



**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.





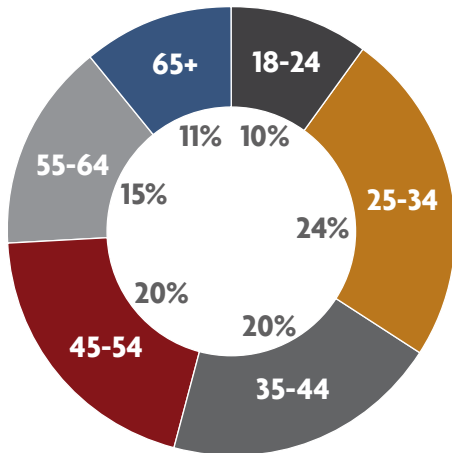
# OUR AUDIENCE



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.

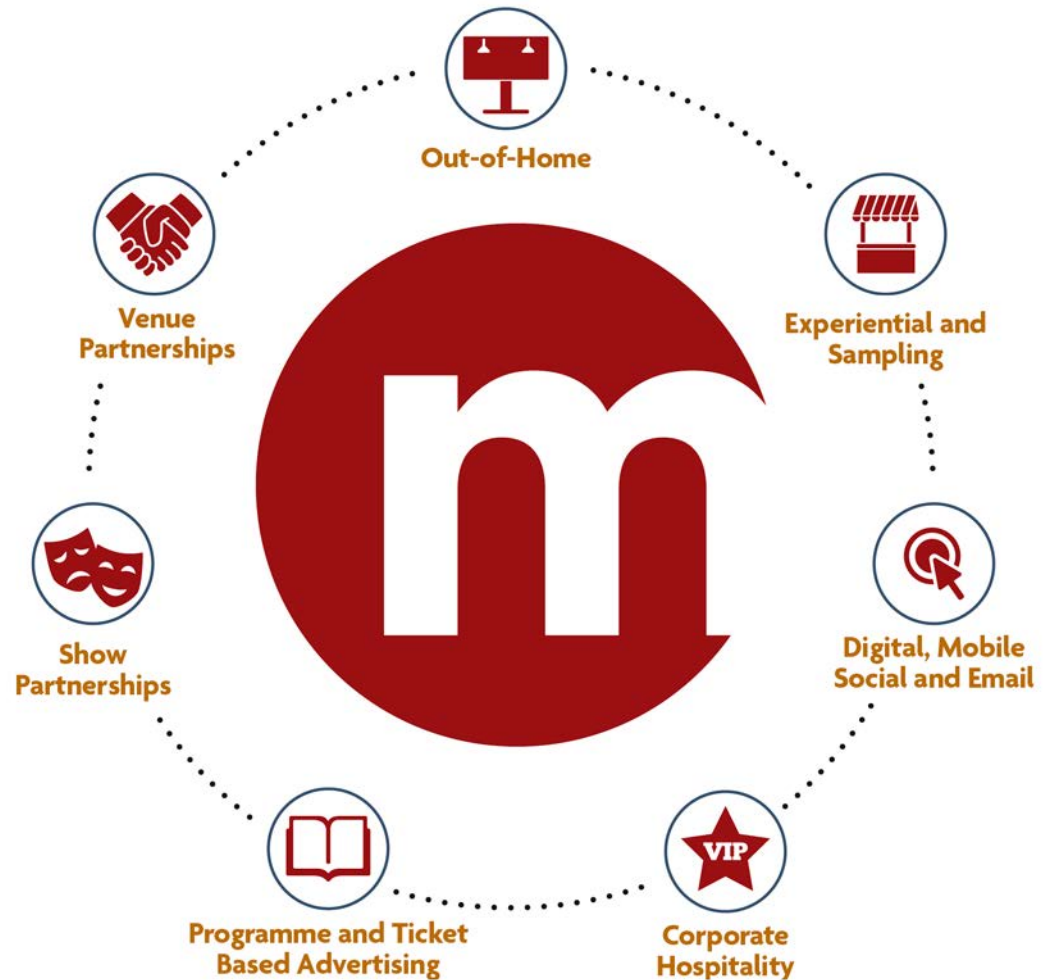
Theatre is attitude and action, encompassing a physical and emotional connection.

