



Corporate Partnership Scheme

Welcome to Theatre Royal Wakefield's Corporate Partnership Scheme, you are joining a growing number of businesses showing their support for the work of Theatre Royal Wakefield. As a Corporate Partner, you are supporting us in providing fantastic performances and a bustling Participation programme – thank you!

Details of how to access your benefits and perks are highlighted below alongside other details of the scheme. Please do get in touch if we can be of any assistance or if you have any questions.

Getting in touch with us:

Your main contact is **Sarah Shooter**, Head of Development; you can reach Sarah on **01924 334 116** or email **sarah.shooter@theatreroyalwakefield.co.uk**

Isobel Walter, Development and Events Officer may also be able to help with any queries, she can be contacted on **01924 334 115** or email **development@theatreroyalwakefield.co.uk**.

Getting in touch with you:

Alongside this welcome letter you will have received a contact form, please complete this so we have the correct contact details for your organisation.

This form allows you to nominate a main contact, who will receive all the regular correspondences; a VIP contact – who will be invited to Guest Night and anyone else who is authorised to book tickets on behalf of the company or organisation. You can also opt in and out of mailing lists.

Signed Agreement, logo and promoting the partnership:

Alongside this welcome letter and contact form, you will have received an outline of our agreement that confirms all your benefits and/or sponsorship. Please sign the agreement and return it to us at **development@theatreroyalwakefield.co.uk**.

Please also provide us with a high quality logo so we can use this on publications, on our website and on the screen around The Theatre building.

We will also provide you with the following that you can use to promote our partnership:

- A logo that can be added to your email signature.
- A poster that can be displayed in your reception or office marking the partnership.
- A logo that you can add to your website or other marketing material.

Promoting the theatre and our work:

We also have a number of leaflets that promote the wider work of The Theatre. We ask that if you have a reception area, you display our season brochure and any other appropriate leaflets such as our legacy or membership leaflets. You will be asked on the contact form about this.

If you are on social media or LinkedIn, please like our pages and share/comment where possible. We will do the same and actively try to promote our partnership and your work.

Your Benefits:

As a [GOLD/SILVER/BRONZE] Partner, you and your colleagues can access a number of benefits. Below outlines how you can access these and what to expect out of your Corporate Partnership.

Networking Events

You will receive exclusive invitations to Networking Events with other Corporate Partners and Circle Level Members of our Individual Members Scheme. We aim to deliver a minimum of four events a year that offer opportunities for you to meet and network with others in the scheme.

Gold and Silver members will be invited to exclusive backstage opportunities and access events for you and your staff.

Guest Nights

As part of your Corporate Partnership Scheme membership, you will receive invitations to our VIP Guest Nights here at Theatre Royal Wakefield. Guest Nights take place on all Theatre Royal Wakefield produced shows: Pantomime, Wakefield Youth Music Theatre productions and John Godber productions*.

Each Corporate Partner is entitled to two tickets for the Guest Night performance, a programme and drinks vouchers for the after show drinks. These events are a great opportunity to network with other Corporate Partners, Sponsors and Circle Level Members. These tickets are only transferable to another suitable staff member who can make use of the networking opportunities, please contact Sarah if these tickets need to be transferred.

Two to three weeks before the performance, you will be emailed with a link that allows you to choose your seats and book your tickets. However, dates will be advertised in advance through the Corporate Newsletter. When you arrive, come and say hi to the Development Team, who will be located in the foyer area, so we can give you our programme and after show drinks vouchers. Don't forget to join us after the show for a drink and a chat, where possible we invite the cast to join us.

Corporate Newsletter

Another benefit of is the Corporate Newsletter that is distributed monthly. This is an e-newsletter and will keep you up to date with what is going on at the Theatre, updates on what your support is funding, as well as updates and offers from other Corporate Partners.

If you would like to feature something in the newsletter, please get in touch or send your copy to Sarah at development@theatreroyalwakefield.co.uk

Company Logos

Your company logo will be featured on the screens in the Theatre foyer, Café Bar and Dress Circle Bar. Also appearing on Theatre Royal Wakefield's Corporate Partners webpage, in the season brochure and Theatre Royal Wakefield production programmes. It will also appear in the company logo in programmes for John Godber Company productions with work touring nationally*.

Booking Tickets and Priority Booking

One of the benefits of your Corporate Partnership is complimentary tickets; you are welcome to use these tickets for yourself, colleagues or customers, or any other way you see fit. We are always happy to share any promotions or offers you run, to give away any of these tickets.

