



Meridian Sponsorship Report

Q3 & Q4 2024

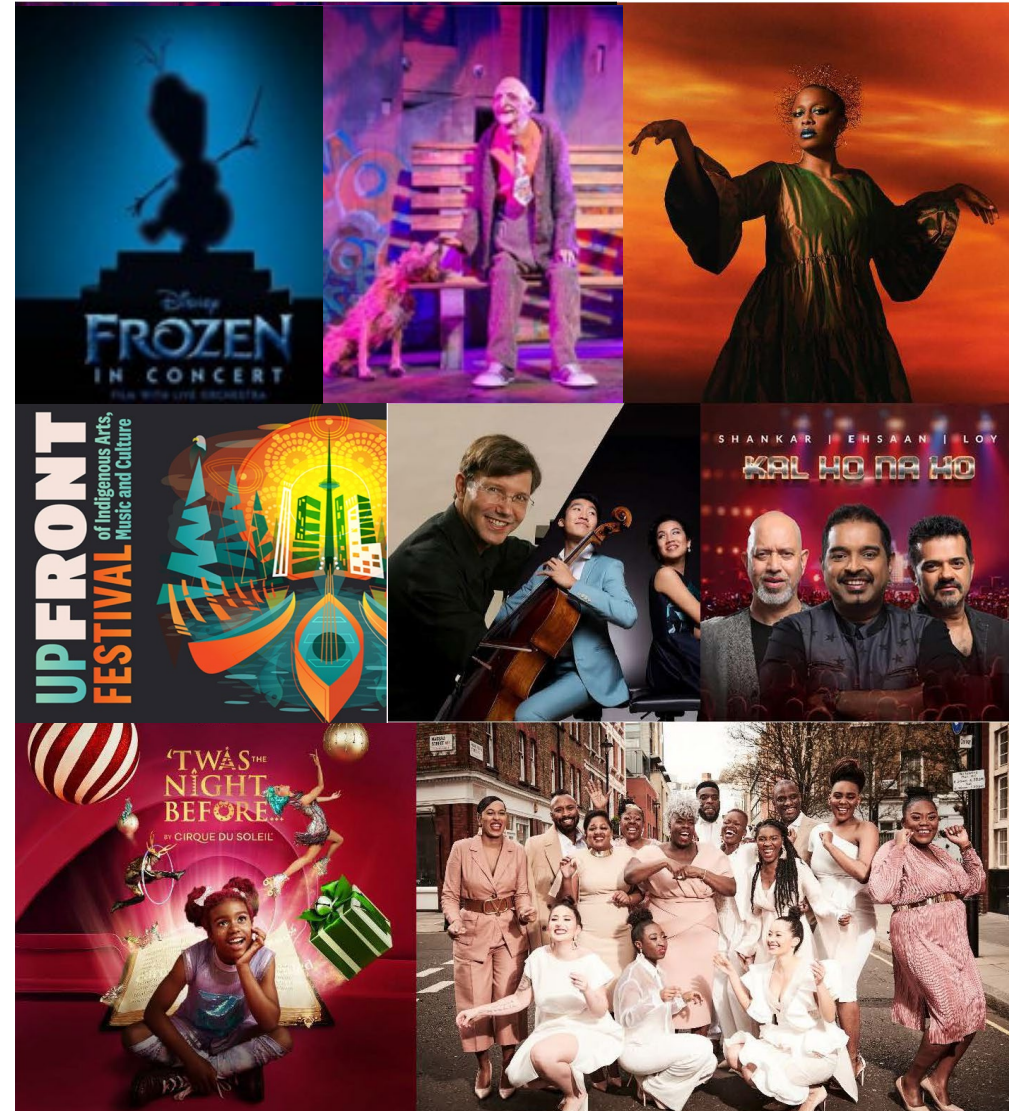
February 27, 2025

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T0 Live

T0 Live Numbers – Q3 and Q4 2024



Venue	Q3	Q4
Meridian Hall	40,577	122,967
Meridian Arts Centre	3,852	18,545
Number of Community Events	24	13