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





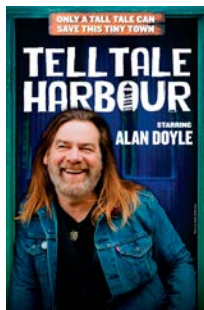
# INTEGRATED PARTNERSHIPS



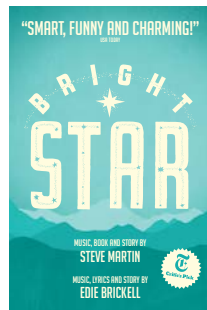
# 2025-26 LINE-UP



SEPTEMBER 16-NOVEMBER 2, 2025  
CAA Ed Mirvish Theatre



SEPTEMBER 23-NOVEMBER 2, 2025  
Royal Alexandra Theatre



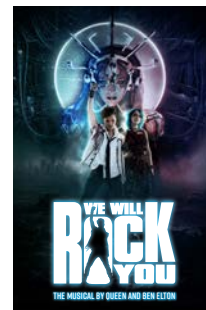
SEPTEMBER 30-NOVEMBER 2, 2025  
CAA Theatre



NOVEMBER 6-23, 2025  
CAA Theatre



NOVEMBER 25, 2025-JANUARY 4, 2026  
Princess of Wales Theatre



NOVEMBER 28, 2025-JANUARY 4, 2026  
CAA Ed Mirvish Theatre



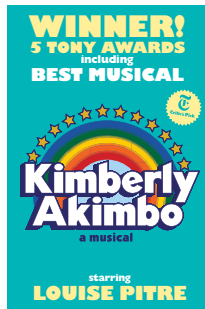
DECEMBER 3, 2025-JUNE 28, 2026  
Royal Alexandra Theatre



DECEMBER 4, 2025-JANUARY 4, 2026  
CAA Theatre



JANUARY 6-18, 2026  
Princess of Wales Theatre



JANUARY 15-FEBRUARY 15, 2026  
CAA Theatre



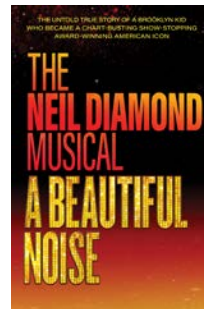
FEBRUARY 10-MARCH 15, 2026  
CAA Ed Mirvish Theatre



MARCH 3-APRIL 5, 2026  
Princess of Wales Theatre



MARCH 14-APRIL 12, 2026  
CAA Theatre



APRIL 28-JUNE 7, 2026  
Princess of Wales Theatre



JUNE 16-JULY 26, 2026  
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.



