

EMBARGO UNTIL SEPTEMBER 3, 2025



**Arts Club Theatre Company and BFL CANADA
Announce Expanded Partnership:
Stanley Stage Renamed Stanley BFL CANADA Stage**

**Five-year sponsorship builds on nearly two decades of support,
securing a bold future for live theatre in British Columbia**

SEPTEMBER 3, 2025, VANCOUVER, B.C. // Traditional territory of the xʷməθkʷəy̓əm, Skwxwú7mesh and səliwətał Nations – The Arts Club Theatre Company is proud to announce BFL CANADA as the new naming sponsor for its flagship venue. Audiences will now experience the incredible work of the Arts Club on the Stanley BFL CANADA Stage. This five-year sponsorship represents both a deepening of BFL CANADA's long-standing relationship with the Arts Club and a significant investment in the future of live theatre in British Columbia.

BFL CANADA, one of the country's largest employee-owned and operated insurance brokerage firms, has been a supporter of the Arts Club for nearly 20 years. Their involvement has ranged from hosting client groups for performances, underwriting major fundraising events, serving as Presenting Sponsor of the Signature Dinner Series, and acting as the Diamond Sponsor of the Arts Club's 60th anniversary Diamond Celebration in 2024. This new sponsorship marks the next chapter in a relationship built on shared values, a passion for the performing arts, and a commitment to building strong, vibrant communities.

"I have always believed in the power of philanthropy, with a focus on building thriving, dynamic communities, which I instilled at BFL CANADA," said **Barry F. Lorenzetti**, CEO, Chairman of the Board, and Founder of BFL CANADA. "Art is essential to the heart of our communities, and we are proud to announce our partnership with the Arts Club Theatre Company as the naming sponsor of the Stanley BFL CANADA Stage, which will be a home for unforgettable stories, shared experiences, and the kind of bold, creative work that connects and strengthens us."

"The Stanley is a Vancouver cultural landmark, and I'm pleased that BFL CANADA can be a part of its history and continue our long-standing partnership with the Arts Club Theatre Company," added **Tom DeCoteau**, Regional Executive Vice President, BFL CANADA. "I have personally been inspired by the work on their stages and the passion they bring to creating meaningful, shared experiences. The Arts Club is truly a one-of-a-kind organization – authentically human and deeply original. I'm proud that we can contribute to both its legacy and its future."

The Stanley has held a special place in Vancouver's cultural life since its reopening in 1998. For the past 20 years, it carried the name Stanley Industrial Alliance Stage, recognizing a remarkable era of partnership. The transition to Stanley BFL CANADA Stage honours that legacy while celebrating a renewed vision for the theatre's future.

“This is more than just a naming sponsorship; it’s a powerful investment in the future of live theatre in British Columbia,” said **Peter Cathie White**, Executive Director of the Arts Club. “We are grateful to Industrial Alliance for their two decades of unwavering support, which helped make the Stanley a cultural landmark. Now, with BFL CANADA’s expanded commitment, we can look ahead with confidence, knowing their partnership will help us continue creating extraordinary theatre experiences for years to come.”

A celebratory naming event will be held at the Stanley BFL CANADA Stage on September 8, 2025, bringing together community leaders, supporters, and members of the arts and business communities to celebrate this milestone.

ABOUT [BFL CANADA](#)

Founded in 1987 by Barry F. Lorenzetti, BFL CANADA is one of the largest employee-owned and operated Risk Management, Insurance Brokerage, and Employee Benefits consulting services firms in Canada. The firm has a team of over 1,450 professionals located in 27 offices across the country. Thanks to its Local International Office Network of independent brokers (LION), BFL CANADA provides clients with privileged access to insurance partners in over 140 countries, helping to support their operations both in Canada and globally.

ABOUT THE [ARTS CLUB THEATRE COMPANY](#)

The Arts Club Theatre Company is situated on the traditional, ancestral, and unceded territories of the Coast Salish Peoples, in particular the *xʷməθkʷəy̓əm*, [Skwxwú7mesh](#), and *səlilwətaɬ* Nations. We invite you to reflect on your relationship to these lands.

The Arts Club is one of the largest not-for-profit theatre organizations in the country and is the principal gathering place for the theatrical arts in British Columbia. Comprising three unique venues across Vancouver, the Arts Club welcomes more than a quarter million guests annually, tours provincially and nationally, and engages students and artists alike through educational and professional programs.

Above all, the Arts Club is dedicated to the advancement of local artists telling stories from around the globe and, in particular, those of our region. From this, we believe that culture expands, an understanding of differences is nurtured, and art bursts forth. The Arts Club was founded in 1964 and is currently led by Artistic Director Ashlie Corcoran and Executive Director Peter Cathie White.

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