T0 Live Presents Shows - Q3 and Q4 2024

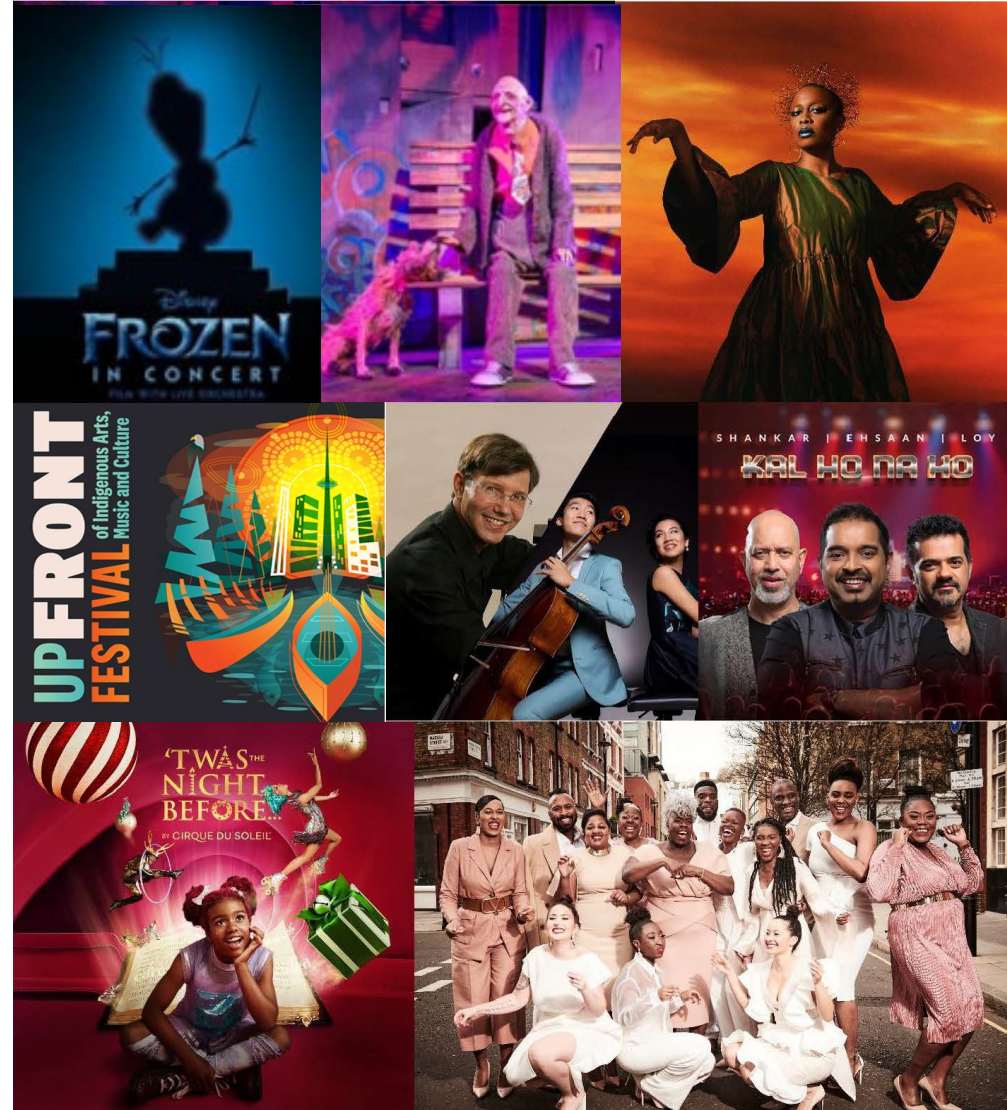


Q3 Shows:

- 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

Marketing (Q3-4 2024)

Content:

Blogs: 2

Videos: 47

Social Media

Impressions:

across TO Live social platforms

1.5M

Eblasts:

Emails Sent: 83

Open Rate: 28.6%

Click Rate: 0.50%

Website Impressions:

2.5M

TO Live Presents Programmes:

Print: 3,500

Digital Impressions: 28,300



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!

London's The Kingdom Choir first grabbed the world's attention when they performed their show-stopping rendition of "Stand by Me" at the royal wedding of Prince Harry and Meghan Markle. Since that day, the Choir's infectious joy and spirit has been seen

Partners

Meridian **TORONTO**

Venues

ST. LAWRENCE CENTRE FOR THE ARTS



YOU'RE MORE
THAN A FACE
IN THE CROWD.

YOU'RE A
MEMBER.



Experience
the Meridian
difference

Meridian

Around here, banking is different.

Publicity (Q3-4 2024)



Hello Namaste, July 17, 2024
“#Kalhonahtour 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](#)

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)

 [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

Thank you!

