



Meridian Sponsorship Report

Q3 & Q4 2024

February 19, 2025

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T0 Live



Through our partnership with Meridian in 2024, TO Live proudly launched a new Indigenous arts festival for Toronto, continued our investment in the development of local artists through our Making Space and *explorations* programs and welcomed 600,000 visitors who experienced world-class entertainment and community-focused classes in our venues.

We're Making Space

We're handing over the microphone and making space for those who have historically been left out of the arts community, specifically Black, Indigenous, and people of colour.

We're Supporting artists

We work to build partnerships with artists that support their practice, showcase their work and keep the art community vibrant and diverse.

We're making the arts more accessible

We provide free and accessible Community and Outreach programs to people of all ages in order to grow and further develop the arts community in Toronto.

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Q3 2024 Highlights – Meridian Hall



While summer at TO Live is a typically quieter season, it featured two of our biggest events of the year: acclaimed Bollywood musical trio [Shankar-Ehsaan-Loy \(SEL\)](#) and the [UpFRONT Festival of Indigenous Arts, Music, and Culture](#).

Highlights:

- TO Live and Small World Music presented iconic Bollywood musical composer trio Shanker-Ehsaan-Loy as part of their North America tour of [Kal Ho Na Ho](#).
- Ellen DeGeneres, beloved television host and comedian, returned to the stage for one night with [Ellen's Last Stand...Up](#) presenting her signature blend of humor and storytelling.
- Renowned comedian Wanda Sykes delivered a night of laughter as part of her [Please and Thank You](#) tour.
- Australian comedian and creator of the Netflix special Nanette, Hannah Gadsby, presented her new show [Woof!](#), offering a thought-provoking and humorous exploration of personal fears, anxieties and mental health worries.
- [The Basement Yard Experience](#) brought the popular podcast to life for the first time with two performances featuring engaging discussions and humorous banter that delighted fans in a live setting.
- [Twilight in Concert](#) featured the FILMharmonic Orchestra performing the entire soundtrack live surrounded by the glow of 1000 candles.
- Jeff Arcuri showcased his comedic talents for two performances as part of [The Full Beans Tour](#).
- One of the most successful standup exports from the U.K., [Russell Howard](#), returned to Canada following his sell-out tour.

From July to September, Meridian Hall welcomed **40,577** audience members (44,300 tickets booked).



Shankar Ehsaan Loy at Meridian Hall



William Prince at the UpFRONT Festival

Q3 2024 Highlights – Meridian Arts Centre



Throughout September, an Indigenous art exhibition accompanying the UpFRONT Festival of Indigenous Arts, Music, and Culture was on display at the Lower Gallery. Titled *tewaká:wes*, meaning “we all paddle” in Kanien'kéha (Mohawk), the exhibition was a celebration of Indigenous artistry and cultural resilience, presented as the grounding purpose behind UpFRONT. Curated by TO Live’s Indigenous Cultural Curator, Sierra da Silva-Canadien, the multidisciplinary visual arts exhibition showcased the talents of seven Indigenous artists: Laiken Breau, Raven Davis, Megan Feheley, Kikki Guerard, Jordyn Hendricks, Tristan McTague, and Alexis Nanibush-Pamajewong.

Other highlights:

- [*Anmol.magic's Out of this World Tour*](#) captivated audiences with a mesmerizing array of tricks and illusions for one performance.
- [*The Toronto Palestine Film Festival*](#) presented an electrifying evening of music with celebrated Palestinian singer Nai Barghouti in her Canadian debut where she performed as part of her *Unheard: an evening of grief, hope and joy* tour.
- [*The Chosen*](#) by Aaron Posner offered theatergoers a compelling adaptation of Chaim Potok's novel, exploring themes of friendship, faith, and identity.
- [*Sinfonia Toronto*](#), one of Canada's finest chamber orchestras, delivered an exquisite performance of masterpieces by Mozart and Bach at the George Weston Recital Hall as part of their 2024/2025 season.

Meridian Arts Centre had **3,852** attendees in Q3 of 2024
(5,296 tickets booked).



tewaká:wes



Summer Camp 2024

Q3 2024 Community Impact



In August 2024, TO Live held its first Summer Camp at the Meridian Arts Centre, expanding its Communities & Outreach (C&O) program. Practicing, professional artists led campers through fun activities in four different art forms including dance, theatre, music, and visual arts, fostering artistic expression and teamwork over a two-week period. Extended care was also provided to cater to different needs.

The rest of the summer featured performances by Xenia Concerts, TO Live's longstanding partner, including an adaptive concert with [ASD Youth Advisory Council Concert with Jennarie and Drew Jurecka](#) featuring jazz, R&B/soul, and pop music, and [Schmaltz & Pepper](#) featuring Yiddish music.

Under the Community Classes banner, a six-week [Therapeutic Dance Movement](#) program was held, featuring Indian and Latin styles.

In Q3, TO Live hosted 24 community events that engaged 6 community partners and reached a total of 388 individuals.



Summer Camp: Visual arts class



Summer Camp: Music workshop



Summer Camp: Kathak dance class



Q3 by the numbers



66 Events

Including: **35** performances, **7** corporate events, and **24** community classes.



