

# SHEFFIELD THEATRES

## WORKING WITH YOUR BUSINESS

Winner of the Sheffield Business Awards  
Contribution to Visitor Experience Award 2018



Sheffield Theatres Trust is a Registered Charity No. 257318  
and is a company limited by guarantee No. 932254

Sheffield Theatres Crucible Trust is a Registered Charity. No. 1120640  
and is a company limited by guarantee No. 6035820



Supported using public funding by  
**ARTS COUNCIL ENGLAND**



# HOW CAN YOUR BUSINESS MAKE A DIFFERENCE?

Sheffield Theatres is a place for everyone. With your help, we can contribute to the vibrancy in our city by offering a great night out, investing in talent and engaging with our community.

## EMPOWERING YOUNG PEOPLE

Sheffield Theatres' ambition to engage with children and young people is an investment in our city's future. We take the magic of live theatre into schools and bring the creativity of children and young people into the theatre – sparking imaginations, building confidence and raising aspirations.

## ENABLING EXPERIENCES

Launchpad brings together adults with learning disabilities and/or autism to develop skills in performance and theatre production – showcasing their skills, talent and creativity.

**“For people with disabilities you often don't have the opportunity to have a voice. Here you can say what you want to say in a comfortable space in your own way and in your own words.”**

— Doug, Launchpad participant



## ENRICHING LIVES

Sheffield Theatres is proud to be a Dementia Friendly organisation and aims to support people living with dementia to enjoy experiences and activities at the theatres.

**“Support for people living with dementia and their families is a cause close to my heart. I have chosen to sponsor the Sheffield Theatres Dementia Friendly tea dances because they offer a friendly, social environment for people living with dementia to experience the joy of music.”**

— Richard Bolton, R&M Bolton

## CELEBRATING AND SUPPORTING LOCAL TALENT

Sheffield Theatres is committed to supporting artists in the city. Skills workshops, performance opportunities and the Making Room network all help to attract and retain talent in the region.

**“Sheffield Theatres has always had an impressive reputation for its outreach work, as an ethical recruiter we felt partnering with an organisation that had shared values and ultimately improves the lives of local people was a natural choice.”**

— Louisa Harrison-Walker, Benchmark Recruit

# HOW CAN WE HELP YOUR BUSINESS?

Becoming a corporate partner will ensure that your organisation benefits from association with one of the UK's most successful producing theatres.

Our partnership programme offers a level of support to suit every business starting from £1000+VAT per year. Benefits include brand recognition, hospitality, access to sell-out shows and unique events.

You will be joining a network of like-minded businesses as well as demonstrating your commitment to the local community and arts in Sheffield.

Bespoke partnerships can be tailored to fulfil your business objectives and areas of interest, focussing on three key themes:

## CORPORATE SOCIAL RESPONSIBILITY

Your support can help us to deliver projects that make a real difference, engaging with young people in Sheffield or bringing the joy of live theatre to as many people as possible.



## PRODUCTION SPONSORSHIP AND MARKETING

Sheffield Theatres creates bold, award-winning work across our three stages and choosing to support this work as a sponsor can offer high-impact branding opportunities, reach new customers and audiences across the city and build a powerful presence.



## HOSPITALITY AND EVENTS

Host special events for your clients and guests in one of our unique spaces, which offer exclusive access and a deeper insight into the productions on our stages. Alternatively, you could choose to support one of Sheffield Theatres' key events, like the annual fundraising gala or business lunch and benefit from the profile and networking opportunities.

**“We are proud to support an organisation that shares our values; passion, energy and expertise. We have developed a valuable partnership that helps us to meet our business development objectives whilst supporting the work of Sheffield Theatres.”**

— Nicholas Bolton, Investec Wealth & Investment

# CORPORATE PARTNERSHIP BENEFITS

	Silver Partner £5,000	Corporate Member £3,000	Corporate Member £1,000
<b>Tickets</b>			
Complimentary Tickets (per year)	30	20	6
Access to sold out shows	✓	✓	✓
<b>Hospitality</b>			
Access to private bars	✓	✓	✓
Complimentary Programmes	15	10	3
<b>Benefits for your Staff</b>			
£2.50 discount on tickets Mon-Thu	✓	✓	✓
Selected Ticket offers during the year	✓	✓	✓
10% Discount at Crucible Corner	✓	✓	✓
<b>Accreditation</b>			
Credit hyperlinked online and in print	Logo	Line	Line
<b>Networking and Business Development</b>			
Invitation to Annual Business Lunch	✓	✓	✓
Access to account manager	✓	✓	✓
<b>Unique and Bespoke</b>			
Exclusive event, marketing opportunity or opportunity to support a specific learning and engagement project	✓		

All prices are exclusive of VAT

For more information please contact  
 Laura Winson,  
 Partnerships Development Officer  
 0114 201 3831  
[L.winson@sheffieldtheatres.co.uk](mailto:L.winson@sheffieldtheatres.co.uk)

**“City Taxis Partnership with Sheffield Theatres has really developed over the past nine years and it is fantastic that we are about to celebrate our 10<sup>th</sup> anniversary together. The partnership is an amazing marketing tool to reach all ages – it’s truly astonishing how people engage with the theatres”**

— Paul Gosney, CITY Taxis