

**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.





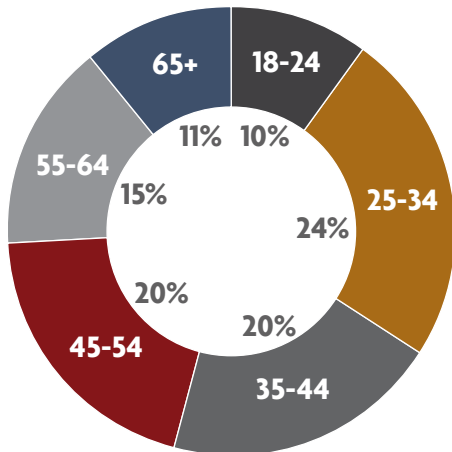
# OUR AUDIENCE



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.

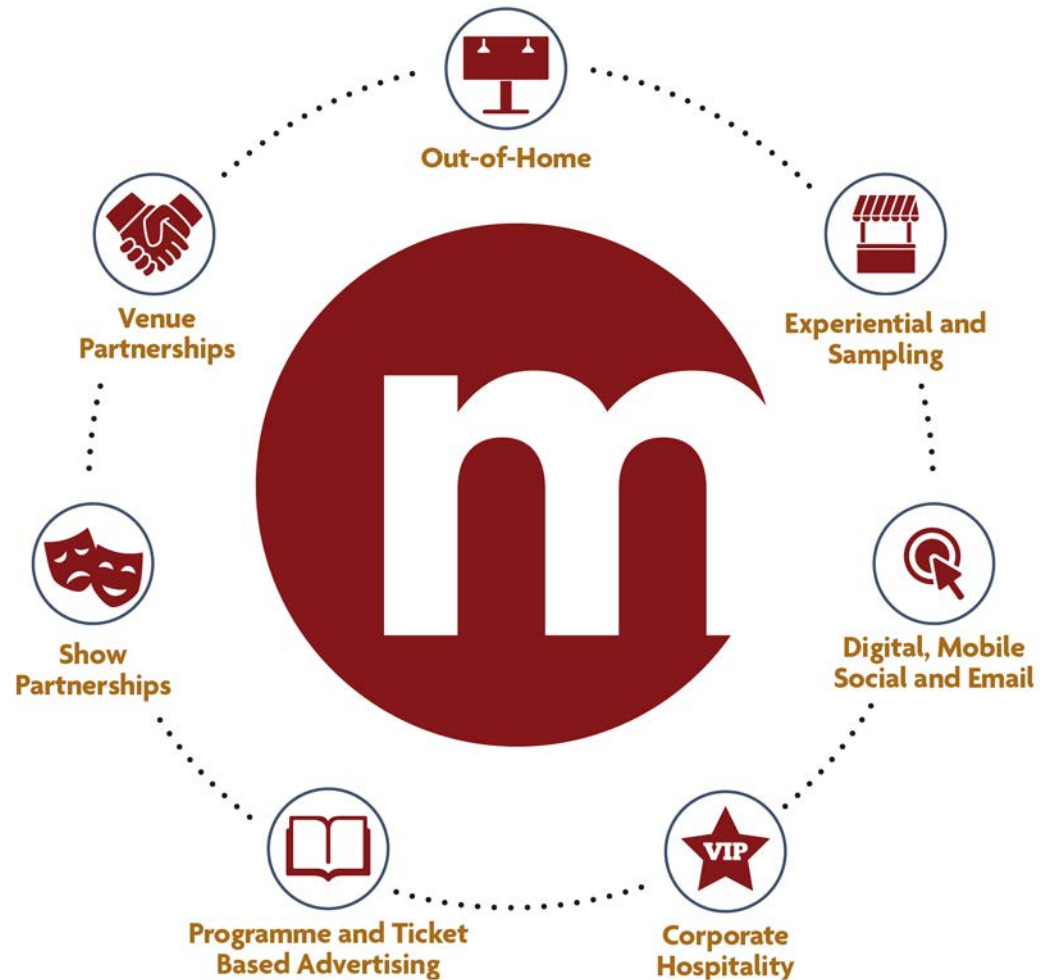
Theatre is an expression of identity.