51,653 Attendees

Including: 44,429 audience members (49,596 tickets booked), 6,836 corporate guests, and 388 members of the community.

Q4 2024 Highlights – Meridian Hall



Q4 at Meridian Hall signals the beginning of the festive season and featured many themed shows. The enchanting magic of Arendelle was brought to life with two performances of [Disney in Concert: Frozen](#) where the beloved animated film was screened alongside a live orchestra performing the iconic score. Culminating the season was TO Live's co-presentation of ['Twas the Night Before...](#), Cirque du Soleil's first holiday show and a Canadian Premiere. The festive reimaging of the classic Christmas poem combined high-flying acrobatics, lovable characters, and a heartwarming narrative that rekindled the magic of the holiday season for attendees of all ages.

Other highlights:

- Lindsey Stirling, the acclaimed violinist and performance artist, wowed audiences with her [Snow Waltz Tour](#), blending classical music with modern dace and visual effects.
- Mark Normand, dubbed by Jerry Seinfeld as the “best young up-and-coming comic,” entertained attendees with a stand-up comedy performance of his [Ya Don't Say Tour](#).
- Comedian Vir Das brought his global perspective to the stage on the heels of his fourth Netflix special with two performances as part of his [Mind Fool Tour](#).
- [Wild Kratts](#) returned to Meridian Hall with a live stage show that combined fun and learning, delighting young audiences with adventures that explored the animal kingdom.
- Pianist Richard Clayderman also returned to Meridian Hall to celebrate 50 years of [Timeless Romance](#).
- The Last Waltz Tour paid tribute to Robbie Robertson with [Life is a Carnival](#), celebrating The Band's historic 1976 concert.
- Chris D'Elia, one of the most in-demand performers in comedy right now, had the audience in stitches with his show [“straight outta the multiverse”](#).

In Q4, Meridian Hall welcomed **122,967** audience members (129,042 tickets booked).



'Twas the Night Before...by Cirque du Soleil



Disney in Concert: Frozen

Q4 2024 Highlights – Meridian Arts Centre

The festive cheer continued uptown at the George Weston Recital Hall. The first instalment of Rob Kapilow's [*What Makes It Great?*](#) presentations was held in November with a performance of Beethoven's Sonata for Piano and Cello in A Major alongside Cheng² Duo. Jazz enthusiasts were enthralled Grammy Award-winner [*Cécile McLorin Salvant*](#), whose rich vocals and emotive delivery showcased her prowess as one of the leading jazz vocalists of her generation. TO Live also brought back London's [*The Kingdom Choir*](#). The group presented soulful renditions of traditional gospel classics and popular contemporary music mixed with their own inspirational versions of holiday works.

Other highlights

- The Bravo Academy of the Performing Arts returned with their presentation of [*Beauty and the Beast*](#).
- Italian-Australian comedian, Joe Avati, brought his unique brand of humor to the stage with three performances of his new show [*When I was Your Age*](#).
- Orchestra Toronto, one of Canada's premier community orchestras, launched its 2024/2025 season [*Dramatic Resonance*](#) with two concerts featuring beloved classical works and innovative new pieces: *Resilience in Harmony* and *Timeless Traditions*.
- Toronto-based theatrical company Doctor Bird Productions staged of productions at the Studio and Greenwin theatres, including [*Women on the Verge of a Nervous Breakdown the Musical in Concert*](#), [*Jekyll & Hyde the Musical in Concert*](#), and [*Scott Alan & Friends: The Concert*](#).
- The Harold Green Jewish Theatre Company launched its 2024/2025 season with a presentation of [*Trayf*](#), a humorous play about two young Chasidic men in 1990s New York City, followed by two performances of musical theatre [*Cohen & King*](#), celebrating the legacy of Leonard Cohen and Carole King.
- Offsite TO Live Presents shows included [*Wonderful Joe*](#) which ran for two weeks at the St Lawrence Centre for the Arts.

In Q4, **18,545** people attended shows at Meridian Arts Centre
(21,328 tickets booked).



Cécile McLorin Salvant



The Kingdom Choir

Q4 2024 Community Impact



Resin Art with Arefa



Chat with *Frozen* composer Christophe Beck



Making resin seascapes

From October to December, Communities & Outreach (C&O) held a [Community Zine](#) workshop for teens, an interactive program that delved into drawing, printing, and zine-making using relief-cut printing techniques.

The popular [Resin Art with Arefa](#) classes also continued in Q4, this time focusing on Seascapes and Geodes where participants learnt to embellish with sand and shells to create unique, realistic seascapes.

The C&O calendar year ended with a special pre-show chat with *Frozen* composer, Christophe Beck.

Q4 also saw the launch of the fourth iteration of TO Live's *explorations* initiative which has supported 32 artists with \$200,000 in direct funding since its inception. In 2024, the program is providing six Toronto-based artists with \$7,000 each to explore new directions in their practice.

TO Live hosted 13 community events that engaged 6 community partners and reached a total of 700 individuals.



Q4 by the numbers



149 Events

Including: **107** performances, **29** corporate events and **13** Community & Outreach classes



178,345 Attendees

Including: 141,512 audience members (150,370 tickets booked), 36,133 corporate guests, and 700 members of the community.

