

Performance Partnership Proposal Puss in Boots 2019

'Playing your part in supporting Coventry as the UK City of Culture 2021, by putting your business centre stage at the Belgrade.'

The Belgrade Theatre Trust is a registered charity (number 219163) and so all the money given, raised or earned is reinvested in the work that we do – ensuring that we can continue to develop our artistic and educational work and remain central to the communities that we serve.

Your support as a Performance Partner (sponsor) will play a significant part in helping us to achieve this, and will enable the theatre to continue to:

- offer free and accessible community and educational activities and theatre groups;
- develop local and new talent and produce ground breaking productions; and
- remain a valued and well-loved part of the city and wider region for many years.



Supporting the Belgrade will enable you to

- Gain exposure to thousands of potential customers and develop your brands image with untapped audiences
- Enhance support and visibility of your support of Coventry's cultural offerings, particularly in the build up to City of Culture 2021
- Contribute to providing vital funds for the charity, in support of our community, education and talent development work showing your businesses commitment to Corporate Social Responsibility investment in the region



Exposure

The Belgrade Theatre attracted £10.5 million equivalent value of press coverage, and generated £8.4 million worth of local economic impact last year. On average, 47% of our audiences come from within the City of Coventry and 50,000 people visited the theatre during the Christmas period.

To give you an idea of our reach, we have approximately:

- 60,000 on our Season Brochure mailing list
- 33,200 Twitter followers of the main Belgrade Theatre account (@BelgradeTheatre)
- 1,150 Twitter followers of the Belgrade Business account (@BelgradeinBiz)
- 23,300 Facebook Likes, with 23,700 following the Belgrade and 56,000 'checked-in' last year
- 1,650 LinkedIn connections
- 22,000 unique visitors per month to our website www.belgrade.co.uk



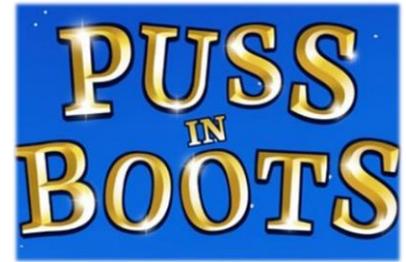
The Belgrade Theatre strongly champions the right of every member of our community, to engage with their world through drama – supporting education, inspiring imagination and developing key social and employment skills. It is vital that this work continues, but it cannot do so without the help of our kind donors and corporate partners.

Partnership Benefits

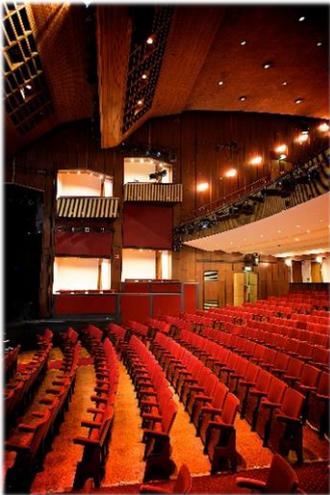
In return for your support you will receive the following:

- 40 best available tickets at one performance of Puss in Boots
- VIP space for your guests to relax pre-show and during the interval
- 1 pre-show drink per guest and interval ice cream tub
- Private host to look after your guests
- Exposure*
 - Blog release of your support
 - Acknowledged on social media as a supporter of the Theatre and in the programme**
 - Exclusive promotion of your business, on a plasma screen, on the day of your selected show

**subject to print deadlines



All benefits can be amended and we would be delighted to develop a bespoke package to meet your specific requirements. Cost may vary depending on benefits



To discuss your potential support, please contact Maddie Difford at corporates@belgrade.co.uk or call 024 7684 6728.

If you have seen a show at the Belgrade that you would like to sponsor or entertain clients at, please contact us so we can send you a bespoke package.

Thank You for your Support.

*Additional PR activity could include:

- Full page advert in the Pantomime Programme
- Advertisement displayed on the iron curtain for a set amount of performances
- Press activity including press release and radio mention
- Advertisements displayed in the main foyer including windows
- Scheduled social media activity with the cast and promotions

