



October 2021

**2021-22**  
**Membership Renewal**  
**Package**

# WELCOME!

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**Dear Member,**

Thank you for becoming a valued Member of the Toronto Alliance for the Performing Arts (TAPA)! We are thrilled to warmly welcome New and Returning Members to our community.

We know that the coming season is like no season our community has seen before. We also know that in spite of the challenges many TAPA Members are facing, the Membership continues to reimagine and find new ways to make work and reach audiences.

Like our Members, TAPA is working to reimagine the programs and services we can offer in the coming season. Your Membership dues will allow TAPA to continue to offer the diverse and affordable programs and services that you, our Members have come to expect including:

- Free online marketing for your live, digital and online performances on [nowplayingtoronto.com](http://nowplayingtoronto.com)
- **That's the Ticket!** targeted e-bulletin for marketing indie productions
- Increased advocacy efforts in response to COVID-19 as well as **Arts Day at the City**
- Expanding the **TAPA Trade Series** to offer more online workshops covering a variety of topics

Your membership is valid from **September 1, 2021 to August 31, 2022**. During this time you will receive monthly e-newsletters from TAPA called **The Communiqué**, full of information about upcoming workshops, call for submissions and events as well as the **TAPA Weekly Roundup**, which includes ongoing advocacy updates.

Do you have job postings, calls for volunteers, events and announcements that you would like to share with the broader arts community in Toronto? Post your notices to the **TAPA Industry Listings** [HERE](#). Please note that we do not post production marketing materials to the Industry Listings and all job postings must include remuneration information.

You can find the contact information for all [TAPA Staff online](#).

If you have any questions regarding your Membership or a TAPA program or service please let me know!

Sincerely,

**Theresa Gerrow**

Membership & Sponsorship Manager

# YOUR MyTAPA ACCOUNT

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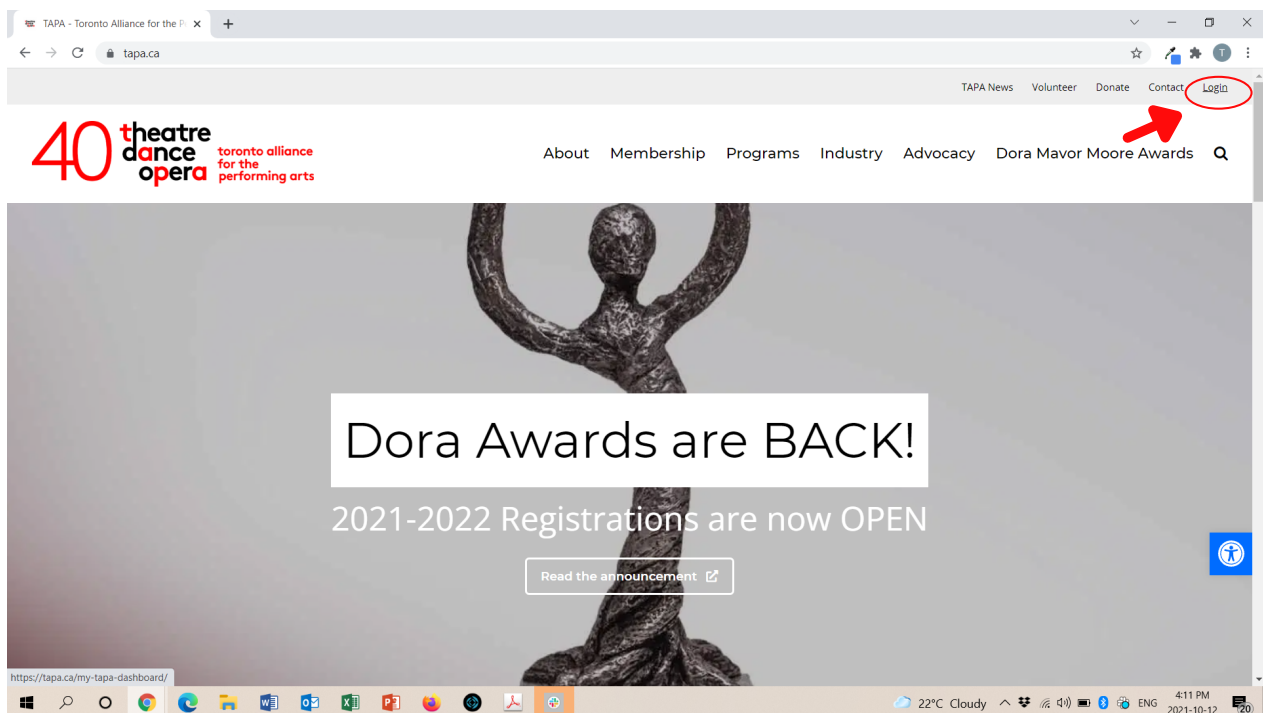
Welcome to the new and improved TAPA website! We built the new TAPA website with our Members in mind.