TO Live Presents Shows – Q3 and Q4 2024

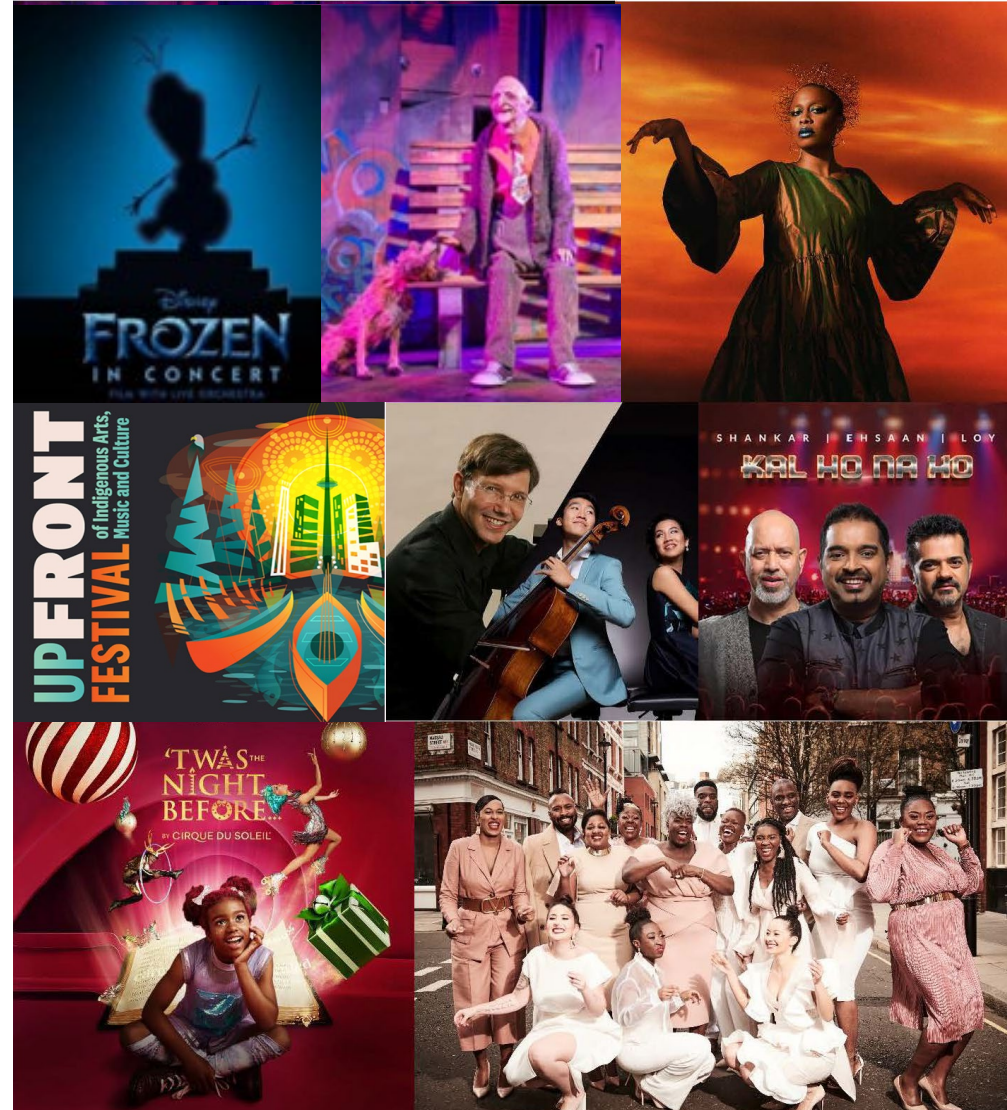


Q3 Shows:

- Shankar-Ehsaan-Loy
- *UpFRONT Festival of Arts, Music, and Culture*

Q4 Shows:

- Ronnie Burkett's *Wonderful Joe*
- Rob Kapilow and Cheng² Duo
- Disney's *Frozen: Live in Concert*
- Cécile McLorin Salvant
- The Kingdom Choir
- *'Twas the Night Before...* Cirque du Soleil



Special Highlights – Impact Stories



Hip-hop artist Drezus shares his journey to discovering hip-hop and the transformative role it played in his personal and artistic growth.



Cynthia Lickers-Sage, curator for UpFRONT Festival speaks about the paradigm shift in Toronto regarding representation of Indigenous arts and culture – part of a 23-video series



Singer Shawnee Kish speaks to the experience of being a two-spirit artist and the importance of sharing personal stories to create a more inclusive environment



Ronnie Burkett speaks about using puppetry to explore serious adult themes – part of a 11-video series

Special Highlights – Impact Stories

UpFRONT Festival of Indigenous Arts, Music, and Culture

TO Live is deeply grateful to Meridian for supporting the UpFRONT Festival of Indigenous Arts, Music and, Culture as the opening night sponsor.

Water Walk

The festival kicked off with a Water Walk, a sacred ceremony practiced by Indigenous communities across North America, that honors water as the cornerstone of all life. Women carry water in prayer for its health, wellness, and cultural significance, emphasizing environmental stewardship and the interconnectedness of all life.

