

A man and a woman in period costumes are standing on a balcony. The woman is on the left, wearing a light-colored, sleeveless dress with a ruffled bodice and a long skirt. She has long, wavy hair and is looking upwards with a slight smile. The man is on the right, wearing a blue and gold patterned jacket with a high collar and a ruffled sleeve. He has short, dark hair and is pointing upwards with his right hand. They are both looking towards the top right of the frame. The background is dark, and the scene is lit with dramatic, low-key lighting. A wooden balcony railing is visible in the foreground.

OP

OXFORD
PLAYHOUSE

SPONSOR

OXFORD PLAYHOUSE

SPONSORING OXFORD PLAYHOUSE

Our offer to local businesses

Oxford Playhouse has a long, rich history of bringing the best UK and international theatre to the people of Oxford. Sponsoring Oxford Playhouse offers a unique opportunity to align your brand with a much-loved institution, promote your business to an influential local audience, and make full use of our beautiful spaces in the heart of the city.

You will be able to inspire and reward your clients and employees, while also directly supporting the theatre and ensuring our work can be enjoyed by the widest possible public, now and in the future.

Levels and benefits*:

BRONZE

£2,000 + VAT p.a.

- Sponsor 1 week-long production.
- 4 weeks half page colour adverts in our theatre programmes.
- 10 free tickets, programmes and interval drinks to be used for staff or client engagement.
- 10% discount on catering and room hire.
- Generous discounts on drama-focused training for your staff.
- Sponsor crediting on our website, programme, brochure and in our foyer.

SILVER

£3,000 + VAT p.a.

- Sponsor 3 productions.
- 6 weeks half page colour adverts in our theatre programmes.
- 10 free tickets, programmes and interval drinks.
- 10% off tickets to see selected shows at Oxford Playhouse for your staff.
- 10% discount on catering and room hire.
- Generous discounts on drama-focused training for your staff.
- Sponsor crediting on our website, programme, brochure and in our foyer.

*These are examples. We design each agreement to suit the needs of the sponsor



GOLD

£6,000 + VAT p.a.

- Sponsor 5 productions.
- 3 months free advertising – half page colour adverts in our theatre programmes.
- 25 free tickets, programmes and interval drinks.
- 20% off tickets to see selected shows at Oxford Playhouse for your staff.
- 15% discount on catering and room hire.
- Generous discounts on drama-focused training for your staff.
- Sponsor crediting on our website, programme, brochure and in our foyer.

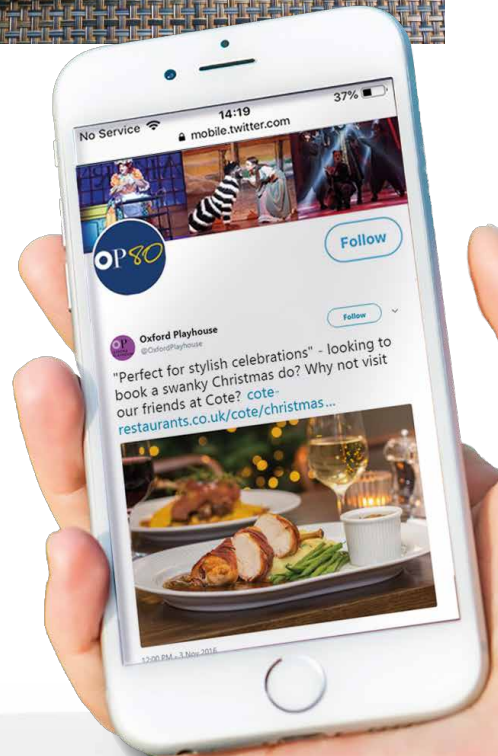
PLATINUM

£12,000 + VAT p.a.

- Sponsor 10 productions.
- 6 months free advertising across the year – full page colour adverts in our programmes.
- 30% off tickets to see selected shows at Oxford Playhouse for your staff.
- 50 free tickets, programmes and interval drinks.
- 20% discount on catering and room hire.
- 3 bespoke behind the scenes experiences of Oxford Playhouse for you and your clients.
- Generous discounts on drama-focused training for your staff.
- Sponsor crediting on our website, in our programmes, brochures and in our foyer.

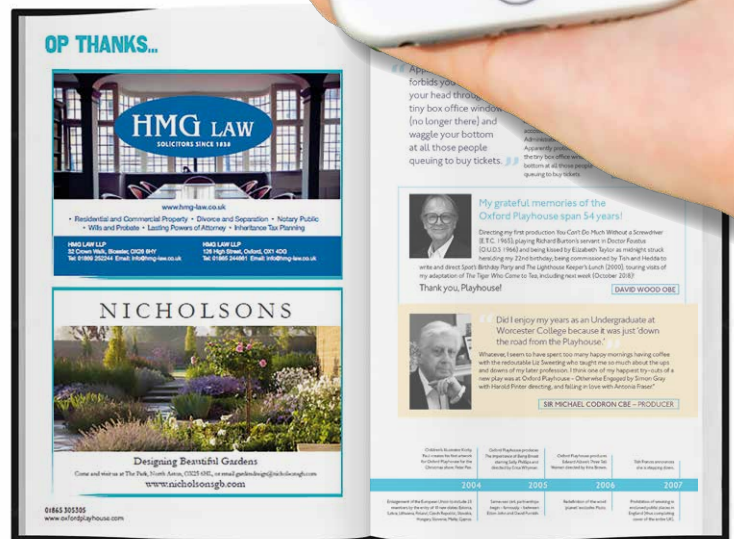
OUR REACH

- 150,000 visitors a year, mainly from Oxford and the rest of the county. Most popular postcode is OX2.
- 25% of our audience visit 2 times or more a year.
- 14,000 people through our door each month.
- 70,000 unique visits to our website each month.
- Each month we send 140,000 emails with a 25% open rate.
- 25,000 people on our postal list.
- 27,000 on Twitter, 12,000 on Facebook.



Typically, sponsoring a production will include

- Your logo on the show's web page with a link through to your website.
- Your logo on our foyer screen during the run.
- Your posters in our circle bar.
- Your flyer/e-flyer included in our marketing materials for the show.
- Your offers posted on our social media sites.



Contact:

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Front cover: Shakespeare in Love
Photo credit: Peter Le May