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

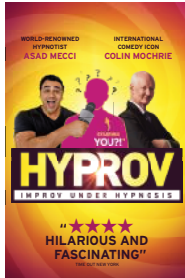




# 2024-25 LINEUP



MARCH 26-JUNE 1, 2024  
Princess of Wales Theatre



APRIL 9-14, 2024  
CAA Theatre



APRIL 16-SEPTEMBER 4, 2024  
Royal Alexandra Theatre



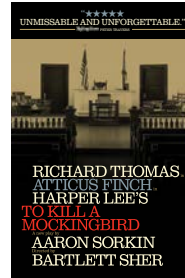
MAY 3-12, 2024  
CAA Ed Mirvish Theatre



MAY 8-JUNE 2, 2024  
CAA Theatre



MAY 15-26, 2024  
CAA Ed Mirvish Theatre



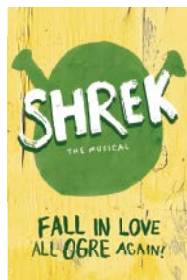
MAY 28-JUNE 2, 2024  
CAA Ed Mirvish Theatre



JUNE 5-JULY 21, 2024  
Princess of Wales Theatre



JUNE 18-JULY 28, 2024  
CAA Ed Mirvish Theatre



AUGUST 6-18, 2024  
Princess of Wales Theatre



AUGUST 20-25, 2024  
Princess of Wales Theatre



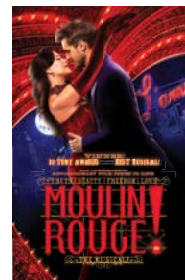
SEPTEMBER 3-OCTOBER 6, 2024  
CAA Ed Mirvish Theatre



OCTOBER 8-NOVEMBER 10, 2024  
CAA Ed Mirvish Theatre



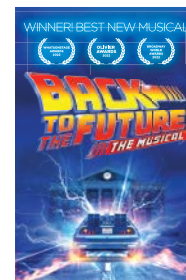
NOVEMBER 2, 2024-JANUARY 31, 2025  
Princess of Wales Theatre



NOVEMBER 26, 2024-JANUARY 12, 2025  
CAA Ed Mirvish Theatre



MAY-JULY 2025  
CAA Ed Mirvish Theatre



JULY-AUGUST 2025  
CAA Ed Mirvish 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.