Opening Night Party

The walk began at the Toronto Harbourfront and ended at Meridian Hall where a reception, supported by Meridian, was held. The reception featured music by DJ KIMIWAN, catering by Dashmaawaan Bemaadzinjin (They Feed the People) and remarks from Dawn T. Maracle, Grandmother Kim Wheatley and Dr. Duke Redbird, and Meridian's Brayden Harper.



UpFRONT Indigenous Public Interactive Forum & Masterclass

Dawn T. Maracle from Tyendinaga Mohawk Territory and speaker Wendy Hill of Six Nations explored what peace means to us now, how we can integrate Haudenosaunee philosophies of peace, and peaceful methods of moving forwards together with action.

tewaká:wes: An Indigenous Art Exhibition

Running throughout September at the Meridian Arts Centre Gallery, the exhibition served as a great way to promote the UpFRONT Festival and engage North York residents. Curated by TO Live's Indigenous Cultural Curator, Sierra da Silva-Canadien, the exhibit featured the work of seven indigenous artists.



UpFRONT Indigenous Marketplace

The marketplace hosted 20 Indigenous small businesses and provided a great opportunity for visibility and engagement.

Special Highlights – Impact Stories

UpFRONT Festival of Indigenous Arts, Music, and Culture



\$130,000+

Support raised through sponsorships

1,422

Tickets Booked

5,157

Indigenous Marketplace Visitors

20

Indigenous Small Businesses



100

Attendees for Interactive Forum and Masterclass

100

Attendees to Opening Night Party

100

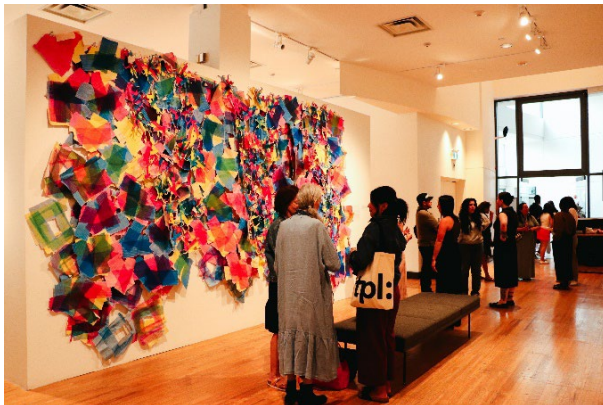
Water Walk Ceremony participants.

501

Attendees for Visual Art Exhibit at Meridian Arts Centre

6,000+

Unique visitors to The UpFRONT Festival page



Social Media – Q3 2024



To increase brand awareness, TO Live creates engaging content on Facebook, X (Twitter), Instagram, LinkedIn and TikTok.

Total Posts:

across TO Live social platforms

585

Total Impressions:

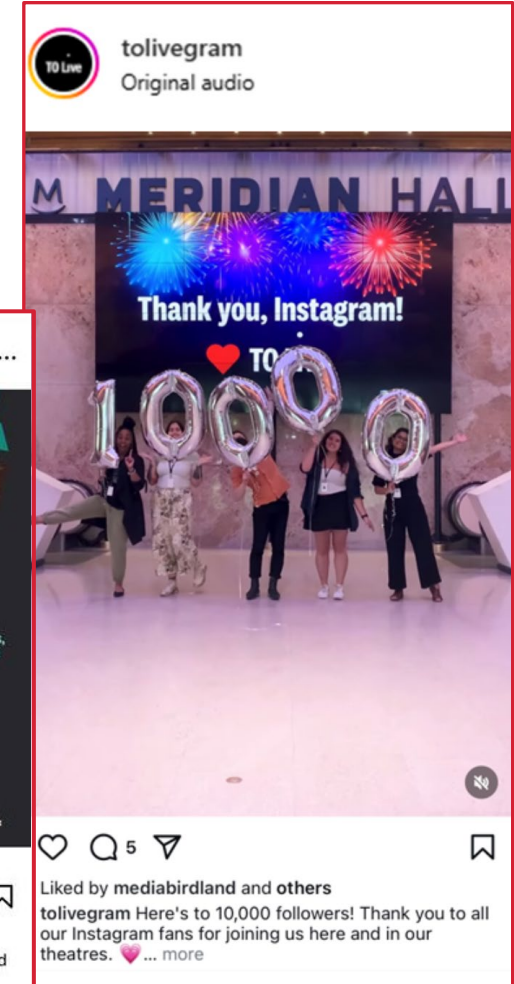
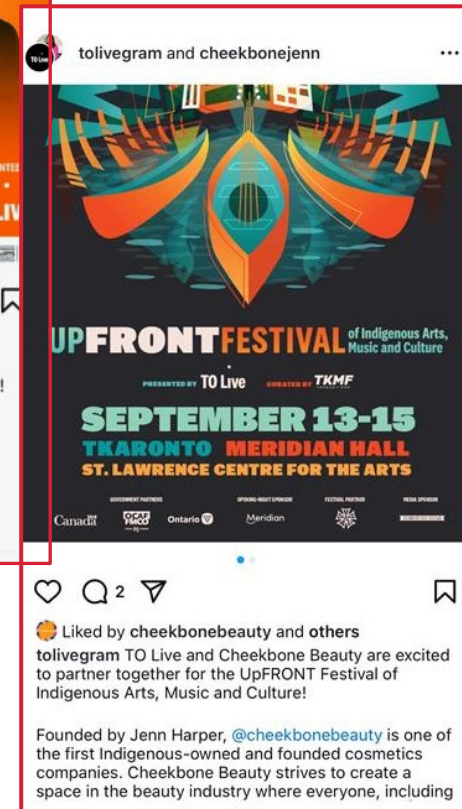
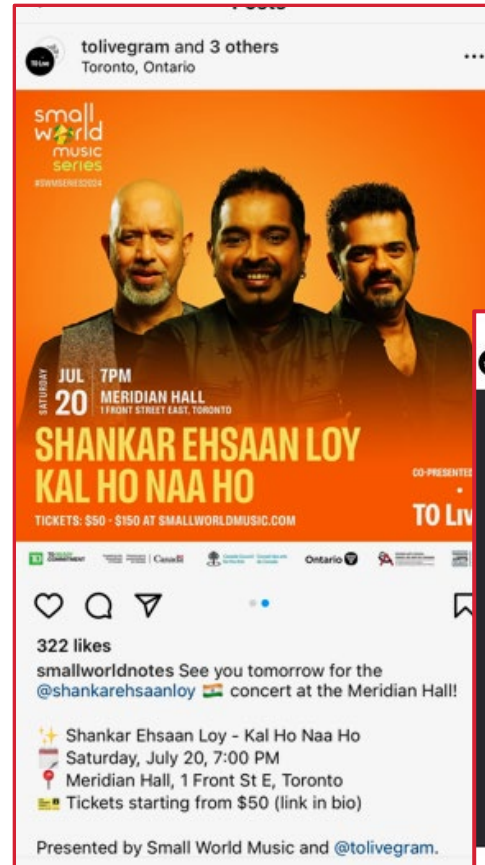
across TO Live social platforms

