

mirvish



# RICH IN HISTORY

Ed Mirvish purchases the historic Royal Alexandra Theatre in 1963, saving it from demolition.

David Mirvish opens Mirvish Productions in 1987, employing Canada's top theatre talent while also bringing in world renowned Broadway and London touring productions.

The Princess of Wales opens to rave reviews in a state of the art, luxurious 2000 seat venue in 1993 with *Miss Saigon*.

In 2008, purchases of the Canon Theatre and Panasonic Theatre gives Mirvish Productions a dominant position as Canada's largest theatre company.





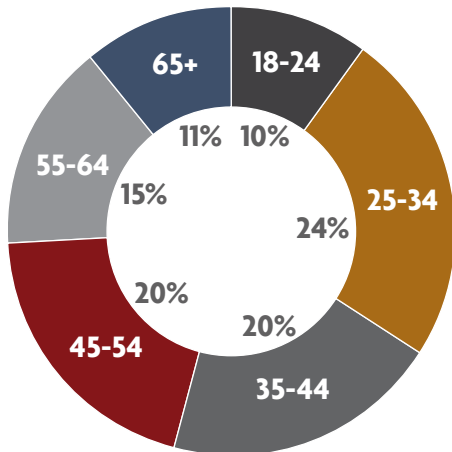
# OUR AUDIENCE



95%



4%



Age Breakdown



41% 59%



\$200K+ AVG HHI



2 Million  
Fans Per Year



# A PASSION FOR THEATRE

Theatre provides escapism, entertainment and generates a positive response for those it touches.

Theatre inspires us and ignites our imagination.

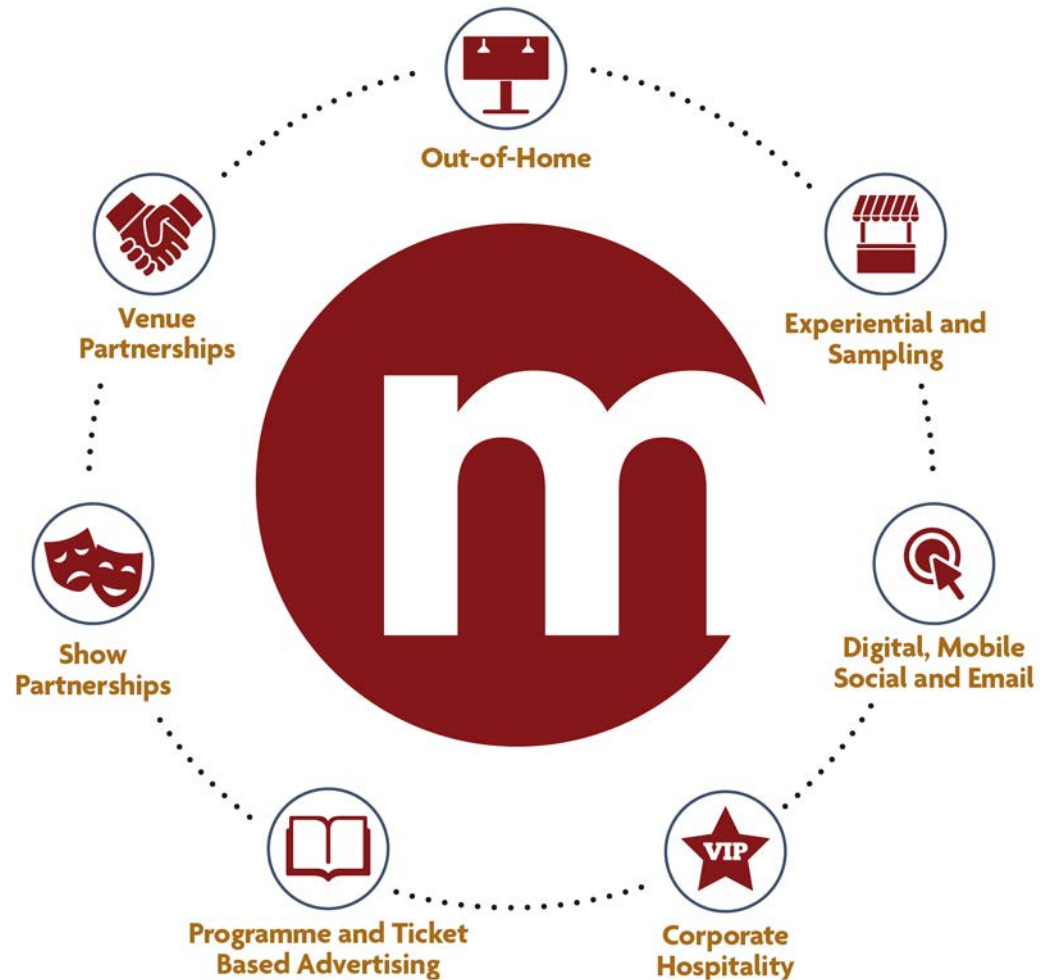
Theatre is an expression of identity.

