

# Business Sponsorship Opportunity

## 2026 BCMA Productions



**Sponsoring BCMA Productions could be one of the best business decisions you make in 2026!**

Businesses that partner with BCMA return year after year - and for good reason. The benefits are powerful and proven. Our sponsors consistently experience increased brand exposure, stronger community recognition, and the incredible pride that comes from supporting the next generation of performing artists. We are deeply grateful to the many sponsors who continue their support each year, and we warmly invite you (or a business you know or suggest we get in touch with) to become part of the BCMA magic.

The **Ballarat Centre of Music and the Arts (BCMA)** proudly invites businesses, families, and community members to support local performing arts students in 2026 through **five spectacular major productions**, showcasing the talents of **over 600 young performers**.

Your sponsorship, whether financial or in-kind, helps create life-changing opportunities for these talented young artists. With your support, we can continue to train, inspire, and provide professional performance experiences that allow our students to develop confidence, creativity, and extraordinary skills that will benefit them for years to come.

We have some HUGE plans for our shows in 2026, and the budget is set to explode in order to make our dreams come true. Your financial support can make this happen!

NB: The Pearl Gala alone cost \$127,000.00 to stage. It was worth it, but we can certainly use your help.

Join us in supporting creativity, community, and the future of the performing arts. Together, we can make 2026 an unforgettable year for BCMA students.

### Sponsorship Overview

- **Exclusive Major Sponsorship for All Five Productions for the price of just Four:**
  - Naming rights for all productions & events: **\$10,000** (normally \$12,500).
- **Individual Show Sponsorship Levels:**
  - **Level 1 - \$2,500** (1 Major Sponsor per production).
  - **Level 2 - \$1,000** (5 Sponsors per production).
  - **Level 3 - \$750** (Unlimited).
  - **Level 4 - \$500** (Unlimited).

A promotional banner for the 2026 Show Season at the Ballarat Centre of Music and the Arts. The banner has a pink background. At the top, it reads 'Ballarat Centre of Music and the Arts' and '2026 Show Season'. Below this, there are five vertical panels, each representing a production: 'Winnie the Pooh', 'HADESTOWN TEEN EDITION', 'CHARLIE AND THE CHOCOLATE FACTORY', 'MARY POPPINS JR.', and 'SISTERS LAMENT'. At the bottom of the banner, the text 'professional | exciting | positive | friendly | fun' is displayed, along with the BCMA logo.

## BCMA 2026 Productions

### 1. Mary Poppins Jr

- Featuring Tue FiPs Junior C, B & A & Thu Junior B, A and Junior MTE
- (110+ performers, ages 6–12).
- June 20<sup>th</sup> & 21<sup>st</sup> Gay Gough Theatre

#### Hadestown

- Showcasing Wed Senior FiPs B Adv, A & A Adv
- (50+ performers).
- 20<sup>th</sup> & 21<sup>st</sup> June Gay Gough Theatre

### 2. Winnie the Pooh

- Highlighting Saturday Junior FiPs C and PiPs classes & MTE Junior
- (50+ performers)
- 15<sup>th</sup> & 16<sup>th</sup> August Gay Gough Theatre

### 3. Charlie and the Chocolate Factory

- Presenting Saturday FiPs Jnr B, A, A Adv & Thu Fips Inter MTE, Inter A, & A Adv
- (115+ performers).
- 15<sup>th</sup> & 16<sup>th</sup> August Gay Gough Theatre

### 4. Dance Showcase

- 20<sup>th</sup> June Gay Gough Theatre

### 5. Drama Showcase

- 15<sup>th</sup> & 16<sup>th</sup> August Gay Gough Theatre

### 6. Musical Soirées

- 17<sup>th</sup> & 18<sup>th</sup> Oct – Ballarat Mechanics Institute (dates tbc)

### 7. BCMA End-of-Year Production- Stepsisters Lament

- 5<sup>th</sup> Dec Wendouree Centre for Performing Arts
- Encompassing all dance, pre-school, musical theatre, and more (400+ students).



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## Sponsorship Benefits

### Level 1 Sponsorship - \$2,500 (Major Sponsor)

- **Prime Brand Exposure:**
    - Prominent large logo on Victoria Street billboards and promotional material.
  - **Exclusive Tickets:**
    - 6 complimentary tickets per production.
  - **Digital & Social Media Recognition:**
    - Acknowledgement in digital communications, social media, press releases, posters, and notifications.
    - Direct links to your website on BCMA platforms (BCMA Members Portal, Humanitix, Instagram, Facebook).
    - Frequent “shout-outs” on BCMA platforms.
  - **Program Focus:**
    - Full-page advertisement (inside front cover).
    - Recognition as the **Major Sponsor**.
  - **In-Person Visibility:**
    - Dedicated display at BCMA and theatre foyers during productions.
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## **Level 2 Sponsorship - \$1,000**

- **Brand Visibility:**
    - Logo on Victoria Street billboards and promotional material.
  - **Exclusive Tickets:**
    - 4 complimentary tickets per production.
  - **Digital & Social Media Exposure:**
    - Acknowledgement in digital communications.
    - Logo featured on social media, press releases, and posters.
    - Business links on BCMA platforms.
  - **Program Highlights:**
    - Half-page advertisement in the production program
    - Listing as a Sponsor.
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## **Level 3 Sponsorship - \$750**

- **Brand Visibility:**
    - Logo on Victoria Street billboards and promotional material.
  - **Exclusive Tickets:**
    - 3 complimentary tickets per production.
  - **Digital & Social Media Exposure:**
    - Acknowledgement in digital communications.
    - Logo featured on social media, press releases, and posters.
    - Business links on BCMA platforms.
  - **Program Highlights:**
    - Quarter-page advertisement in the production program.
    - Listing as a Sponsor.
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## **Level 4 Sponsorship - \$500**


- **Brand Visibility:**
    - Logo on Victoria Street billboards and promotional material.
  - **Digital Acknowledgement:**
    - Acknowledgement in digital communications.
  - **Social Media Exposure:**
    - Logo featured on posters and event notifications.
  - **Program Highlights:**
    - Eighth-page advertisement in the production program.
    - Listing as a Sponsor.
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## **How to Express Your Interest**

To support the local performing arts students of Ballarat, please contact:

**Paula Heenan**

 [paula@bcma.com.au](mailto:paula@bcma.com.au)

 **0422 247 660**

Now is the time to make a lasting impact on the arts community and provide our students with incredible opportunities. Thank you for considering this exciting sponsorship opportunity!