557,650

Total Engagements:

across TO Live social platforms

8,469



Social Media – Q4 2024



Total Posts:

across TO Live social platforms

768

Total Impressions:

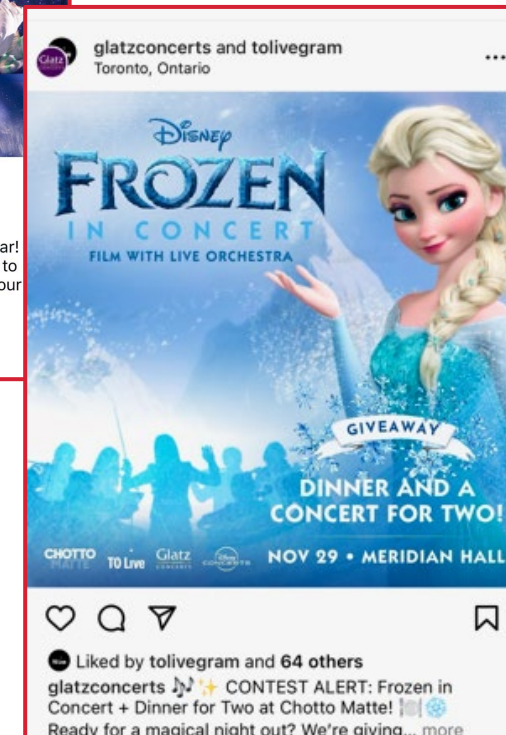
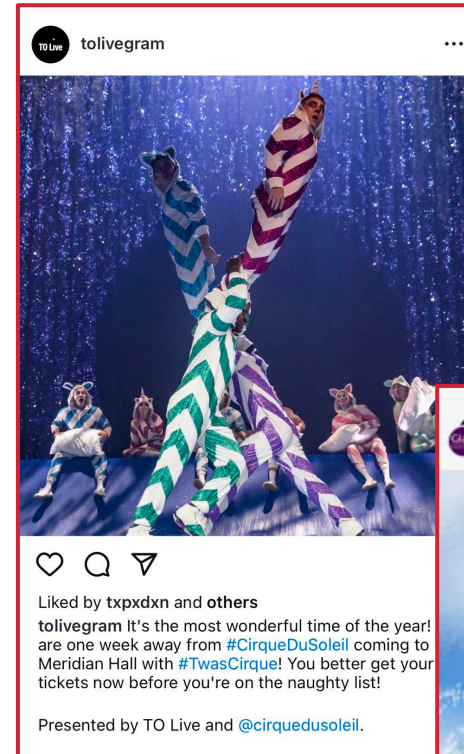
across TO Live social platforms

1,013,085

Total Engagements:

across TO Live social platforms

8,724



Eblasts – Q3 & Q4 2024



TO Live

Q3 Stats

Emails Sent: **35**

Open Rate: **28.3%**

Click Rate: **0.47%**

Q4 Stats

Emails Sent: **48**

Open Rate: **28.8%**

Click Rate: **0.52%**

A unique chance to meet the legends!


Limited meet & greet VIP tickets now available



Experience Shankar Ehsaan Loy live!