Theatre is attitude and action, encompassing a physical and emotional connection.

Theatre represents modern diversity, connecting, uniting and resonating with those in attendance.



# INTEGRATED PARTNERSHIPS





# 2022-23 LINEUP



November 18, 2022-January 22, 2023  
CAA Ed Mirvish Theatre



November 27, 2022-January 15, 2023  
Royal Alexandra Theatre



December 11, 2022-February 18, 2023  
Princess of Wales Theatre



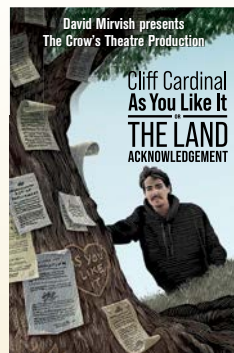
January 24-March 5, 2023  
Royal Alexandra Theatre



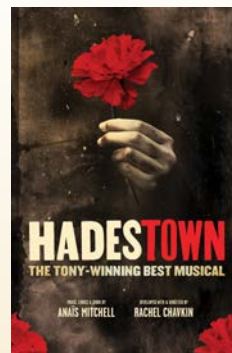
February 1-19, 2023  
CAA Theatre



February 22-August 27, 2023  
Princess of Wales Theatre



March 10-April 2, 2023  
CAA Theatre



July 5-August 20, 2023  
Royal Alexandra Theatre



October 24-November 26, 2023  
Royal Alexandra Theatre

# CAA ED MIRVISH THEATRE

The Ed Mirvish Theatre began its life in 1920 as a combination vaudeville and motion picture theatre in the Pantages theatre circuit.

With its original 3373 seats, it was the largest cinema in Canada and, with its lavish interior – designed by the great theatre architect Thomas Lamb – the most elegant.

In 2021, the theatre was renamed the CAA Ed Mirvish Theatre to celebrate a 10 year partnership extension and to showcase the largest theatre production in Canadian history with *Harry Potter and The Cursed Child* debuting in Spring 2022.





# PRINCESS OF WALES THEATRE

The Princess of Wales Theatre is located at King & John Street in the heart of Toronto's Entertainment District.

The Theatre honours Diana, Princess of Wales, with whose consent the theatre was so-named.

Opened in 1993, this 2,000 seat playhouse is a state-of-the-art facility and features the compelling art of renowned American artist Frank Stella throughout the lounges and theatre spaces.

Equipped with 2 private suites and a Lower Lounge, our clients entertain their guests in style and exclusively for pre-show and post show receptions.





# ROYAL ALEXANDRA THEATRE

A masterpiece of beaux-arts architecture, the historic Royal Alexandra is Toronto's oldest theatre at 110 years old.

The Royal Alexandra is also North America's first truly "royal" theatre - "royal" by patent from Edward VII - named with royal permission for his consort, Alexandra, a Danish princess and great-grandmother of the present queen.

Known as an "Edwardian Jewel Box", it is located at King & Ed Mirvish Way in the heart of Toronto's Entertainment District.

The theatre is a national historic monument and has seen over 3,000 productions since its first opening night.



