



## Horsecross – Play your part!

Horsecross offers one of Scotland's most varied and ground breaking programme of performances and events across its two venues – Perth Theatre and Perth Concert Hall. The award winning Horsecross team has already established a reputation for adventurous programming, unique commissions, world class artists and community participation; we want to be at the heart of community life and for our venues to be a destination and a resource base for the whole community.

Our venues attract an eclectic audience to our varied programme of events; on average 155,000 attendances per year; 12% outwith Scotland, 35% outwith Perthshire and the remainder from the rural/metropolitan flourishing area of Perthshire. This is in addition to 20,000 + conference delegates, 200,000 online visitors, and thousands of customers who visit our cafés, bars and restaurants. Our core visitor base is an ABC 1 audience.

Horsecross is a registered charity and relies on individual and corporate support to continue programming our critically acclaimed performances, increase access to Horsecross's cultural resources, promote popular participation and work with communities who need us most. Your support is gratefully acknowledged.

Take a bow! Horsecross has won 28 awards in 5 years.

# Please see if the sponsorship opportunities listed inspire you!

Many of these opportunities include links from our website and acknowledgement of your company's support in our brochure – 55,000 copies produced 3 times a year; distributed throughout Perthshire, Dundee, Stirling, Edinburgh and Glasgow. Plus tickets to see our performances.

## Seat sponsorship

The seats in our auditoriums are looking for a friend or a sponsor. You could buy a special gift for a friend, loved one, a business, a school or a team. Whether it is for a special occasion such as a birthday present, anniversary, or in memory of a loved one.

To sponsor a seat costs between £125 and £175 and the plaque will remain on the seat for a minimum of 5 years. If you would like a seat to be remembered for life this can also be arranged – at a little extra cost.

## Community sponsorship

Right at the heart of our success is our ambition for Perth Concert Hall and Perth Theatre to be at the heart of community life. The concert hall is a flagship venue leading the regeneration of the city centre but to succeed it also needs to be rooted in the local community and be accessible to people of all ages and abilities and from all walks of life. Help us to realise our mission by sponsoring the Horsecross community team to continue their education and outreach work in community settings throughout Perthshire. Sponsorship starts at £400.

## Sponsor our 1st night theatre productions

Horsecross produces 5 mainstage plays from September through to April. On our 1st night we invite VIP's along for a great night out. Sponsorship of these nights allows you to have a company profile both in the main auditorium and our hospitality areas before, during and after the performance. Our Redrooms restaurant is home to the drinks and canapés reception following the performance and this is the perfect opportunity to meet the movers and shakers of Perth! This unique opportunity to get your company seen and heard costs £750.

## Sponsor Horsecross's ticket wallets and brochure

A perfect branding opportunity to reach ALL of our customers: local communities, families, business people, regional, national and international audiences. Raise your profile by taking this exclusive position on the outside and inside of our ticket wallets or on the covers of our brochures, inserts into both can also be included. Please contact us for more information.

## Sponsor a dressing room

We have many dressing rooms at both of our venues and these are used by hundreds of performers, musicians and dancers throughout the year; in 2007 we hosted 391 performances! Have your company name, logo, or welcome message on the door of these rooms for a 3 year period. Price available on request.

## Safety curtain sponsorship

On average, 55,000 customers come to our performances at Perth Theatre every year and your company name/logo could be projected onto our safety curtain either before or during our performances. This excellent advertising opportunity within our beautiful auditorium can be for one 3 week long production, one season, or one year. Raising your profile in this way starts at £2k.

## Sponsor our conference activities

Hoping to connect with the corporate market? Guarantee exclusive reach to 20,000+ conference delegates – local, regional, national and international. Sponsor our conference activities and make your goods or services available to all our delegates. How? Branded mints, sweets, stationary boxes, memory sticks or any other type of freebie giveaways! Please contact us for more information.

## Sponsor our performances

Great opportunities exist to sponsor one performance, a 3 day music festival, a month long run of our Christmas show, a theatre season or an entire concert series; from Southern Fried, Perth's Festival of American roots music, to Schubertiad, the UK's only celebration of the life and work of Schubert!

**Benefits include:** access to new markets through our customers, new distribution and sales channels that benefit and grow your business, brand awareness in all our marketing material and in our venues, exciting PR opportunities in press and media, hosting and corporate entertainment opportunities, discounted meeting and training rooms, staff benefits including complimentary tickets and backstage tours, high profile demonstration of your corporate values and positive brand identification. These excellent opportunities opportunity can be packaged to suit your needs. Price available on request.

## Bar, café and restaurant sponsorship

With two busy cafés, bars and restaurants, offering great visibility inside and outside on banners, posters, displays and other media we can help raise your company's profile. You can also use gobo projections to shine your company name inside our venues or outside our venue so both customers and the general public will remember. A shining opportunity! Prices start at £750.

## Donations

If you simply just want to donate to us please visit [www.cafonline.org](http://www.cafonline.org) where you can give a one-off payment or set up a monthly direct debit under individual giving. Or, as a company, you can encourage your employees to donate through a payroll giving scheme. CAF can also arrange leaving a gift in your will and this is an amazing way for your generosity to last beyond your own lifetime.

If any of our packages don't fit your individual or business requirements we're happy to explore alternative options.

For more information on any of the sponsorship opportunities listed please contact Louisa Jacobs, Business Development Manager on **01738 477721** or email [ljacobs@horsecross.co.uk](mailto:ljacobs@horsecross.co.uk). Alternatively, you can write to us at Perth Theatre, 185 High Street, Perth, PH1 5UW.

**We look forward to hearing from you!**

Registered name Horsecross Arts Ltd. Registered in Scotland no 301328. Charity no SCO22400.