Prepare to be swept off your feet by the legendary trio of Shankar Mahadevan, Ehsaan Noorani, and Loy Mendonsa as they set the stage on fire with their electrifying music and soul-stirring melodies. Shankar-Ehsaan-Loy, arguably India's most successful and popular musical trio, became a nationwide sensation after they composed the chartbusters of the 2001 movie *Dil Chahta Hai*. They have composed music for over 50 soundtracks in five languages: Hindi, Tamil,

Partners

Meridian  TORONTO

Venues

St. LAWRENCE CENTRE  ARTS

 MERIDIAN HALL

 MERIDIAN ARTS CENTRE

TO Live

The Kingdom Choir

As seen at the royal wedding of Prince Harry and Meghan Markle



"Show-stopping." —Billboard

Back in Toronto by popular demand, The Kingdom Choir returns with a special Christmas offering of soulful renditions of traditional gospel classics and popular contemporary music!

Partners

Meridian  TORONTO

Venues

St. LAWRENCE CENTRE  ARTS

 MERIDIAN HALL

 MERIDIAN ARTS CENTRE

Website – Q3 & Q4 2024



Total Impressions of Website: **2,355,228**

Total Impressions of Website Home page: **321,891**

Total Impressions of TO Live Presents pages: **246,100**

Celebrating Our Supporters

TO Live's aspirations can't come to life without help from our supporters.

Support from the City of Toronto, major partner Meridian, and the generous donations of other partners and individuals creates space for artists, performances, and related activities. We appreciate the generosity of all our supporters.

Lead Partners



Making Space

Making Space

Making Space

Cultural Venues

See All (3)



Meridian Hall
1 Front Street East, Toronto, ON M5E 1B2

Located in the heart of downtown Toronto, this location offers endless potential. Host a wedding on stage, invite up to 3,100 for an event in the main theatre, and host breakout sessions in the sweeping lobby area and lounges.



Meridian Arts Centre
5040 Yonge Street, North York, ON M2N 6R8

Located in the heart of North York, Meridian Arts Centre is a versatile, modern, and expansive venue. Rent any one of four theatres, two gallery spaces, or even the entire facility.



St. Lawrence Centre for the Arts
27 Front Street East, Toronto, ON M5E 1B4

Located across the street from Meridian Hall, this venue offers two theatres and a modular, multi-floored lobby space with stunning views of downtown Toronto and the CN Tower.

TO Live Presents Programmes – Q3 & Q4 2024



Q3 Programmes:

- UpFRONT Festival of Arts, Music, and Culture

1,500 postcards with programme QR code and
2,000 festival brochures printed for the UpFRONT Festival

Total Digital Programme Impressions
(July to September):

5,375

Q4 Programmes:

- Ronnie Burkett's *Wonderful Joe*
- Rob Kapilow and Cheng² Duo
- Cécile McLorin Salvant
- The Kingdom Choir

Total Digital Programme Impressions
(October to December):

22,929



Publicity Highlights – Q3 2024



Shankar-Ehsaan-Loy at Meridian Hall

Hello Namaste, July 17, 2024

“#Kalhonahotour in Toronto! Dance with the dynamic trio!” | Meridian Hall | [View Article](#) |

Weekly Voice, July 20, 2024 “Where’s the party tonight?” | Meridian Hall | **15.7k REACH** | [View Article](#) |

Weekly Voice, July 27, 2024 “Toronto SEL musical show, truly electrifying!” | Meridian Hall | **15.7k REACH** | [View Article](#) |

CBC Radio One, September 13, 2024. “Here and Now Toronto with Ramraajh Sharvendiran” (interviewing UpFRONT Curator Cynthia Lickers-Sage) | Meridian Hall |

CIUT.FM, September 2, 2024. “Indigenous Waves” (interviewing UpFRONT Curator Cynthia Lickers-Sage) | Meridian Hall |



Cynthia Lickers-Sage

Publicity Highlights – Q4 2024



Ludwig van Toronto, December 4, 2024 “REPORT | Canadian composer Christophe Beck visits Toronto for frozen orchestral performance” by Anya Wassenberg | Meridian Hall |

[View Article](#) | **87.5k Reach**



Caribbean Camera, December 28, 2024 “Haitian Jazz Star Cécile McLorin Salvant in Toronto ” | Meridian Arts Centre | [View Article](#) **6k reach**

Radio-Canada, November 29, 2024. “Y a pas deux matins pareil” French language interview with Cécile McLorin Salvant | Meridian Arts Centre | [Listen here](#)



Cécile McLorin Salvant

CBC Radio One, November 29, 2024. “Here and Now Toronto with Ramraajh Sharvendiran” (profiling Kingdom Choir’s Karen Gibson) | Meridian Arts Centre |

Caribbean Camera, December 06, 2024 “Kingdom Choir brings holiday magic to Toronto concert” | Meridian Arts Centre | [View Article](#) **6k Reach**



Kingdom Choir at Meridian Arts Centre (photo by Mathew Tsang)

TORONTO STAR [View Article](#) **3.9M reach**

Roy Thomson Hall has been known for its bad acoustics. How does it compare with George Weston Recital Hall, one of the city's best venues?