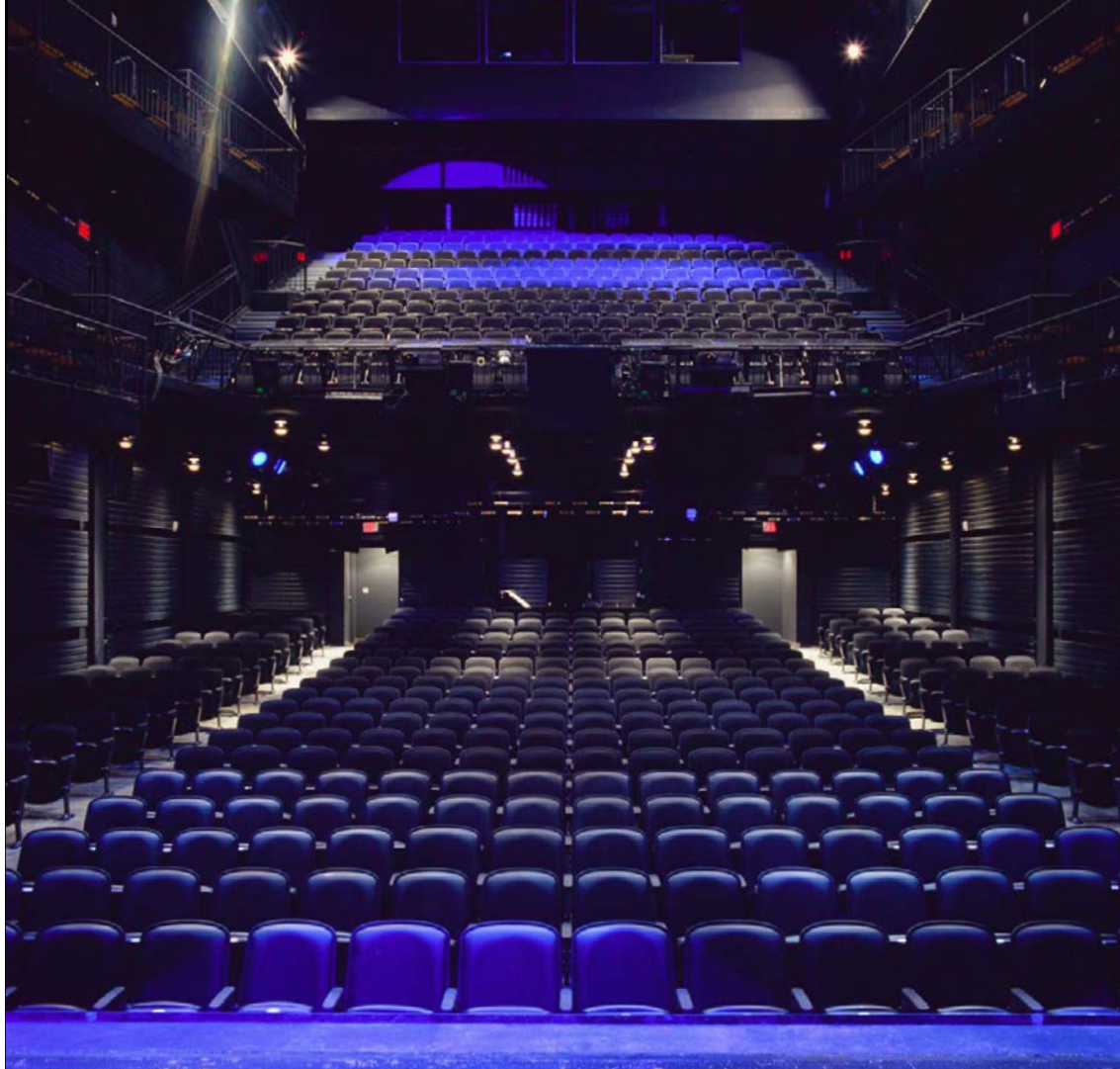
# CAA THEATRE

The site of the CAA Theatre (formerly the Panasonic) has a long history in Toronto entertainment.

Originally a private residence, built in 1911, it became a theatre - a cinema, called “The Victory”.

In 2004/2005, the original building was demolished and rebuilt, from the ground up, as a new, state-of-the-art live theatre and concert venue.

At 651 Yonge St., just south of Bloor St., the CAA Theatre is in the heart of downtown Toronto, within walking distance of the boutiques and galleries of Yorkville.





