



TRANSFORMING DRURY LANE THEATRE Capital Campaign



DRURLANE.CA | 905-637-3979

Hey there, theatre lovers!

As we celebrate our 51st season as Burlington's premier musical theatre company, Drury Lane Theatrical Productions Inc. is excited to present an opportunity for you to be part of an extraordinary journey. Our mission has always been to create unforgettable experiences for our audiences, and now we aim to elevate that experience to new heights with a comprehensive transformation of our beloved venue, The Loft.



About Drury Lane Theatrical Productions

Drury Lane Theatrical Productions (Charity #88649 2198-RT0001) plays a vital role in the cultural fabric of Burlington. Each year, we engage over 10,000 patrons, artists, musicians, and volunteers through our vibrant productions, including three main theatrical performances, a festive Holiday pantomime, and numerous special fundraising events. Our partnership with local charities with designated benefit performances amplifies our commitment to giving back to the community. Our *Young Artist Competition* and annual *Holiday Pantomime* are both foundations for engaging youth in the arts.

Our subscription season tickets attract multi-generational audiences from Halton, Hamilton, and Niagara Regions, allowing us to foster a

“...we engage over 10,000 patrons, artists, musicians, and volunteers through our vibrant productions...”

love for theatre that spans all ages. Nestled in the heart of Burlington's bustling downtown, "The Loft" is not just a theatre; it's a hub of creativity and entertainment.

We are a membership-driven organization with a volunteer working Board of Directors consisting of 11 talented and dedicated individuals. Collectively they bring expertise from diverse backgrounds in the arts, specifically musical theatre performance, technology, business and finance, marketing and publicity, fundraising and volunteer management.



The Need: Transforming Drury Lane Theatre

The magic of theatre begins long before the curtain rises. We envision a complete transformation of The Loft, creating an inviting atmosphere that captivates patrons from the moment they arrive. Our goal is to enhance every aspect of the theatre experience, ensuring that our venue reflects the excellence of our performances.

The Goal: A Welcoming Experience

Our aim is to create an awe-inspiring entrance and beautiful exterior cladding that sets the tone for an unforgettable performance. We want our venue to be perceived as a beacon of top-notch musical theatre, where every detail is meticulously crafted to heighten anticipation and excitement. Imagine a transformed space that welcomes patrons into a world of musical storytelling, humor, and entertainment.





LOGOS: DRURY LANE HAS A WIDE POSITIVE REACH THROUGHOUT THE COMMUNITY BY FOSTERING VOLUNTEERISM AND VARIOUS FUNDRAISING EVENTS.

Over the next three years we will be embarking on nine projects to refurbish Drury Lane Theatre, known as *The Loft*.

1 A new fresh look for the lobby including self opening doors for accessibility. The theatre auditorium will also get a fresh look. To improve the capabilities of lighting our productions the sprinkler pipes will be raised and a new lighting board will be installed.

2 Once completed, as you approach the main entrance from the parking area, you will know you are entering someplace special. The rather bland exterior will be gone and replaced with a stunning and timeless architectural cladding accented with an LED lighting wrap. You will know you are in for a grand experience.

3 We want to do a better job of letting people know about the great musical theatre programming being offered. To this end, we will install illuminated 4 foot x 8 foot snap frames to the sides of the building for large posters.

4 Our building is small and currently there is not enough storage for everything that is needed to mount first class productions. We will be adding some outdoor storage capabilities.

5 It is time to address audience comfort in the theatre starting with the purchase of new tables and more comfortable chairs, and to install unobtrusive railings. As a key safety measure, we will improve floor lighting. We want our patrons to have a safe and comfortable space with an inviting ambience.

6 The main washrooms will be transformed into spaces with upgraded fixtures and lighting and the lower lobby adjacent to the elevator and box office will be given a makeover to enhance the full theatre experience.

7 The upgrades to the Green Room - The Founders Lounge - will provide an enhanced meeting space for small groups. The space will feature an updated kitchen, enhanced lighting, and refurbished washrooms.

8 We haven't forgotten the performers and the spaces that they use during a performance. We will be doing a complete makeover to the dressing rooms. The goal is to make the dressing room area more user friendly, including the installation of a sink, improved lighting and mirrors, and places and spaces that allow for quick costume changes.

9 The loft was built in 1954 and as with any older building it reaches a point where mechanical upgrades are needed. Keeping the comfort of our audience forefront in our renovations we will embark on replacing the roof as well as installing a new HVAC system.

We're Out There: Digital Media Audience Outreach



/DRURYLANETHEATRICALPRODUCTIONS



/DRURYLANETHEATRE

	FACEBOOK	INSTAGRAM
CONTENT VIEWS	+34%	106.2K+
CONTENT INTERACTION	+2.3%	+100%
LINK CLICKS INCREASE	+261%	-
FOLLOWS INCREASE	+3.6%	300+
PROFILE VISITS	8.5K+	+24%

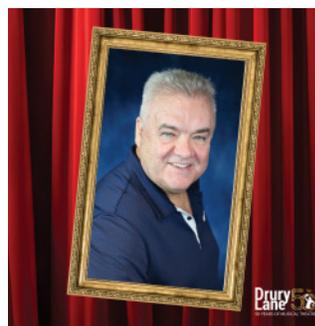
Meta insights between January 1, 2025 and November 21, 2025

www.drurylane.ca

+50% Home Page Visits
+5% Form Submissions

Siphon Strategy insights between January 1, 2025 and November 21, 2025

Our Social Media feeds are bright, engaging, inclusive and reach across the entire GTA and beyond.