Toronto Star, October 14, 2024 CRITIC’S NOTEBOOK | “I watched the same concert at two well-known Toronto venues. The music sounded bolder and more dynamic at one. Here’s why” by Joshua Chong |

Toronto Star, December 28, 2024 “How Cirque du Soleil is moving beyond the stage” | Meridian Hall | [View Article](#) **4.4M Reach**

**Overall coverage of
‘Twas the Night Before...**

30,022,280 Media impressions
200 Media mentions



‘Twas the Night Before...at Meridian Hall



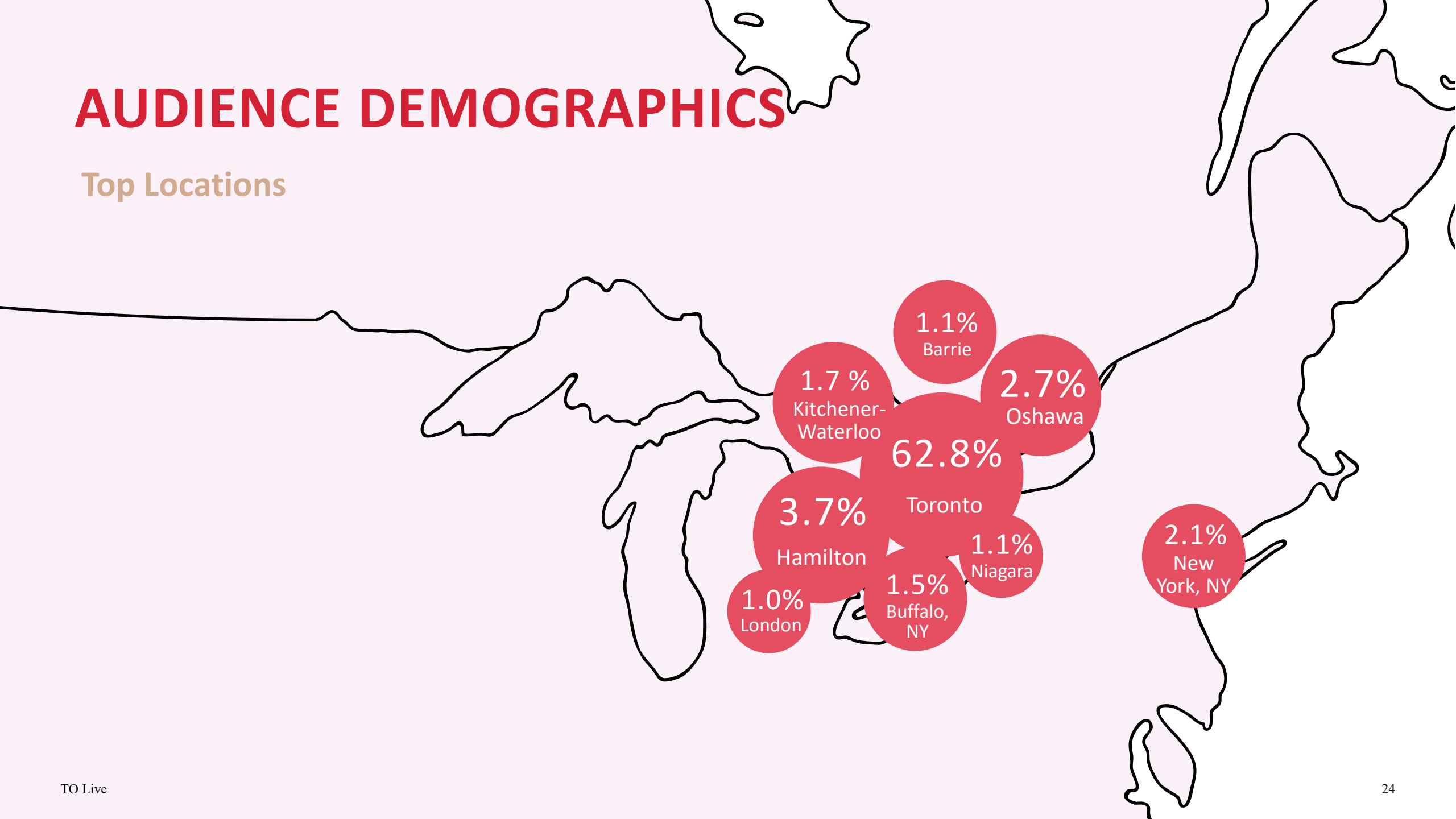
TO Live's Economic Impact

- In 2023, TO Live operations generated **\$95 million** in total output for the Greater Toronto Area.
- Its operations supported **650** jobs across the Greater Toronto Area – including **330** direct jobs within the venues themselves – with **\$30** million in total wages and salaries.
- It attracted **523,000** visitors in total, with visitors from outside the Greater Toronto Area spending over **\$20 million** in the local economy, generating **\$45 million** in output and supporting **390** jobs

The importance of Meridian Hall and the Meridian Arts Centre is underlined by the fact that these two venues account for 84% of TO Live's overall economic impact.