# EXPERIENTIAL

Create lasting experiences by integrating your brand into a passionate fan base of theatre goers through:

- Branded Activations
- Product Sampling (In-Venue & Exit)
- Product Displays & Demonstrations

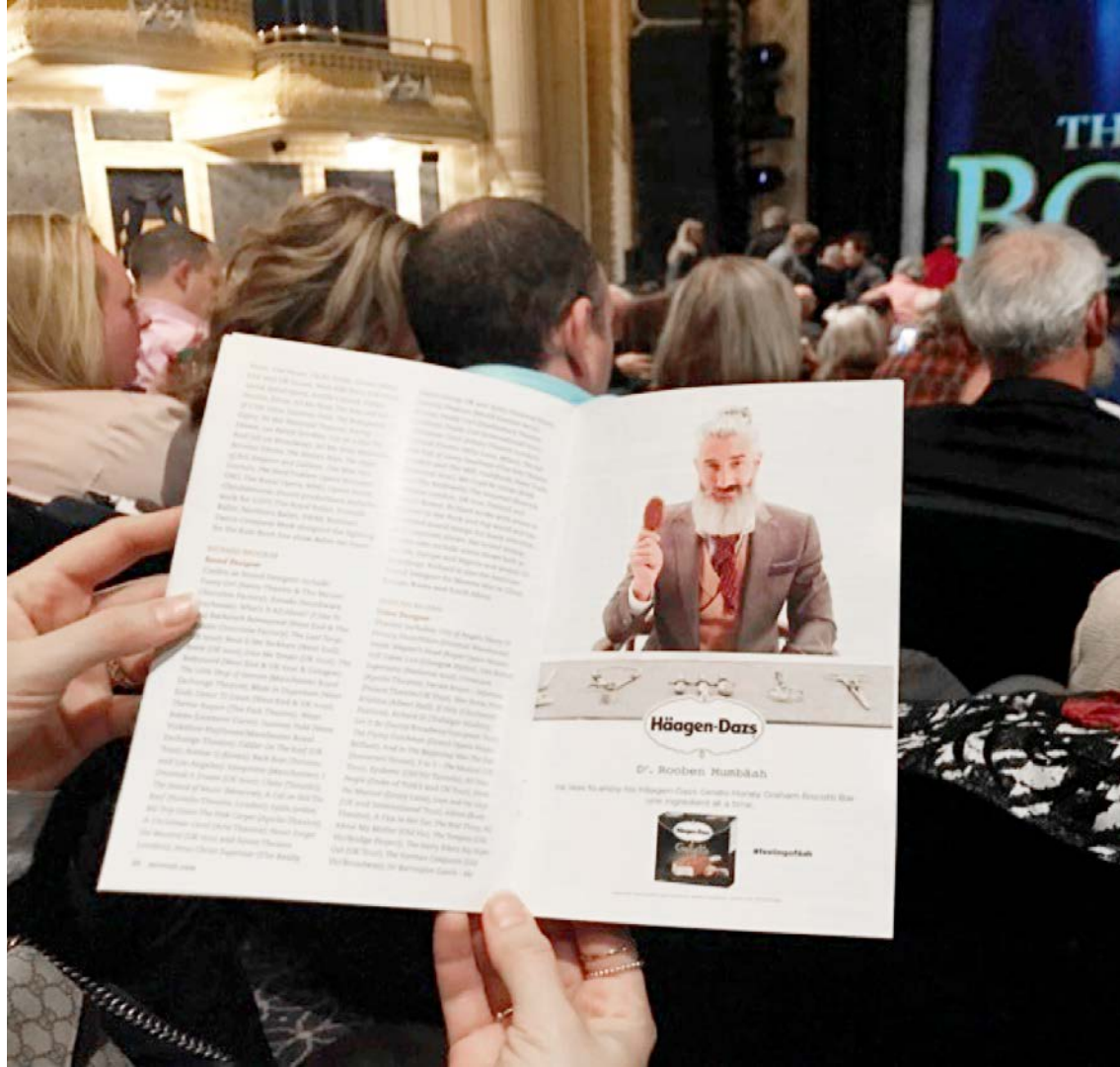


# PROGRAMME

Programme connects Toronto's distinguished theatre audiences with your brand.

Deliver key brand messaging to an affluent and sophisticated clientele.