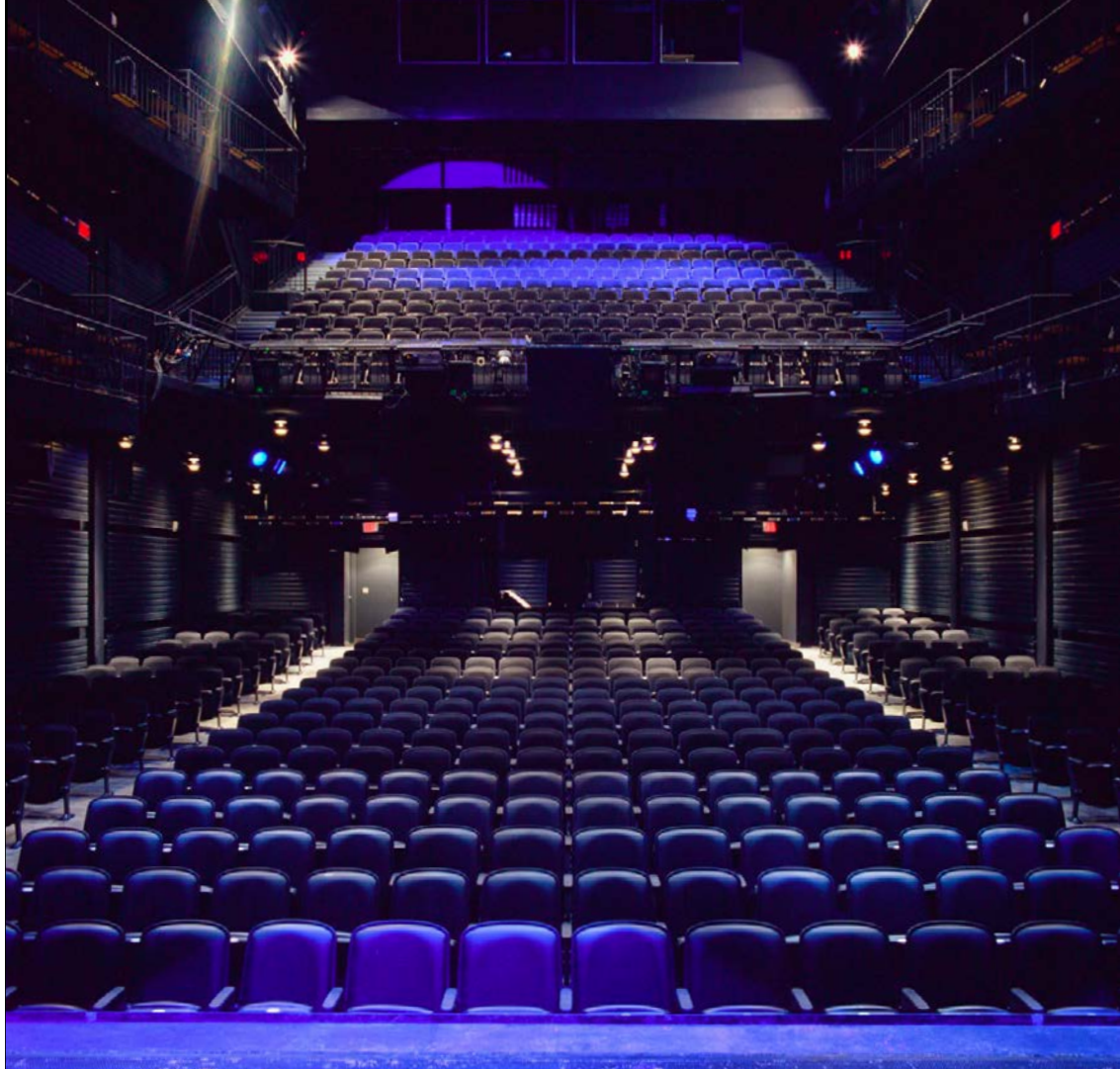
# CAA THEATRE

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.

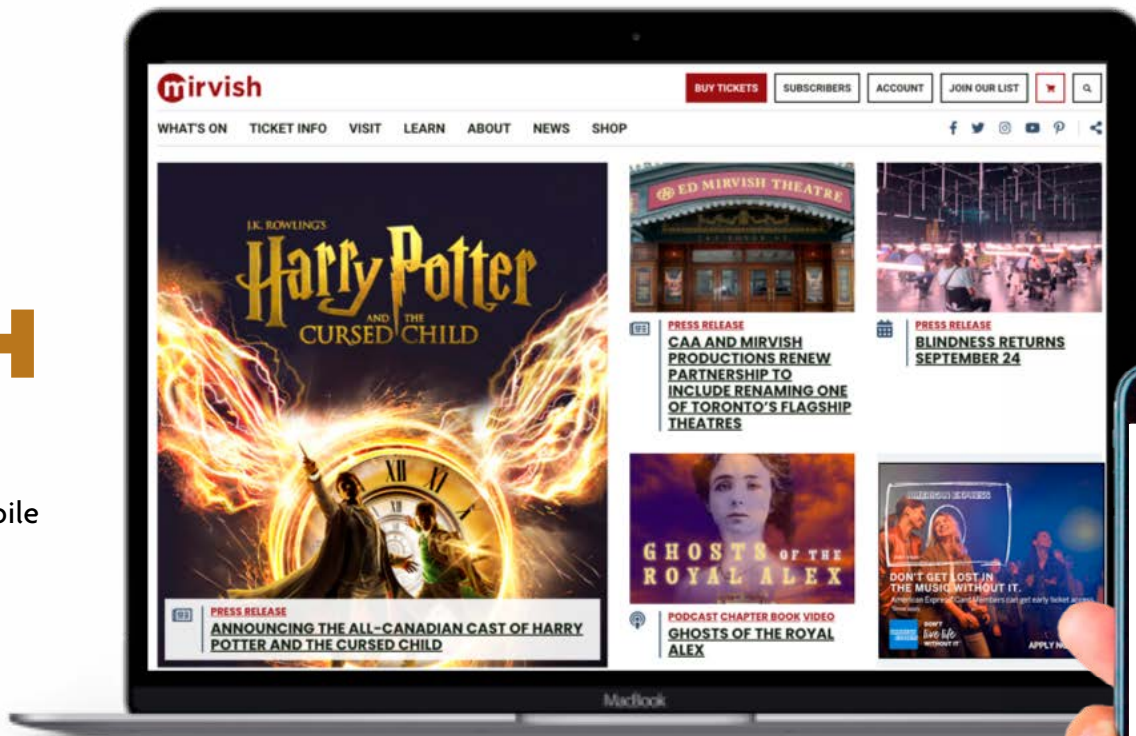
Programme delivers a sophisticated editorial package ensuring it is a must read for theatre fans.





