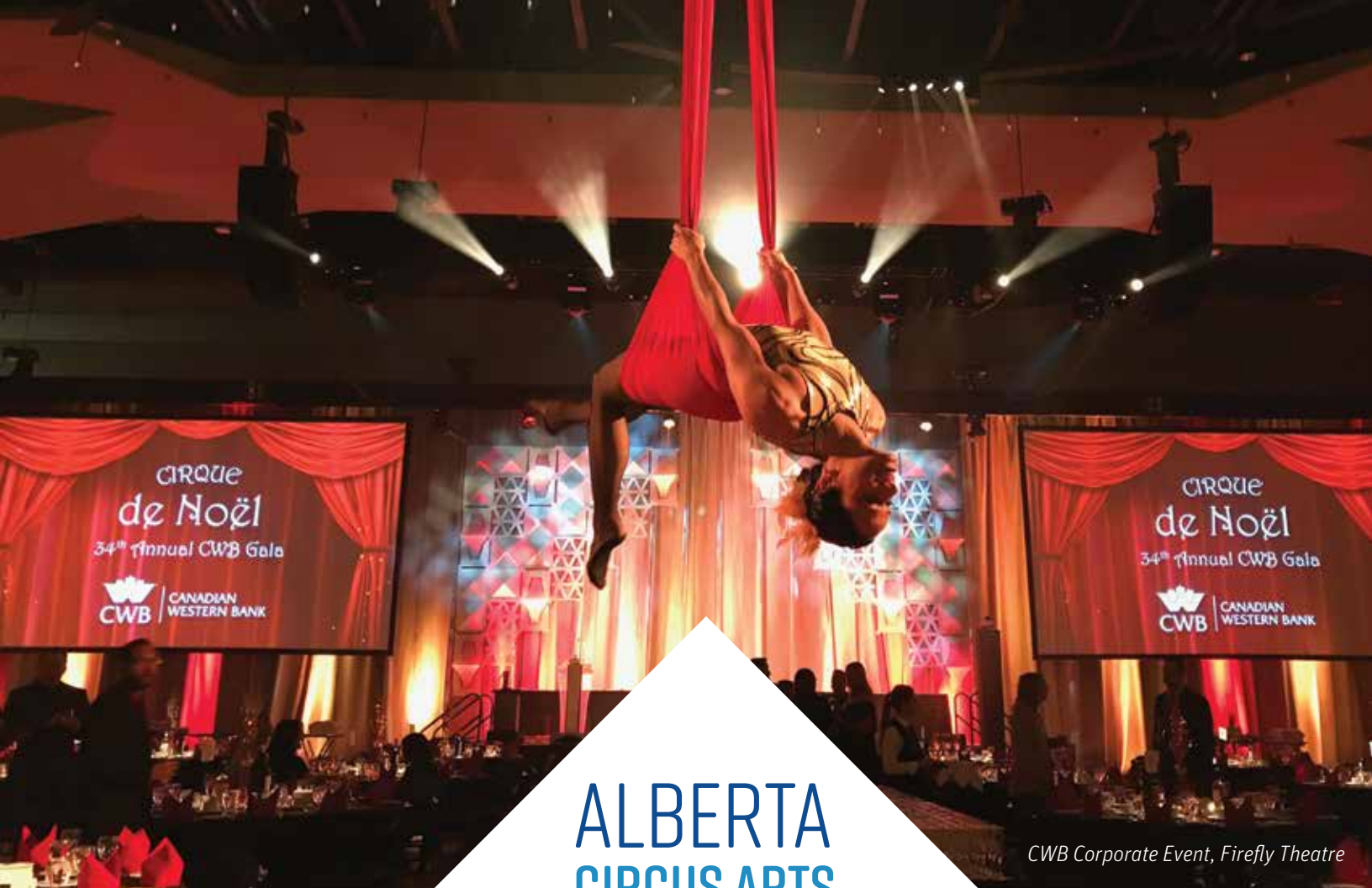
- › **Logo recognition** on select print and digital materials including but not limited to: program ads, social media, signage, and website
- › **Tickets** to in-person and online shows presented at the Alberta Circus Arts Festival
- › **Invitations** to exclusive social events during the festival
- › **Opportunities to promote** to the audience
- › **Opportunities to meet** the artists/performers

## Unique benefits >

Your sponsorship means a lot to us and because of that we want you to get a terrific return on your investment! Firefly Theatre provides entertainment to companies for events and parties, and we can perform at your Holiday gala, presenting world-class circus acts for your staff, friends, and families. We can do an interactive circus arts class at your place or ours, as well as a team-building workshop. We can work indoors or outdoors, in the air or on the ground, and can tailor our performances to your needs. This is a very exclusive opportunity for you and your team to build an insider's relationship with a creative performance troupe. Let your top performers see ours!







# ALBERTA CIRCUS ARTS FESTIVAL

*CWB Corporate Event, Firefly Theatre*

*Cirque in the Park, Firefly Theatre, 2019*





**ALBERTA CIRCUS ARTS FESTIVAL**

info@albertacircusarts.com  
780.758.9999

8540 Roper Road  
Edmonton, AB T6E 6V4

[albertacircusarts.com](http://albertacircusarts.com)



@AlbertaCircusArts  
#AlbertaCircusArts