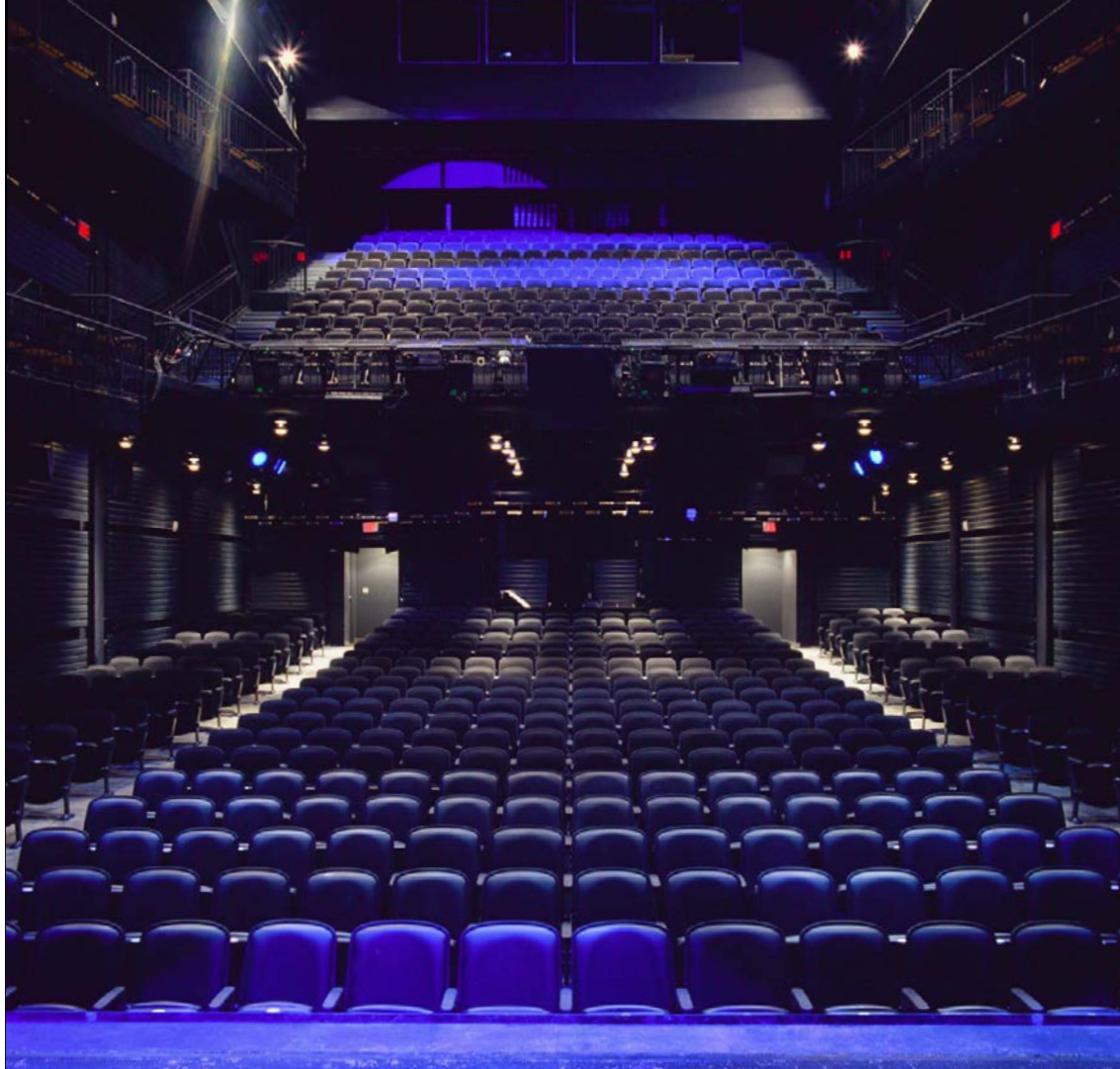
# CAA THEATRE

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.

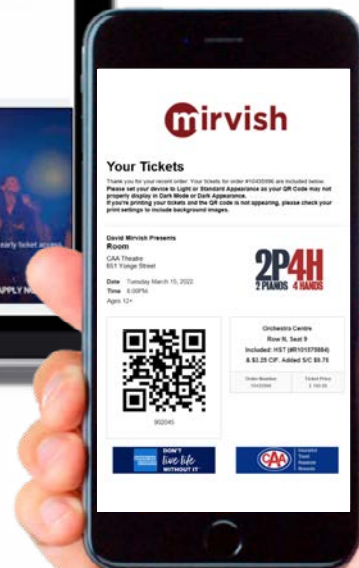
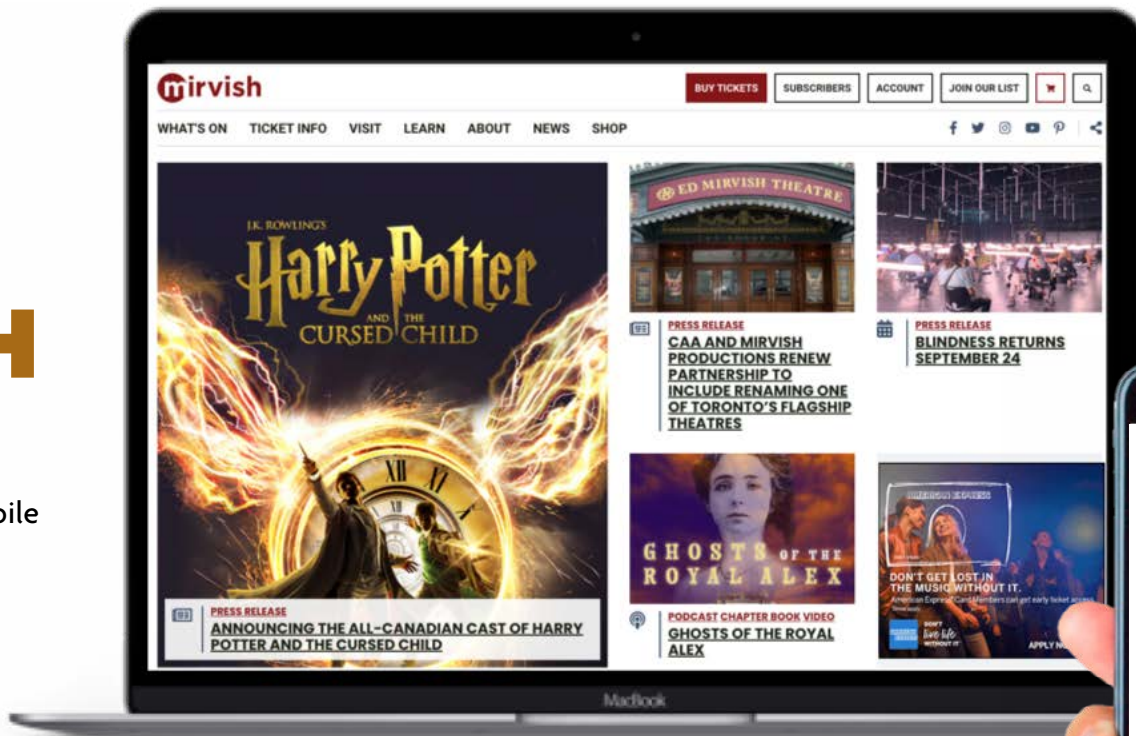
Programme delivers a sophisticated editorial package ensuring it is a must read for theatre fans.





