



Your Business and the Theatre

Not everyone knows it, but Theatre Royal Wakefield is a charity and does not receive any regular public funding, we rely greatly on the generous support of businesses like yours. By becoming a Corporate Partner at the Theatre, you are helping to enrich lives in the Wakefield District, both on and off the stage.

Theatre Royal Wakefield is a thriving theatre, welcoming over 80,000 attendees annually to a range of productions – from music and dance to comedy and drama. We also engage over 3,000 participants in our learning work for young people and vulnerable adults.

Come & join the thriving corporate community at Theatre Royal Wakefield

You would be joining a growing number of businesses showing their support for the work of Theatre Royal Wakefield. Your support will help improve the audience's experience at the theatre, as well as providing vulnerable and isolated members of the community with the chance to be involved in a range of exciting projects.

84,000 people enjoy one of the **400 performances** that take place at Theatre Royal Wakefield every year. We also provide discounted tickets for many members of the **Wakefield Community**.



Over **280**

tickets were given away as part of our Passport to Theatre project, which would not be possible without our Corporate Support.



Corporate Partners

contribute to bursaries worth **£25,000** to enable participation by disadvantaged young people in our weekly **Performance Academies**.



505

creative learning sessions are delivered to **3,026** participants.



31,000

people annually experience the magic of **pantomime** at Theatre Royal Wakefield.

Over **4,500** visitors attend our

Wakefield Youth Music

Theatre productions.



More than **30,000** people laugh along with our co-productions with **The John Godber Company** while on tour across the UK.



Through partnership, sponsorship and events, the Theatre engages with over



60

local and regional businesses.

Corporate Partnership

Your company will benefit from:

- * Invitations to exclusive networking events and a chance to network with our other Corporate Partners and individual donors.
- * Invitations to our Guest Night performances, VIP tickets, programmes and Meet and Greets.
- * Company logo on Theatre Royal Wakefield website and a hyperlink to your website.
- * Company logo on Corporate Supporters' screens in the Theatre Foyer, Café Bar and Dress Circle Bar, seen by 84,000 audience members annually.
- * Company logo in production programmes including youth musicals and pantomime.
- * Company logo in programmes for John Godber Company productions with work touring nationally.
- * Company logo in season brochure (40,000 copies distributed three times per year).
- * Complimentary tickets to performances at Theatre Royal Wakefield.

Gold: 50 | Silver:30 | Bronze: 15

- * Monthly e-newsletter, exclusively for our Corporate Partners.

Exclusively for Gold and Silver Partners:

- * Bespoke engagement activity or CSR activity tailored to your company's needs.

Exclusively for Gold Partners:

- * Priority booking for all performances at Theatre Royal Wakefield. Including exclusive shows which go on sale midseason.
- * Access to ticket offers for your staff.

Gold £2000 +VAT Silver £1000 +VAT Bronze £500 +VAT

"Our favourite aspect of our Corporate Partnership is the feeling of being part of a friendly "club." You meet lots of your clients, contacts & friends, all there with similar intent, namely to enjoy themselves whilst at the same time supporting what has become a jewel in Wakefield's crown."

- Tim Hill, Jolliffe Cork.

"The scheme has real world business benefits, such as promotion of your company and brand. What attracted us most is the people and culture at the Theatre. It's infectious and you can't help but want to be a part of it."

- Darren McCabe, TechMonkeys.



Photo credit: Emma Vincent

Further Opportunities for your Business

Safety Curtain Sponsorship

- * Have your logo seen by our 80,000 strong audiences attending a performance in the Matcham Auditorium.

Production and Event Sponsorship

- * Align your business with one of our productions or events – such as Pantomime, Gala Dinner, Golf Day or Youth Musical.
- * Bespoke opportunities to maximise impact.
- * Reach a wider audience through our touring productions.

Ticket Wallet Advertisement

- * Promote your business or offer to our customers.

Let's chat - Our team would love to speak with you about your requirements and objectives to create you a bespoke package that will offer a successful return on your investment. Please call Sarah Shooter, Head of Development on 01924 334 116 or email sarah.shooter@theatreroyalwakefield.co.uk.

Theatre Royal Wakefield is owned and managed by Wakefield Theatre Trust (reg charity No. 503597). All details in this print were correct when going to press and can be subject to change.