

## Toronto Fringe Festival (<https://fringetoronto.com/>)

### Fundraising and Events Task Force

Organization:	The Toronto Fringe
Date Needed:	June 1, 2022
Location:	Toronto, ON (location of Festival); open to candidates who are remote
Primary Category:	Board/Committee Positions (voluntary)
Type of Position:	Long-Term (1 year or more)

### Description & Details

The Toronto Fringe is a charitable arts organization that runs the Toronto Fringe Festival (every July), the Next Stage Theatre Festival (every Fall), and various year-round artist programs. The organization is a creative match-maker that connects artists with audiences, empowering everyone to unleash their inner artist. Notable productions that started at the Fringe and now enjoying commercial success include: *Kim's Convenience*, *Da Kink in My Hair*, *My Mother's Lesbian Jewish-Wiccan Wedding*, and Tony award-winning *The Drowsy Chaperone* got their start at the Toronto Fringe. The creators of *Come From Away* (now the longest-running Canadian musical on Broadway) and *TallBoyz* also got their start at the festival.

Our flagship event, the Toronto Fringe Festival, is the largest "un-juried" theatre and performance festival in Ontario, with hundreds of shows appearing across multiple venues over our 2-week festival. Our outdoor pop-up patio, POSTSCRIPT, accommodates hundreds of revelers each day of the festival (from approximately 11:00 a.m. to 1:00 a.m. each day).

### **A Snapshot of the Opportunity**

The Toronto Fringe is entering its 33<sup>rd</sup> year! Once a festival of humble beginnings, the festival now boasts an operating budget of over \$2.5 million each year. The Fringe is ready to raise the bar and become an even stronger incubator of cultural expression for our city, for Canada, and for the world. The Board of Directors and Toronto Fringe staff are embarking on major fundraising initiatives as we re-start live performance (after the pause button was hit due to the pandemic), and we're soliciting the involvement of individuals who wish to have an indelible impact on the lives of artist practitioners, audiences who deeply appreciate how important art and culture is to elevating the human experience as well as the Canadian economy.

We invite you to be part of our fundraising and events task force; up to 6 individuals will be selected to join it. Individuals with direct experience in fundraising, sales, marketing, events, sponsorship, or any other field that will support our efforts are encouraged to express interest.

### **Responsibilities of the Fundraising Committee:**

- To act as a resource to Toronto Fringe staff and the Board of Directors on fundraising and sponsorship initiatives;
- Identify prospects and, in some cases, connect Toronto Fringe staff and the Board of Directors with prospects; assist with sponsorship and fundraising decks, as well as pitches, where appropriate;
- Promote the Toronto Fringe fundraising campaigns, events, and initiatives to personal and/or professional networks;
- Act as a Fringe ambassador in varying capacities, including raising awareness of Toronto Fringe activities to the general public;
- *NOTE: This task force is a sub-committee of the Toronto Fringe Board of Directors.*

### **Meeting Schedule and Term:**

The task force will meet approximately 8 times over the calendar and will serve a one-year term.

### **Contact:**

*Please direct your questions and expressions of interest to Jason Murray (Chair, Board of Directors) at [jmurray@bipocsearch.com](mailto:jmurray@bipocsearch.com). Should you be interested in joining the committee, please submit your resume by or before noon on Monday, May 16<sup>th</sup>, 2022. We will respond to everyone who expresses interest.*

*The Toronto Fringe is committed to employment equity, diversity, and inclusion. Everyone is welcome to apply, including applicants from equity-deserving communities and intersecting identities. Accommodations are available on request for candidates taking part in all aspects of the selection process.*