

malvern theatres

Sponsorship Opportunities



malvern-theatres.co.uk



Malvern Theatres

Every year Malvern Theatres welcomes hundreds of thousands of highly-engaged visitors through its doors to enjoy the venue's world-class entertainment.

- ★ Open **364 days a year**, Malvern Theatres offers a unique year-round opportunity to communicate your brand messages to its engaged audiences
- ★ Malvern Theatres boasts the **finest quality touring theatre and entertainment**, attracting interested and intelligent audiences both in person and online
- ★ Architecturally celebrated, Malvern Theatres is a **destination venue** set in historic landscaped gardens that offers an unusual opportunity for **premium corporate hospitality**
- ★ Malvern Theatres is an **arts charity**. By supporting the theatre, businesses are also helping their community

Malvern Theatres sets a benchmark for the arts, offering the finest West End shows, as well as quality drama, concerts and talks.

Timothy West, Actor

About Us

World-class entertainment: Malvern Theatres delivers the finest touring theatre, concerts, films, family entertainment, talks and workshops for all

Destination venue: Situated in the historic landscaped Winter Gardens, the architecturally celebrated Malvern Theatres boasts two auditoria, a cinema, restaurant, magnificent foyer and a private rooftop terrace

Stars of the stage and screen: Malvern Theatres attracts world-famous actors and performers to the town, creating a fresh excitement every week

Engaged audiences: Malvern is famous for its intelligent and loyal audiences

Developing young minds: Malvern Theatres offers tailored productions and workshops, as well as volunteering, acting and work experience opportunities to inspire and train the next generation of audiences and arts professionals

Hospitality and conferences: Malvern offers a variety of unique hospitality and conference options in an unrivalled venue

Malvern Theatres is an excellent venue for hosting a symposium, conference or festival.

Dr Adrian Burden, Founder, Malvern Festival of Innovation



Our Audiences

- ★ **265,000 tickets** sold every year
- ★ 80% of ticket buyers are **ABC I**
- ★ Bookers spend around **£50 on live theatre** every year
- ★ Audiences spend around **3 hours in the building** every visit
- ★ Bookers spend **£2.3million in the town**
- ★ Malvern Theatres books more than **£75,000 worth of hotel rooms** every year
- ★ 90% of visitors **travel by car**
- ★ **32% of visitors travel for less than 30mins**, while **62% travel for up to 90mins**, coming from Gloucestershire, Herefordshire, Birmingham and beyond

“ We deliver one of the most diverse programmes of plays, musicals, concerts, dance, broadcasts, films, children’s theatre, talks and workshops available under a single roof anywhere in the country. ”

Nic Lloyd, Chief Executive, Malvern Theatres



Our Members

- ★ Malvern Theatres boasts more than **3,700 members**
- ★ Members buy around **£73,000 worth of tickets** every year
- ★ They usually visit **10 times a year**
- ★ Members' average annual **spend on tickets is £320**
- ★ Nearly **100 members pay up to £1000 a year**, while more than 200 pay up to £575, and more than 2,500 pay £51 a year

*“Top-grade productions in beautiful theatres,
set in stunning countryside. Actors love playing
Malvern, and audiences love going*

Neil Pearson, Actor

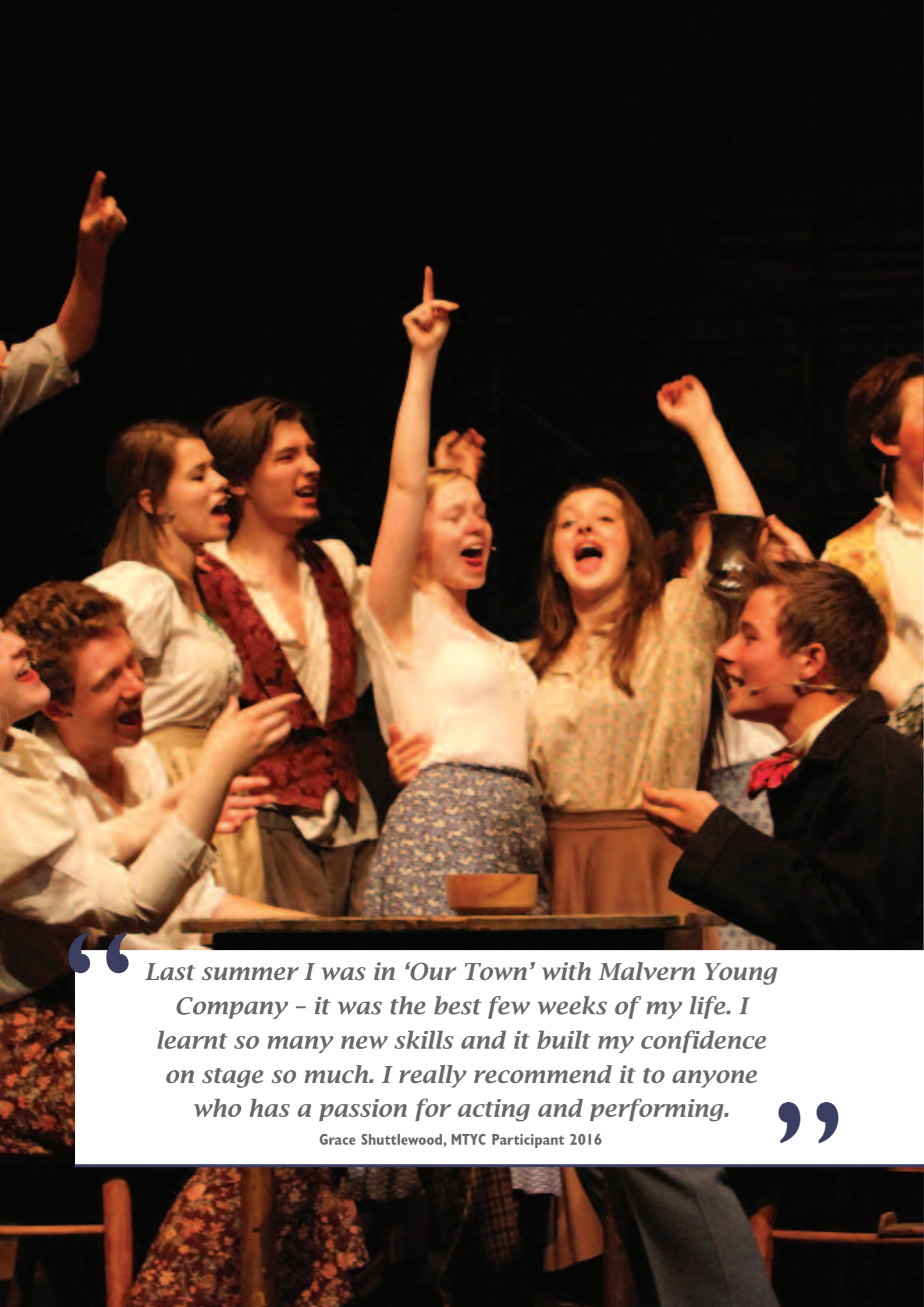
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Pantomime