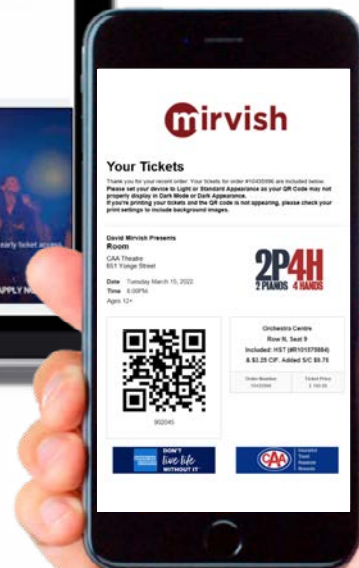
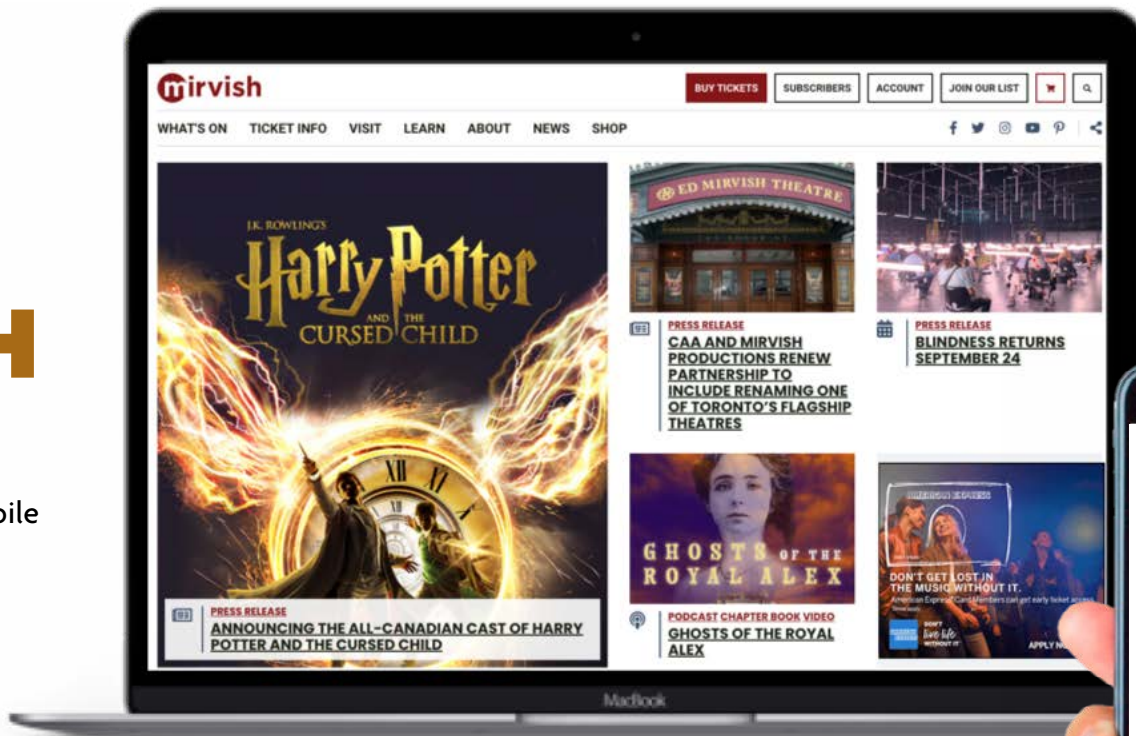
Programme delivers a sophisticated editorial package ensuring it is a must read for theatre fans.





# MIRVISH DIGITAL

- Mirvish.com Desktop/Mobile
- Pre & Post Show Emails
- Special Offer Emails



34% 66%




\$200K+ AVG HHI




500K Unique  
Visitors/Month


# MIRVISH EMAIL


- Pre Show Emails
- Post Show Emails
- Special Offer Emails


[View in browser](#)


## GET READY FOR THE THEATRE








The sequel is only 3 hours away.



Find your way here >

Come See For Yourself

Seating as low as **\$1,099**



Dear Theatregoer,

We're honoured to have you at the Royal Alexandra Theatre to see *Boy Falls From the Sky*.

A reminder, your show is on **April 19, 2022 at 8:00pm** (order#: 1234567).

