

A Brief Introduction

The Theatre Royal Bath is a beautiful Georgian building in central Bath. It is internationally renowned with a wide variety of high-quality productions. The loyal audience and influential supporters of over 400,000 people per year mostly live within a 50 mile radius of the city, with some coming from South Wales, Somerset, Wiltshire, Dorset, Gloucestershire and London.

You can have a fantastic evening starting with drinks in the elegant and exclusive 1805 Rooms, excellent seats for a superb performance and dinner before or after in either the 1805 Rooms or the Vaults Restaurant. Select the show that you would like to be associated with – from drama, opera, comedy and dance, there is something to suit all tastes – and the mid-week performances are great for corporate entertainment. With promotional opportunities such as directly addressing our 75,000 strong mailing list or raising your profile amongst 5,000 theatre-goers per week, sponsorship is a very tax-efficient and enjoyable way to promote your business.

There are three theatres with very diverse audiences.

Main House

- ◆ beautiful auditorium dating from 1805
- ◆ well-known plays with household-name stars
- ◆ audience predominantly ABC1, aged 35+, professionals
- ◆ wide variety of shows to suit different tastes
- ◆ mid-week performances for corporate entertainment
- ◆ elegant and exclusive dining rooms (1805 suite)

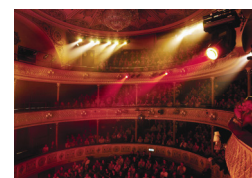
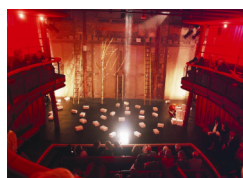
Ustinov Studio

- ◆ ten years old, intimate modern theatre (due to re-open Spring 2008)
- ◆ predominantly younger, more spontaneous audience, aged 14+
- ◆ exploratory, cutting-edge drama
- ◆ showcase for locally produced work

the egg

- ◆ award winning new theatre for children and young people
- ◆ growing family audience, aged 1+
- ◆ accessible performances by young people and professional artistes
- ◆ home of highly popular Young Peoples' Theatre
- ◆ base for county-wide outreach work for schools & disadvantaged children and for community projects

Main House
Ustinov Studio
the egg



Season Sponsorship

Extensive regional promotion over a prolonged period with exclusive entertaining opportunities

Branding & Marketing

- ◆ Your logo on the front cover of 130,000 brochures
- ◆ Your logo on the Theatre's Seasonal publicity and advertisements
- ◆ Your company logo on the Theatre website
- ◆ Direct targeting our 75,000 strong mailing list
- ◆ Your logo on the cover in Theatre's own programmes
- ◆ Prominent foyer display
- ◆ Your company name on all tickets sold during the season
- ◆ Your company name in all media releases about the production

Hospitality

- ◆ Agreed number of complimentary and discounted tickets
- ◆ Private receptions and use of the 1805 rooms
- ◆ Attend post show discussions if scheduled
- ◆ Backstage tours during the production week

Leading Role

A high profile opportunity for exclusive promotion and entertaining with extensive marketing.

Branding & Marketing

- ◆ Your logo on the associated production page of 130,000 brochures
- ◆ Your logo on the Theatre's production publicity and advertisements
- ◆ Your company logo on the Theatre website
- ◆ Direct targeting our 75,000 strong mailing list
- ◆ Your logo on the cover and advertisement in Theatre's own programme
- ◆ Prominent foyer display
- ◆ Your company name in all media releases about the production

Hospitality

- ◆ Agreed number of complimentary and discounted tickets
- ◆ Private receptions and use of the 1805 rooms
- ◆ Attend post show discussions if scheduled
- ◆ Backstage tours during the production week

Supporting Role

A multi-production package of great entertainment benefits and promotional opportunities

Branding and Marketing

- ◆ Association with up to four productions per annum
- ◆ Your logo on the cover and advertisement in Theatre's own programme
- ◆ Your company logo on the Theatre website
- ◆ Your company name in all media releases about the productions

Hospitality

- ◆ Agreed number of complimentary and discounted tickets
- ◆ Private receptions and use of the 1805 rooms
- ◆ Attend post show discussions if scheduled
- ◆ Backstage tours during the production weeks

Main House