Each Member Organization will have a MyTAPA account, which will be used for **Dora Awards show registration**. Team members from each Member Organization can have individual accounts created to access Members-only content, such as The Communiqué and Member Benefits. To create an account for a member of your team, please contact Theresa Gerrow at [theresag@tapa.ca](mailto:theresag@tapa.ca).

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## Logging in

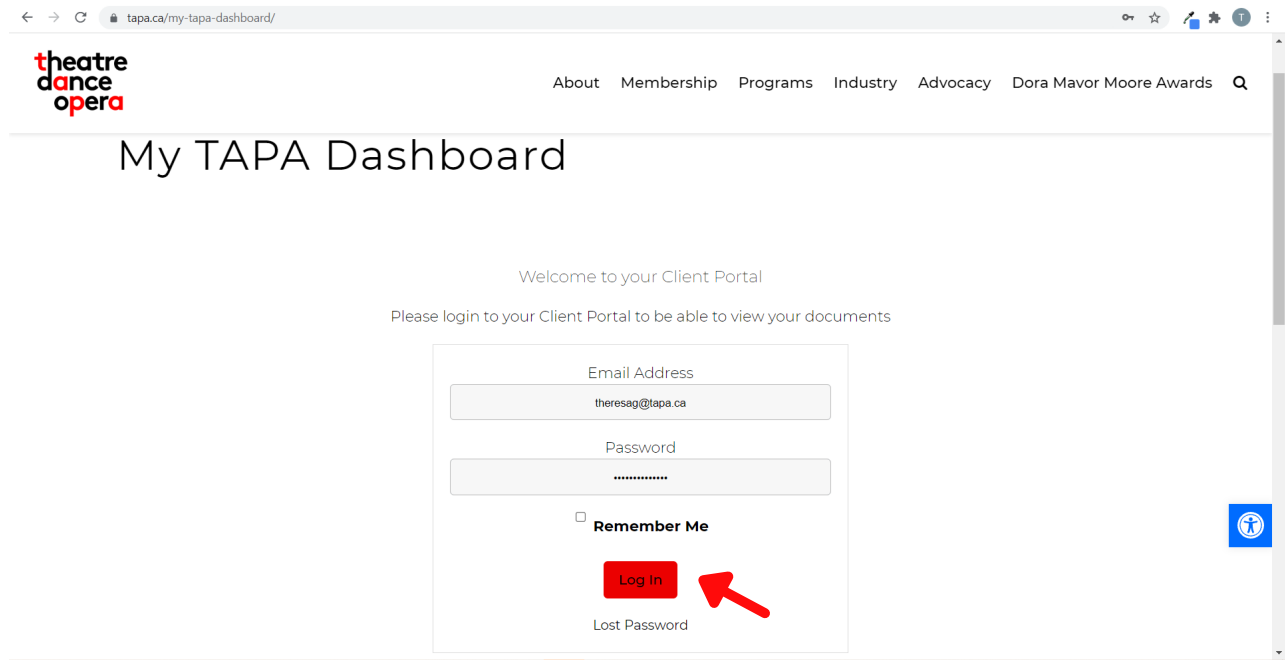
- Go to [www.tapa.ca](http://www.tapa.ca) and use the login button at the top right.