To avoid crowding, we ask that you arrive early with your required documentation ready. Seating will begin 45 minutes prior to show time.

The show runs for 80 minutes, with no intermission.

**ABOUT THE SHOW**


[View in browser](#)

## PRIORITY ACCESS BEGINS NOW



**2 PIANOS, 4 HANDS**  
Comedy presented & directed by TED STANTON & ANDREW BRIDGES  
SUNDAY, 4/17

**APRIL 4 - JULY 17**  
8PM - 10:30PM TICKETS  
New dates and prices

After performing in working cafés around the world since 1999, Ted Stanton and Andrew Bridges will take their talents to the stage for the first time.

*2 Pianos, 4 Hands (2P4H)* is a warm and funny musical entertainment duo that combines comedy with 80 piano rolls. It's a story of meeting, music, romance and cooperation. Of friendship and love.

If you thought *2P4H* is a rather unusual combination, you will surely be surprised by *2 Pianos, 4 Hands (2P4H)* in a new and funny musical entertainment duo that combines comedy with 80 piano rolls. It's a story of meeting, music, romance and cooperation. Of friendship and love.

Not your thing? No problem. We have a special offer for you. If you don't like it, we'll refund your money. No questions asked. Just email us at [info@mirvish.com](mailto:info@mirvish.com) and we'll take care of it.

**SPONSORED BY**

**YAMAHA** **RENNET**

"A DRAMATIC GEM. Funny, clever, insightful and beautiful!"  
"Not boring and fun!"

"Gorgeous lighting!"  
"Love it!"

"Deliciously entertaining!"  
"Love it!"

[BUY TICKETS](#)



COMING SOON





LISTEN TO THE WEST SIDE STORY SOUNDTRACK



Calculate the production cost and see how it really costs. Download the West Side Story Soundtrack and see how it really costs. Download the West Side Story Soundtrack and see how it really costs.

[LISTEN NOW](#)


[View in browser](#)


# MEAN GIRLS

## THANK YOU FOR ATTENDING MEAN GIRLS

We hope you enjoyed the show.

**RATE THE SHOW — HOW MANY STARS?**  
Select the rating that appropriately reflects your opinion.

★★★★★ Outstanding    ★★★★ Great    ★★★ Good    ★★ Okay    ★ Not for me



DAVID YURMAN

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# MIRVISH PRINT

Get your message and product directly in the hands of passionate theatre fans with branded inserts in Mirvish Programme and in venue sampling of your products.

Deliver your targeted message direct to consumers home with ticket mailings inserts and product sampling.



# VENUE PARTNERSHIPS

Connect with the affluent theatre audience by authentically integrating your brand into the theatre experience through:

- Venue Naming Rights
- Branded Lounge Partnerships
- Product Integration

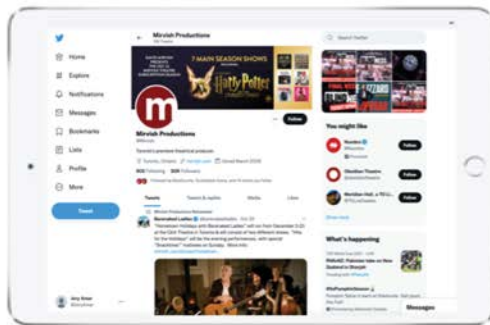




# SOCIAL MEDIA

Connect with our engaged fans Social media everywhere they are on all social platforms

-  55,000 Facebook followers
-  20,000 Twitter followers
-  27,000 Instagram followers
-  8,000,000+ YouTube views



# OUT-OF-HOME

Connect with consumers in high traffic and prime locations throughout Toronto:

- CAA Ed Mirvish Theatre at Yonge & Dundas
- The Princess of Wales at King & John





# CORPORATE HOSPITALITY

Entertain your special guests, corporate partners and clients by treating them to an unforgettable night of exquisite Mirvish Hospitality.

Create memorable functions that include superb cuisine, desired ambience and the hottest premium tickets in town to make events at our venue one of the greatest opportunities in live entertainment hosting.

Enjoy the prestigious confines of our private suites, meet the cast of the show and enjoy pre and post show parties to really differentiate your event from the crowd.



# THANK YOU



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