

Good For Business

Other sponsorship opportunities are available to all levels of membership, and can be discussed with Theatre Royal Wakefield's Development team:

- Season sponsorship
- Production sponsorship
- Theatre and Room Sponsorship
- Project sponsorship (schools projects, youth projects, community projects, new writing, access)
- Single performance sponsorship

Benefits of sponsorship could include:

- Your company logo on Theatre print (season brochure, programmes, leaflets, website)
- A line credit on every ticket sold for a specific production
- Inclusion in relevant press releases
- Advertisement/ editorial in a specific production programme
- Displays in the Theatre foyer
- The opportunity to hold a hospitality evening with best seats in the house and VIP treatment
- The opportunity to invite the cast to a post-show reception



Photographs by: Alex Ducasow, Heinz Schmidt, Mark Crapper

theatre Royal Wakefield



As the district's flagship theatre, Theatre Royal Wakefield welcomes over 70,000 people each year, bringing thousands of visitors into Wakefield, equating to an injection of £4.6 million additional spend into the local economy. Incoming businesses to an area rightly value a vibrant theatre alongside good schools and infrastructure. In joining one of our corporate schemes, you support the viability of the wider Wakefield District business community as well as fulfilling your own business objectives and corporate social responsibilities via networking events, promotion opportunities, direct communication with our audience demographic, and memorable client entertainment.

Make membership of one of Theatre Royal Wakefield's corporate schemes

part of your marketing mix: we offer marketing opportunities through our website (6000+ unique visitors per month), season brochures (40,000 copies per year), production programmes and e-newsletters (12,000+ opted-in per month).

We also offer entertainment opportunities for existing and potential clients in an unusual venue, providing you and your clients with privileged behind-the-scenes insights, excellent facilities, high quality catering and professional, attentive staff. A private reception space is available in our bar or café areas, before, during or after a performance.

We offer three levels of membership. Each package is flexible, and can be tailor-made to your business:

Level one: BRONZE (£500+VAT)

- Invitations to exclusive networking events: meet key business people from around the Yorkshire region
- Pre-season notification and one week priority booking (3 booking periods each year)
- 15 complimentary VIP tickets for use at our own productions
- Discounted ticket offers to share with staff or stakeholders
- A complimentary programme for every pair of seats booked
- Automatic listing in production programmes
- Listing in season brochure (40,000 copies distributed three times per year)
- Logo on our website- with 50 words of text and a hyperlink to your website- on our Corporate Supporters page

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- The opportunity to hire areas of the theatre (Circle Bar and stage) for corporate hospitality, with canapés and drinks which can be arranged upon request

Level two: SILVER (£1000+VAT)

All of the above, plus...

- An additional 15 complimentary VIP tickets (total of 30 tickets) for use at our own productions
- Logo in production programmes
- Logo in season brochures
- Logo on the website banner which features on every page of our website
- 25% discount for hire of areas of the theatre (Circle Bar and stage) for corporate hospitality, with canapés and drinks which can be arranged upon request
- Dedicated team and event host for hospitality parties of 20 or more
- 10% discount on other opportunities for sponsorship (for discussion with our Development team)

Level three: GOLD (£2000+VAT)

All of the above, plus...

- An additional 20 complimentary VIP tickets (total of 50 tickets) for use at our own productions
- Logo on our Supporters Board in the Theatre foyer
- Promotion through our mailing list three times per year (increasing list currently standing at 12,000 opted-in email addresses)



- Two full page advertising spaces in programmes throughout the year
- 50% discount for hire of areas of the theatre (Circle Bar and stage) for corporate hospitality- with canapés and drinks which can be arranged upon request
- Complimentary reservation of an area in the Circle Bar for a post-show reception for parties of 20 or more (canapés and drinks can be arranged upon request)
- 30% discount on other opportunities for sponsorship (for discussion with our Development team)

If you are interested in joining one of Theatre Royal Wakefield's corporate schemes, please contact **Kate Hainsworth, Head of Development**, on **01924 334 116** or email kate.hainsworth@theatreroyalwakefield.co.uk