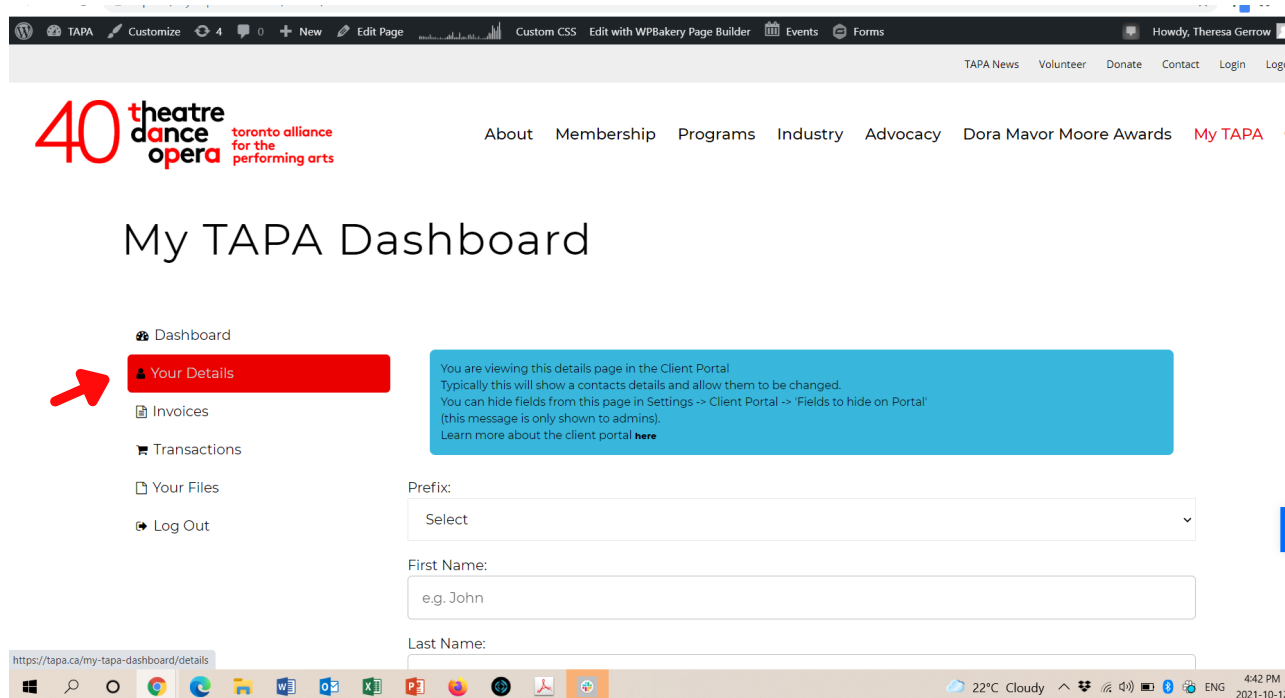
# YOUR MyTAPA ACCOUNT

## Logging in

- Use the login information you received from WordPress to login.



- Once you have logged in, select "Your Details" from the menu on the left to complete your profile and change your password (bottom of the page). You can use this page to update your information at any time.



# TAPA PROGRAMS & SERVICES

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## Dora Mavor Moore Awards

The **Dora Mavor Moore Awards** are presented annually to honour excellence in theatre, dance, and opera. The awards are given across five major divisions.

Starting this year, Dora Awards show registration looks a little different:

- Temporary mandatory rule for 2021–2022 COVID-19 pandemic recovery: Prior to registering for the Dora Awards, TAPA members must obtain a 'safe venue stamp' through a TAPA partnership with the Tourism Industry Association of Ontario (TIAO). [Click here](#) for "Safe Venue" application instructions.
- **Mandatory:** Register production on [Now Playing Toronto](#)
- Dora Awards Show Registration Form must be completed through the company's general MyTAPA account. Please email Membership & Sponsorship Manager Theresa Gerrow at [theresag@tapa.ca](mailto:theresag@tapa.ca) with any questions regarding your MyTAPA account.

[Click here](#) to learn more about the new processes.

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## Outreach Programs

### hipTIX

The logo for hipTIX, featuring the word "hipTIX" in a bold, red, sans-serif font. The "i" in "hip" is lowercase, while "TIX" is uppercase.

#### What is hipTIX?

- Exclusive ticket program for high school and university students ages 14 – 29.
- Makes theatre affordable by offering \$5 STUDENT TICKETS to Toronto's hottest theatre, dance, comedy and opera productions!
- Students take charge of their own performing arts experience, starting with the ticket purchase process. **hipTIX** encourages making the performing arts the entertainment option of choice for years to come.

**hipTIX** has been suspended due to the COVID-19 pandemic. As theatres are beginning to open this fall, we are excited to launch **hipTIX** to students once again. Please use the **Now Playing Toronto** event listing form to allocate tickets for **hipTIX**.

# TAPA PROGRAMS & SERVICES

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## Outreach Programs

### citySPECIAL



Targeted specifically for organizations working with newcomers and at-risk youth, the **citySPECIAL** enables access to attend the performing arts at no cost, based on the premise that Toronto's performing arts should be accessible to everyone.