*with occasional exceptions when the production is not a co-production

Gold and Silver Members will be contacted by email 10 days before each new season goes on sale or when a show goes on sale mid-season. During this time, you will be able to book tickets on a first come first served basis for all shows.

Bronze Members will be contacted by email the day before tickets on general sale, again tickets are sold/allocated on a first come first serve basis. Only people you have authorised will be able to book tickets and only the main contact will be able update this.

In our Matcham Auditorium, we have 10 seats in the Dress Circle (C10 – C19) which are our designated Private Property Seats. These are the best seats in the house and therefore allocated to you, our wonderful Corporate Partners. You can book these seats as part of your ticket allocation.

As there are only 10 seats available for our Corporate Partners for each performance, it is important that you book them where possible in the priority-booking window. Tickets can be booked outside this priority-booking window but we cannot always guarantee availability. We will try wherever possible to fulfil your request. You will be capped at two tickets per performance, but of course, you are welcome to purchase the extra tickets!

If you need accessible seats please speak to us and we will do our best to accommodate your request and move you to a more suitable part of the auditorium.

For Pantomime, Wakefield Youth Music Theatre productions and John Godber productions* there is greater flexibility for the number and location of your seats and the above restriction does not apply. We are able to do large group bookings for these shows, you can also speak to us about wrap around opportunities such as drinks vouchers, programmes, ice creams and room hire for staff parties.

Occasionally, for very high demand shows we are unable to offer any complimentary tickets, but will ensure you get the opportunity to purchase tickets in the priority-booking window.

Gold Members will also get access to ticket offers for you and your staff, which will be emailed to your main contact to allow you to share across your staff team.

Additional Silver and Gold benefits

Any bespoke or additional benefits that have been agreed will be outlined on your agreement. You will have the opportunity to speak to Sarah about how these are delivered.

Other opportunities for you and your business or other ways to support the Theatre

Theatre Royal Gala Meal and Performance and Golf day: Each year we host a Fundraising Gala Meal and Performance event. There are many ways you can get involved, from booking a table for you, your clients and staff to sponsoring the event. You will be kept up to date with any opportunities through the e-newsletter.

We also host an annual golf day; it is a great business networking opportunity for any keen golfers in your business. Why not consider entering a team or sponsoring the event?

To either book for the Gala or Golf Day or to find out more about sponsorship, email Sarah on sarah.shooter@theatreroyalwakefield.co.uk

*with occasional exceptions when the production is not a co-production

More details can be found on our website:

<https://www.theatroyalwakefield.co.uk/whats-on/category/fundraising>

Hiring a space: We have a number of different spaces that can be hired to support your events and meetings. From a small meeting in one of our bars to a product launch on the Matcham stage. Why not get in touch to discuss options, Corporate Partners get a 10% discount on any hire fees and charges.

We can also support you hosting clients and potential clients at shows – talk to us about private pre-show tours, pre-ordered drinks and use of private spaces to entertain.

To book or enquire about hiring a space email Isobel on development@theatroyalwakefield.co.uk

More details of what is on offer, can be found here:

<https://www.theatroyalwakefield.co.uk/venue-hire>

Advertising your business: We offer several opportunities for you to promote your business to our audiences and participants.

Why not consider:

- Taking an advert in our Wakefield Youth Music Theatre programme or Pantomime programme
- Advertise on the bottom of our print at home tickets/e-tickets
- Advertise on our Safety Curtain

More details of all these offers can be found here:

<https://www.theatroyalwakefield.co.uk/support-us/corporate-partnerships>

Sponsorship: Opportunities also exist to sponsor one of our Youth Musicals or Pantomime. You could sponsor Pantomime and get your business added into the script or part of the performance such as the accessible performances offering additional access to our amazing theatre. If this is something of interest get in touch with Sarah, so we can have a chat about possibilities, email Sarah on sarah.shooter@theatroyalwakefield.co.uk

Staff fundraising: Could we be your Charity of the Month/Year? Do you offer match funding to employees?

We are always looking for companies and individuals to take on fundraising activities for the Theatre. Would there be any opportunity to host an event at your office to raise some funds? Perhaps a coffee/cake morning or something sponsored. Is anyone planning to run a 10k or marathon and looking for a charity to support. We can support any staff who are interested and willing.

www.theatroyalwakefield.co.uk/support-us/fundraise
or email development@theatroyalwakefield.co.uk

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