- ★ **42 performances**
- ★ Around **30,000 tickets** sold every year
- ★ An **all star-cast in town** over the Christmas holiday, creating celebrity-endorsement opportunities
- ★ **Two shows** a day
- ★ Almost uniquely **family audience**
- ★ **Opportunity to engage** with a family audience

“Our whole family goes to the pantomime every year - it's our favourite Christmas tradition.”

Amanda Abbott, Audience Member



Young Company and Workshops

- ★ **Six critically-acclaimed productions** since being established in 2012
- ★ More than **11,000 audience members**
- ★ **126 young cast** members
- ★ 25% of participants are now **studying or working professionally** in the arts
- ★ **Thousands of tickets** issued for art, dance and music workshops, including specialist workshops for toddlers, children, young adults, adults, over 55s and people with disabilities

Last summer I was in 'Our Town' with Malvern Young Company - it was the best few weeks of my life. I learnt so many new skills and it built my confidence on stage so much. I really recommend it to anyone who has a passion for acting and performing.

Grace Shuttlewood, MTYC Participant 2016



Why Support Malvern Theatres?

Brand awareness: By using our communication channels, businesses can build brand awareness in a variety of creative ways

Brand alignment: By partnering Malvern Theatres, your brand can benefit from our status as one of the country's leading arts venues

Discerning audiences: Malvern's predominantly ABC1 audiences are highly engaged with the theatre and our partners

Enchanted clients: Your clients and staff will be impressed by the memorable hospitality experience of attending a first-rate theatre

Shop local: Less than 1% of Malvern Theatres' turnover is publicly funded and yet we contribute £17 million to the local economy every year. By supporting the theatre, you are also supporting the entire region

Community: Malvern is committed to making the theatre accessible to all, you can help make this a reality

Malvern Theatres can help you realise your own business objectives, while also supporting the region's major arts venue

Emma Maggs, Head Of Fundraising, Malvern Theatres

From £1,500

Marketing Reach

- ★ **270,000 brochures printed** every year
- ★ **60,000 brochures are mailed** direct to doorsteps three times a year
- ★ **91,000 email database**
- ★ More than **5 million page views** of malvern-theatres.co.uk every year
- ★ **16,000+ Facebook** fans and **8,000+ Twitter** fans

Marketing Opportunities

- ★ Brochure advertising
- ★ Online advertising
- ★ Enews advertising
- ★ Social media mentions and competitions

“
Malvern Theatres offers fantastic brand opportunities in a cultural cornucopia.

King's School

”

From £1,500

Showcasing and Sponsorship



Malvern Theatres' spacious and busy venue with its diverse and high-quality programme offers an unparalleled opportunity to introduce and showcase your brand to a highly-engaged audience.

- ★ Opportunities for **pre-show sampling**
- ★ Space to create **immersive experiences and engagement opportunities**
- ★ **Targeted sponsorship** of one-off or a range of themed events: a package could include display marketing, meet and greets, signed merchandise, online association, social media promotion

“As a local, family owned dealership, we're delighted to be able to help another independent Malvern business, especially one as important to the town's economy as Malvern Theatres.”

Jack Davis, Hills Ford Marketing Manager



For more information on supporting Malvern Theatres, please contact:

Emma Maggs

Head of Development

Direct line: 01684 580954

emma@malvern-theatres.co.uk



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