#### How Does It Work?

- Participating theatres provide free tickets to **citySPECIAL**.
- Subscribed social service organizations receive an email listing of all shows available with the number of tickets on which dates are available.
- Participating agencies distribute ticket information to their clients and volunteers to submit booking requests.
- Tickets are distributed on a first-come, first-served basis.
- Tickets are held at the venue's box office and must be picked up 30 minutes before the performance starts, or they will be released as needed for sale to the public.

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## Outreach Programs

### Theatre Careers Workshop

Working in the performing arts is a viable career option! **The Theatre Careers Workshop** presentation and interactive discussion aims to inform students of the performing arts industry opportunities which are available to students in the Toronto Area. Various careers in the performing arts industry are described by a theatre professional.

Along with a Q&A, the following topics are presented and discussed:

- Why theatre?
- Wheel of Roles! Many types of career options.
- Living & Working as an artist:
- Toronto theatre overview

#### **Learning Outcomes**

Thought-provoking discussion on value & social impact of performing arts and how to remove perceived barriers to participation.

Increasing access to resources & opportunities for experiencing / participating in professional performing arts activities outside of school environment.

Exploring career options and employability within the performing arts sector.

# TAPA PROGRAMS & SERVICES

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## Funding Programs

### Commercial Theatre Development Fund

The **Commercial Theatre Development Fund (CTDF)** is funded through the Ontario Heritage Trust, and administered by the Toronto Alliance of Performing Arts (TAPA) with the Ministry of Tourism, Culture and Sport.

#### Objectives

- To assist the Ontario commercial theatre sector through associations with Ontario-based producers who seek to present small to mid-sized commercial theatre productions in Ontario.
- To assist productions that are chosen on the basis of their profit-making potential so that the **CTDF** remains sustainable and is managed independently by the theatre community.
- To encourage small to mid-sized Ontario productions, with a particular emphasis on original Canadian works or works performed outside of Toronto.

Click [here](#) to learn more.

**NOTE: The CTDF is currently on hold due to the pandemic. We will be sure to update the Membership when we begin accepting applications.**

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## Funding Programs

### Travel, Retreat, and Initiatives Program

The **Travel, Retreat and Initiatives Program (TRIP)**, is a multi-tiered program designed to assist TAPA members with travel in and out of Toronto only, associated with touring, international collaboration and professional development. In addition **TRIP** offers a unique retreat opportunity to the TAPA membership.

**TRIP** consists of two components: The Flight Component and The Retreat Component

Together these two components allow TAPA members to travel outside the city of Toronto and work collaboratively with other artists. **TRIP** also covers the travel of foreign artists coming to work with companies in Toronto. **TRIP** presents a vital opportunity for professional development and networking in the professional theatre, dance and opera industry, enabling artistic directors, producers and general managers to attend conferences and festivals. These two components of **TRIP** are valuable to artists and administrators alike and enable a broad range of TAPA members to participate.

**NOTE: TRIP has been on hold due to the COVID-19 pandemic. TAPA plans on opening up applications in January 2022.**

# TAPA PROGRAMS & SERVICES

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## Marketing

### [TAPA Summer Theatre Guide](#)

A valuable resource for tourists and Torontonians alike **The Summer Theatre Guide** is published twice per summer (May-June and July-August). Each edition of the **Guide** includes comprehensive theatre, dance and opera listings, and a What's Hot section profiling three. We have once again partnered with the City of Toronto to distribute 15,000 copies of the **Guide** throughout their tourist info booths.

#### Rates:

- Single Ad: \$325.00 + HST (3.5"W x 2"H)
- Double Ad: \$600.00 + HST (3.5"W x 4"H)
- Full Page: \$1,000.00 + HST (3.5"W x 8.5"H) – includes a free That's the Ticket Profile (package number 1)! See above for more information.

For more information, please contact **Theresa Gerrow**.



# MEMBER PREFERRED PRICING - MEDIA

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TAPA Members are granted preferred pricing for advertising opportunities from **September 1, 2021-August 31, 2022** in major publications *The Globe and Mail*, *The Toronto Star*, *The Walrus* and *NOW Magazine*. Visit the [Advertising page](#) in your MyTAPA Account for more information on the offerings.

For more information on pricing and how to acquire print and digital advertising, please email Theresa Gerrow, Membership & Sponsorship Manager.

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## The Globe and Mail

### Print Advertising Recommendations

#### Weekday

- Arts content that runs within the News section, offered at a \$6 line rate.
- Life & Arts section that runs within our News section, which has a different focus everyday. The Arts focus is on Thursdays. The line rate for this section is \$6/line for Metro edition.