We're Out There: Print & Promotional Materials

Outdoor Signage:

Large-scale banners face onto New Street from the sides of our building



Season Playbills:

800+ Playbills are mailed and distributed to Patrons, Munciple and Private tourism outlets

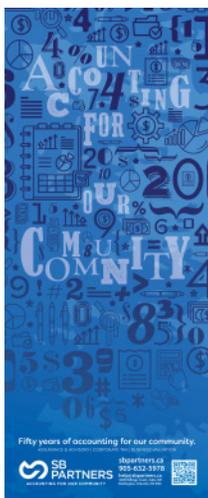


Production Programs:

1100+ Programs printed for each of our regular season shows

Indoor Promotions:

Canvas Artwork Banners display our sponsors throughout the building as well as the screens at the bar are rotating our Ad Sponsors and Special or Season Sponsors



The Call to Donate: Join Us on This Journey

As we embark on this exciting capital campaign, we invite you to be a part of our journey. To accomplish all of the projects listed above, we need your help. Your generous donation will help us achieve our vision of a newly transformed Drury Lane Theatre, creating a space where every visit is a celebration of the arts and community.

Together, let's enhance the experience for the thousands of patrons, performing artists, musicians and valued volunteers who walk through our doors each year. Your support will not only contribute to the physical transformation of The Loft but will also ensure that we continue to foster a love for the performing arts in Burlington for generations to come.

Thank you for considering this opportunity to invest in the future of Drury Lane Theatrical Productions. We can't wait to welcome you to our newly transformed home soon!

Sincerely,

Rick MacKenzie

Vice-President, Drury Lane Theatrical Productions
drurylane.ca | 289-260-7169



Project Scope

PROJECTS	TARGET START	START DATE	VALUE
1	Capital Grant 2025	August 2025	\$152,000
	Auditorium Painting - Walls / Ceiling	Upper Crush - Parging/ Insulation/ Painting	
	Staircase - Parging/ Insulation/ Painting	Box Office - Parging/ Insulation/ Painting	
	Work Lights Auditorium	Sprinkler Pipes Elevated	
	Exterior Doors - 4 Front / 1 Stage Door	Lighting Console	
2	Exterior Cladding	August 2026	\$528,000
	Restucco building	Add Parapet	
	Remove Two Front Overhangs	Add Curtain Wall (Bronze/Glass)	
	New Box Office Doors, Windows		
3	Outdoor Snap Sign Banners	August 2026	\$13,000
	Five - 4'x8' snap signs	Lighting for Five Signs / Outdoor Lx	
4	Outdoor Storage	August 2026	\$10,000
	Container w/ Roll up doors	Lighting for container	
5	Auditorium - Risers, Railings, Chairs	August 2026	\$90,000
	Railings Replaced	Electrical Upgrade / Footlights	
	Recarpeting	New Chairs	
	New Table Covers		
6	Washrooms - Lower Crush	August 2026	\$60,000
	Women's Washroom	Lower Crush - Parging/ Insulation/ Painting	
	Men's Washroom		
7	Green Room - Kitchen - Bathrooms	August 2027	\$60,000
	Kitchen Renovation	Microwave	
	Kitchen Ranges / Oven	Dishwashers	
	Refrigerators	Kitchen Counters / Cabinets	
	New Bar Renovation	Kitchen Flooring	
	Green Room Redecoration	Green Room Lighting	
	Green Room Flooring	Women's Washroom	
	Hallway	Men's Washroom	
8	Dressing Rooms	August 2027	\$8,000
	New Sink	Mirrors	
	New Counter	New Seating	
9	Capital Maintenance	Contingency	\$60,000
	New Roof	New Air Conditioners	
	New Furnaces		



Sponsorship Opportunities

Our sponsorship levels are customizable, and are in addition to the following benefits:

- Logo displayed in Season Brochure Playbill
- Logo display in the house programs (4 + productions/year)
- Logo and link on the Drury Lane website
- Logo displayed on Bar Lounge Screen during productions
- Social media logo recognition

DIAMOND SPONSOR \$400,000

- Naming of the Performance Space
- VIP Tickets for eight (8) at Show Premiers
- 6 Subscriptions to Opening Season Performances

SAPPHIRE SPONSOR \$200,000

- Naming of the Green Room on a permanent plaque
- VIP Tickets for six (6) at Show Premiers
- 6 Subscriptions to Opening Season Performances

EMERALD SPONSOR \$100,000

- Naming of the Bar Lounge on a permanent plaque
- VIP Tickets for six (6) at Show Premiers
- 4 Subscriptions to Opening Season Performances

RUBY SPONSOR \$50,000

- VIP Tickets for six (6) at Show Premiers
- 4 Subscriptions to Opening Season Performances

OPAL SPONSOR \$10,000

- VIP Tickets two (2) at Show Premiers
- 2 Subscriptions to Opening Season Performances

PEARL \$5,000

TOPAZ \$1,000

GARNET \$500

CHAIR \$200



So, as we embark on this exciting *Capital Campaign* journey, we invite you to join us. Come and experience the ultimate cabaret musical theatre makeover.

Step into a world where every visit is a celebration *of the arts, community, and the magic of live theatre.*

Thanks for your donations, and we can't wait to welcome you to our newly transformed home very soon!

For more information, please contact

Rick MacKenzie

Vice-President, Drury Lane Theatrical Productions

289-260-7169 | rick.mackenzie@drurylane.ca

DRURLANE.CA/CAPITALCAMPAIGN



DRURLANE.CA | BOX OFFICE: 905-637-3979

2269 NEW ST., BURLINGTON, ON L7R 1J4