



sheffield theatres
crucible lyceum studio



Corporate Partnerships and Memberships at Sheffield Theatres

Sheffield Theatres
Regional Theatre of the Year 2013, 2014 & 2017

Sheffield Theatres
is a charity; home
of new writing,
classic revivals and
acclaimed musicals;
home of World
Snooker; home from
home for the local
community.

*'Producing some of
the most innovative
theatre work anywhere
outside of London'*
The Guardian

Annual Audience circa
**1/2
a million**
same size as population of Sheffield

**£40
million**
Economic impact

**330
million**
Snooker viewers



Sheffield Theatres is the heart of the community

The Arts Empower Young People.

- Learning through arts and culture can improve attainment in Maths and English
- Students from low-income families who take part in arts activities are three times more likely to get a degree
- Participation in structured arts activities can increase cognitive abilities by 17%

In 2016 we worked with 12,000 young people. Over the next 4 years we aim to engage all 75,000 school-age children in Sheffield.

An investment in the arts education of young people is an investment in our social, economic and cultural future.



“It teaches you how to get along with people, you start with nothing, just a script and turn it into something. Working together has helped in all things really, not just theatre”

Billy, workshop participant

Using the Arts to Enrich Lives.

Sheffield Theatres is a supportive and joyous place for people living with Dementia.

Music activities help access the creative part of the brain; overriding the stresses of memory loss, elevating mood and restoring a sense of personal identity.

From training our actors to become Dementia Friends, to offering free singing workshops and hosting a Dementia Friendly performance of our Christmas musical, Sheffield Theatres aims to support people living with Dementia to connect with the joy of live theatre.

“Sheffield People’s Theatre gives people the chance to input their skills, their selves, their lives into this process and come out with a piece of work that stands up with the rest of them.”

Fraser, Sheffield People’s Theatre member



Giving Sheffield a Voice.

Sheffield People’s Theatre develops a distinctive voice for Sheffield through theatre. Open to everyone from the ages of 8–86, SPT builds confidence, resilience and a sense of community. We bring together a group of strangers — multi-generational, from different backgrounds — and train them to become a unified Company performing on a professional stage.



Sheffield Theatres Memberships

Corporate Memberships at Sheffield Theatres offer an opportunity to access hospitality benefits such as reserved best-seat tickets, use of private bars and complimentary ticket allocation, whilst supporting the Theatres.

Tickets	Silver Partner £5,000	Corporate Member £3,000	Corporate Member £1,000
Complimentary tickets (per annum)	30	20	6
Access to sold out shows	•	•	•
Benefits for your staff			
£2.50 discount on tickets Mon - Thu	•	•	•
Selected ticket offers throughout the year	•	•	•
10% discount at Crucible Corner	•	•	•
Networking and Business Development			
Invitations to Press Nights	•	•	one per year
Invitation to Annual Business Lunch	•	•	•
CSR Fulfilment			
Demonstrate your commitment to the local community by supporting our Learning & Engagement programme. We will work to find a project that excites you.	• or •		
Unique Elements			
Access to a unique event designed to focus on your business plan e.g. an exclusive event or marketing opportunity.			
Hospitality			
Access to private bars	•	•	•
Complimentary programmes	15	10	3
Accreditation			
Logo credit hyperlinked online and in print	•		
Line credit online and in print		•	•
Reporting and Management			
Annual report of benefit usage	•	•	
Access to account manager	•	•	•

“CITY Taxis partnership with Sheffield Theatres has grown over the past seven years and is a fantastic marketing tool to reach all ages – it’s truly amazing how people engage with the Theatres”

– Paul Gosney, Business Development Manager, CITY Taxis

By partnering with Sheffield Theatres you partner with the whole city. The Theatres encourage community development, create a cultural identity and are part of what makes Sheffield a destination. The Theatres are an international icon.

Gold & Platinum Partnerships (£8,500+)

Tailored to your business needs

Partnerships at Sheffield Theatres have three strands: **CSR Fulfilment**, **Marketing**, and **Hospitality**.



CSR Fulfilment

Make a real difference to our work which empowers people. We'll work together to find a project that excites you.



Marketing

A partnership with Sheffield Theatres helps you enhance brand awareness, reach new customers and build a powerful presence by sponsoring our nationally renowned work on stage.



Hospitality

Offer your clients exclusive access; bespoke events that offer a deeper insight into the productions on our stages. Allow Sheffield Theatres' Events Team to cater your special events in one of our unique spaces.

**“Sheffield Theatres
is one of the UK’s best
run theatres and a
consistent over-achiever”**
The Stage

For more information please contact

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