#### Saturday

- Arts content appears in the Pursuits section on Saturdays. The Pursuits section is our Lifestyle section, a more leisurely read. The line rate for this is \$7.50/line.

### Digital Advertising Recommendations

#### Cost Per Click Campaigns

- Will reach the Arts reader not only reading the Arts content, but the content in News, Sports and Business, thus driving theatregoers to performances
- Ad units included are:
  - The leaderboard (728×90)
  - Big box (300×250)
  - And a 300×600.
- TAPA members can supply up to 2 pieces of creative for each ad unit. The ads should have a good call to action to drive the clicks.
- \$3/per click

# MEMBER PREFERRED PRICING - MEDIA

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## The Walrus

- 1 Month Banner campaign on thewalrus.ca (ROS) - Digital
  - Ad size: 970x250px / 970x90px / 300x250px / 320x100px / 320x50 px
  - 100,000 gross impressions/newsletter subscribers
  - Rate Card (net): \$3,000
  - Preferred Rate: \$1,000
- 1 x Big Box in Weekly Editorial Newsletter (Sundays)
  - 300x250px
  - 20,000 gross impressions/newsletter subscribers
  - Rate Card (Net): \$500
  - Preferred Rate: \$250
- 3 x Big Box in Weekly Editorial Newsletter (Sundays)
  - 300x250px
  - 60,000 gross impressions/newsletter subscribers
  - Rate Card (Net): \$1500
  - Preferred Rate (Net): \$500
- Blow-in Insert (GTA distribution)
  - Rate Card (Net): \$350 CPM
  - Preferred Rate (Net): \$200 CPM

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## Now Magazine

### Based on 25k Circulation:

- \$1,500 full page w/100k web OR social tripack
- 1/2 page at \$900 with 33k web OR one social post
- 1/4 page at \$550

### Based on 40k Circulation:

- \$2,000 full page w/100k web OR social tripack
- 1/2 page at \$1,350 with 33k web OR one social post
- 1/4 page at \$700

Online Branded Content Packages @ 10% discount OR 20% discount for a commitment of 5 or more

Contests – Level 2 at \$400

Newsletter ads \$200 per day

Frequency discount: Buy 3 weeks, get 15% off week 4

# MEMBER PREFERRED PRICING - PERKS & BENEFITS

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## Switch Health

**Switch Health** offers the gold standard in COVID-19 testing. Through our partnership with **Switch Health**, TAPA has secured preferred pricing on **RT-PCR** (reverse transcription polymerase chain reaction) and **Rapid Antigen** tests.



**SWITCH  
HEALTH**

**Switch Health** offers a range of testing services including Clinic Locations, On-Site/Private Home Visits and At Home Specimen Collection Kits.

To purchase Switch Health COVID-19 testing, email & Sponsorship Manager, Theresa Gerrow at [theresag@tapa.ca](mailto:theresag@tapa.ca).

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## Sutherland-Chan

Take care of your bodies with regular massages! Through an exciting partnership, TAPA has secured preferred pricing for TAPA Members at **Sutherland-Chan School of Massage Therapy**.



TAPA Members are eligible for:

- 15% discount on regularly priced student massage therapy appointments
- A full treatment protocol for under \$40 with supervised MT Students at Ontario's premier massage therapy school!

To book your appointment at **Sutherland-Chan**, call 416-924-1107 x 10 or email Farangis Kashani at [Farangis@sutherland-chan.com](mailto:Farangis@sutherland-chan.com). Please be sure to identify the organization you work with to claim this Member benefit.

# COVID-19 TOOLKIT

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The [COVID-19 Resource Toolkit](#) includes the programs and partnerships TAPA has worked on to serve Toronto theatre, dance, and opera organizations during the pandemic. The **Toolkit** also includes ongoing advocacy communications between TAPA and bodies of government. The **Toolkit** will be updated and shared with the TAPA membership on an ongoing basis.

Be sure to reference our [COVID-19 Resources](#) page on the TAPA website. You can find the latest version of the **Toolkit** on this page.

# COMMUNITY PARTNERS

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TAPA is proud to partner with [Arts Consultants Canada \(ACCA\)](#), [Balancing Act](#), [The AFC](#), and [The Canadian Green Alliance](#) as our Community Partners.

These organizations are at work in our community, creating and executing social change initiatives, which TAPA is glad to be sharing with our members on an ongoing basis.

