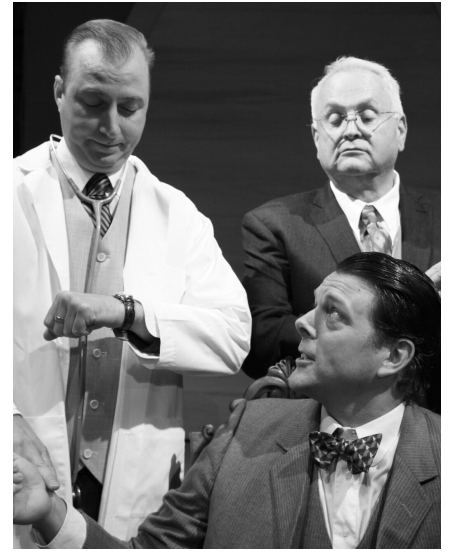


the white rock players' club

MEDIA KIT



who we are

Founded in 1944, the volunteer-based White Rock Players' Club is a non-profit society with an established history that spans 75 years and more than 380 theatre productions. The White Rock Players' Club is a much-loved community theatre group, producing five shows a year, which include comedies, thrillers, dramas and the ever-popular Christmas Pantomime.

history

For 15 years the White Rock Players performed in a converted store on Marine Drive. Then in 1958, they won the Dominion Drama Festival, which was the first time a community theatre had won the title of "Canada's Best Theatre Club." The club used the prize money, along with funds raised within the community, to purchase 1532 Johnston Road, a former Jehovah Witness hall. Twelve members co-signed a mortgage, and using mainly volunteer labor they erected the stage block, which still houses the dressing rooms, costume and props storage, and workshop.

9,960

TICKETS SOLD
ANNUALLY

4.5 STARS

ON GOOGLE WITH 100+ REVIEWS

900

NEWSLETTER
SUBSCRIBERS

our space

The theatre was renovated with the help of community partners to include a new lobby, bathrooms, concession, box office and theatre seats in 2006. We are able to seat 218 guests and hold a primary liquor licence.



program advertisements

Full Page

Inner Page \$1200
Back Cover - Inner \$1300
Back Cover - Outer \$1500
Front Cover - Inner \$1400

Show Program - A4

Quarter Page

Inner Page
\$380

1/8 Page

Inner Page
\$200

Half Page

Inner Page \$700
Back Cover - Inner \$750
Back Cover - Outer \$860
Front Cover - Inner \$800

When purchasing ads for multiple show programs, we offer the following discounts.

x2 10%

x3 13%

x4 15%

x5 20%

Patron Demographics

Student/Child 12%

Senior (65+) 40%

Adult 42%

A program is seen by approximately 1,990 patrons. Ads in our Pantomime program will be seen by approximately 3,660 patrons.

contact



[www.fb.com/whiterockplayersclub](https://www.facebook.com/whiterockplayersclub)
1,400 likes



[@whiterockplayersclub](https://www.instagram.com/whiterockplayersclub)
942 followers



www.whiterockplayers.ca
8,560 monthly views

39 AWARDS

COMMUNITY COALITION AWARDS
FROM 1993-2019 INCLUDING BEST PRODUCTION

75 SEASONS

AND OVER 380 PRODUCTIONS