# 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 seat belt as your travel time as please plan accordingly.



DON'T LEAVE HOME WITHOUT THEM

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

There is no need to print your mobile tickets. Present your mobile device with your QR codes ready for scanning.

If you have not received your mobile tickets, please check your email or join today. Your tickets would have been delivered from [tickets@mirvish.com](mailto:tickets@mirvish.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 trailers, tours, behind-the-scenes and more. Content is refreshed regularly.

[DOWNLOAD HAMILTON APP](#)

[ABOUT THE SHOW](#)



AUDIENCE ADVISORIES

Strong language. Recommended for ages 10+.



TRAVEL ADVISORY

Please check travel and transit updates and read more about the impact of the COVID-19 pandemic on 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



Let's get a Lobster Roll in Toronto

Located next to the *Hamilton* Theatre. Stop by before your next show!

[LEARN MORE](#)



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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

  
JAN 10 - FEB 10, 2023





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 hotel ship 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.

[LEARN MORE](#)



Mirvish Email Subscriptions | View in browser

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

[Explore Now](#)



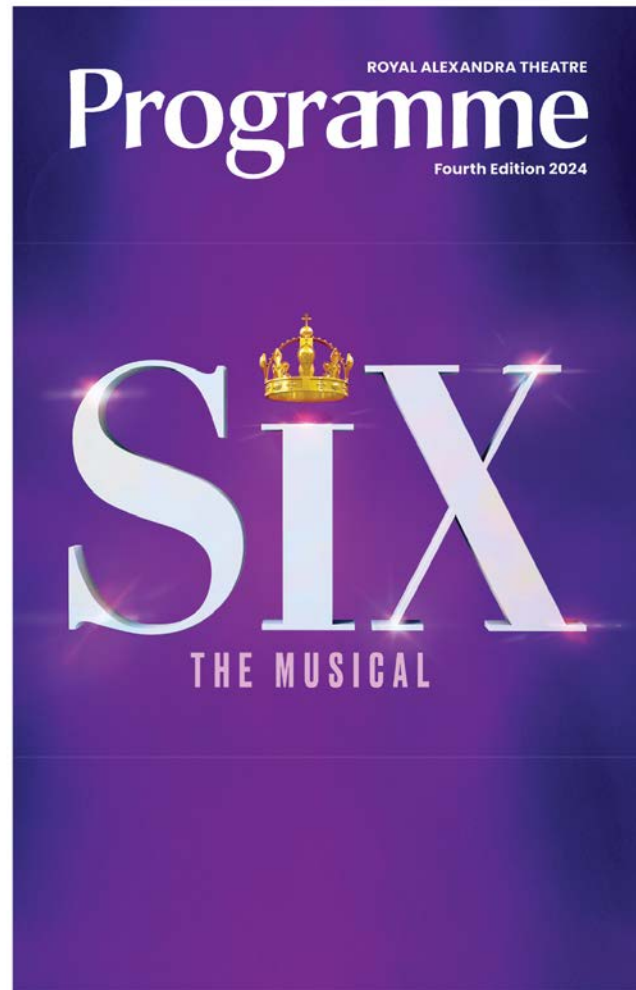
Manage Email Subscriptions | View in browser



# 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

-  70,000 Facebook followers
-  20,000 X followers
-  65,000 Instagram followers
-  12,000,000+ YouTube views
-  10,000 TikTok followers



# 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



**BRIAN HIMEL**

President

Brian.Himel@brandsamplified.com

416.305.5654

**JORY AMAR**

VP, Strategic Partnerships

Jory.Amar@brandsamplified.com

416.725.1423