# 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



Dear Theatregothers,

We're honoured to have you at *Hamilton*!

*Hamilton* will play at the Princess of Wales Theatre, located at 300 King Street West.

A reminder, your show is on **February 22, 2022 at 7:30PM** (start: 12:45:17).

Please note the earlier start time of 7:30PM. Seating will begin 30 minutes prior to show time.

Latecomers will be seated at the discretion of house management.

*Hamilton's* running time is 2 hours 45 minutes, including one intermission.

[LEARN MORE ABOUT THE SHOW](#)

DON'T MISS THIS SHOW!

**PLEASE NOTE:** All performances proceed as scheduled despite weather conditions, and unless advised otherwise. Consideration should be taken in the decision to wear your coat as your coat may be left in the rain.

**DON'T LEAVE HOME WITHOUT THEM**

Whether you collected paper tickets or mobile tickets, all patrons are required to present their tickets.

There is no need to print your mobile tickets. Please check your space on your ticket. Your tickets should have been delivered from [tickets.hamiltonmusical.com](https://tickets.hamiltonmusical.com).

If you have not received your mobile tickets, please check your space on your ticket. Your tickets should have been delivered from [tickets.hamiltonmusical.com](https://tickets.hamiltonmusical.com).

[DOWNLOAD MIRVISH APP](#)

**LEARN MORE**

Get access to all things *Hamilton* and download the official app! Featuring the latest news about *Hamilton* and exclusive content including photos, videos, trailers, merchandise and tickets. Content is refreshed regularly.

[DOWNLOAD HAMILTON APP](#)

[ABOUT THE SHOW](#)

**AUDIENCE ADVISORIES**

Strong language. Recommended for ages 10+.

**TRAVEL ADVISORY**

Please check travel and the TTC, GO Transit, and road closure advisories that may affect your commute to the Theatre.

[TTC SERVICE ALERTS](#)

[GO TRANSIT ADVISORIES](#)

[TORONTO ROAD CLOSURES](#)

We hope you enjoy *Hamilton* and encourage you to let us know if there's anything we can do to ensure your show-going experience is a great one! Mirvish Productions

#Mirvish2022



The **BEST** Lobster Roll in Toronto

Located next to the **Great Canadian** Stop by before your next show!

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Mirvish Entertainment | 1000-1000

BUY TICKETS

\$89 ORCHESTRA SEATS  
SPRING INTO HOGWARTS  
LIMITED TIME OFFER



**LIMITED TIME OFFER**

Offer Expires March 23 at 11:59PM ET

Best Seats \$89 (Reg. \$129)  
Tuesday - Friday Performances

Best Seats \$109 (Reg. \$169)  
Saturday & Sunday Performances

Valid on performances from March 22 - April 30, 2023  
Online Sales Only

[BOOK TICKETS](#)

HarryPotterTheatre.com  
#CurseOfTheKhan

  
100 VICTORIA ST. TORONTO

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Extraordinary Experiences® Premier Collection Tours

The Captivating Rhine: An Enchanting European Voyage

Join CAA for a luxurious cruise along the magnificent Rhine River, with optional excursions at every stop. Fly to Amsterdam, then board the luxury Rhine River for your 7 night cruise led by CAA hosts. Explore scenic cities, enjoy private tours, wine and cheese tastings and more. Your journey continues with a two-day stay in Zurich.

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Yellin Mirvish Productions Inc. Social

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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

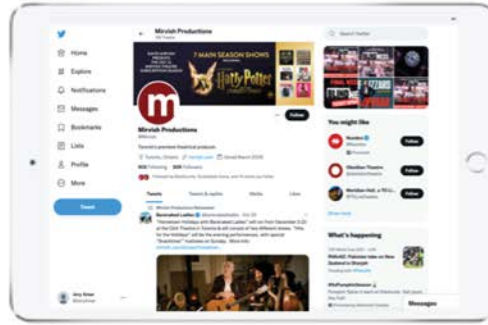




# SOCIAL MEDIA

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

-  59,000 Facebook followers
-  20,000 Twitter followers
-  37,000 Instagram followers
-  9,500,000+ 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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