AUDIENCE DEMOGRAPHICS

Top Locations

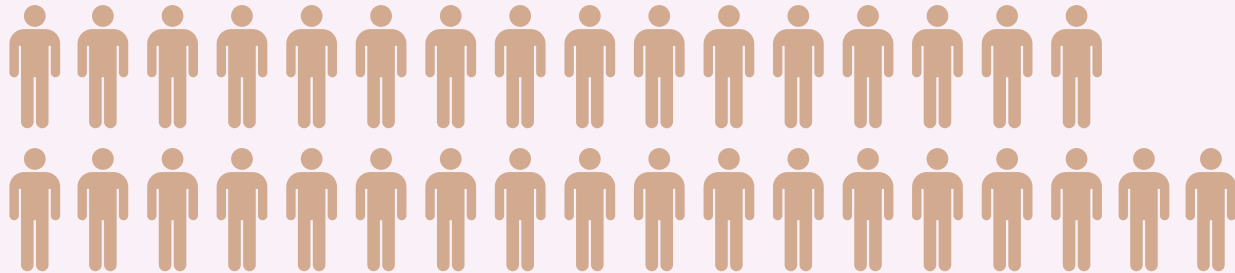




AUDIENCE DEMOGRAPHICS

28.60%

Male Fans



35.95%

Female Fans

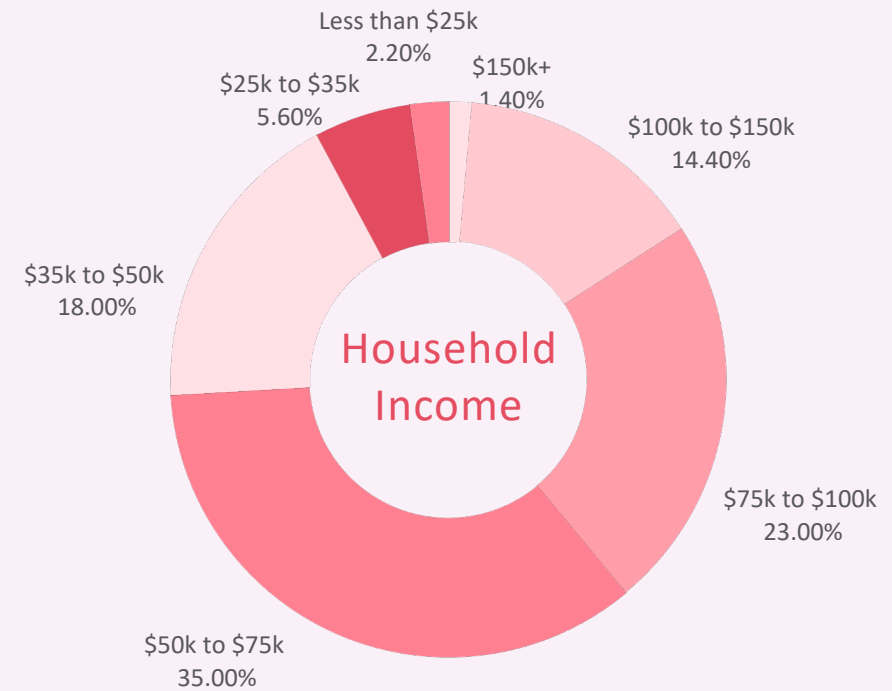
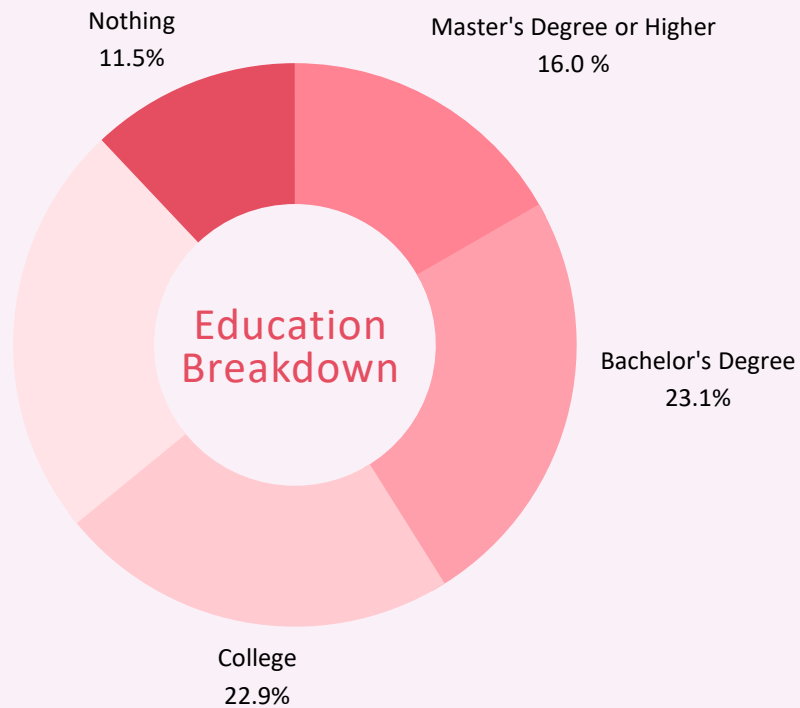


35.44%

Unknown Fans



AUDIENCE DEMOGRAPHICS





On behalf of all of us at TO Live, thank you.
Together, we will reimagine culture in Toronto.

Sandra Bellisario (she/her)
Vice President of Philanthropy & Sponsorship

Madeleine Skoggard (she/her)
Director of Philanthropy & Sponsorship