

Make the Business Associates Scheme Part of Your Marketing Mix



Marketing Opportunities

- Listing and logo of your company in our season brochure (40,000 copies distributed three times a year)
- Your logo in our various programmes throughout the year, i.e. the Classical Series, Pantomime
- Opportunity to advertise on North Devon Theatres' website homepage
- Opportunity to promote your business via our eNews three times a year (increasing list currently standing at over 5000 opted-in email addresses)
- Opportunity to have your own A3 poster case in each of our venues
- You will be part of a scrolling advert for Business Associates on the plasma screens in the foyer at both venues indicating your support for North Devon Theatres
- Your business name will be displayed in the foyer of both theatres along with space to display your literature
- Discounted rate on the auditorium advertising

Other Advantages

- Entertain your employees, existing and potential clients in an attractive venue, providing you with privileged behind the scenes insight
- Priority booking
- Concessionary tickets for your employees
- Show that your business supports local good causes; North Devon Theatres' Trust is a registered charity (1027553)
- Tax advantages – Business Associates costs should be allowable against tax as part of the marketing portfolio

We offer three levels of membership. Each package is flexible, and can be tailor-made to your business:



Level one: Gold (£2000 +VAT)

- £350 worth of complimentary VIP tickets for use at either theatre
- Free solus advert banner on Theatres website homepage
- The opportunity to raise your business profile by sponsoring one show a year (for discussion with our Development team) with the following package **free**:
 - 12 VIP tickets for the evening
 - A signed complimentary programme for every pair of seats booked (when possible)
 - Pre show and interval canapés and drinks in a dedicated space
 - Company name and logo projected in the auditorium (when possible)
 - Logo on all our marketing and publications
- Pre-season notification via eNews and one week priority booking (before the general release of each season brochure)
- Last minute tickets (on the day, before 11am), even for shows that are sold out (first come, first served)
- Discounted ticket offers for employees
- Invitation to exclusive networking events: meet key business people from around the region
- A3 dedicated poster case for your company's advertising in each venue
- Opportunity to promote your business via our eNews three times a year (increasing list currently standing at over 5000 opted-in email addresses)
- Acknowledgement as a supporter:
 - Listing in season brochure (40,000 copies distributed three times per year)
 - On an A1 Business Associates poster situated in the foyers of both theatres
 - Appearances on our plasma screens
 - Logo and company name on our website with 50 words of text and a hyperlink to your website on our Corporate Supporters page
- Free use of the Function Room at the Queen's Theatre when available
- 15% discount for hire of areas of the theatres for corporate hospitality, meetings and conferences (please discuss how to book with our Programming team)
- 20% discount on the auditorium advertising

Level two: Silver (£1500 +VAT)

- £300 worth of complimentary VIP tickets for use at either theatre
- 20% discount on our solus advert banner on Theatres website homepage
- The opportunity to raise your business profile by sponsoring one show a year (for discussion with our Development team) with the following package at a 50% discount:
 - 12 VIP tickets for the evening
 - A signed complimentary programme for every pair of seats booked (when possible)
 - Pre show and interval canapés and drinks in a dedicated space
 - Company name and logo projected in the auditorium (when possible)
 - Logo on all our marketing and publications
- Pre-season notification via eNews and one week priority booking (before the general release of each season brochure)
- Last minute tickets (24 hours), even for shows that are sold out (first come, first served)
- Discounted ticket offers for employees
- Invitation to exclusive networking events: meet key business people from around the region
- Acknowledgement as a supporter:
 - Listing in season brochure (40,000 copies distributed three times per year)
 - On an A1 Business Associates poster situated in the foyers of both theatres
 - Appearances on our plasma screens
 - Logo and company name on our website with 50 words of text and a hyperlink to your website on our Corporate Supporters page
- Free use of the Function Room at the Queen's Theatre when available
- 10% discount for hire of areas of the theatres for corporate hospitality, meetings and conferences (please discuss how to book with our Programming team)
- 10% discount on the auditorium advertising

Level three: Bronze (£1000 +VAT)

- £250 worth of complimentary VIP tickets for use at either theatre
- 10% discount on our solus advert banner on Theatres website homepage
- The opportunity to raise your business profile by sponsoring one show a year (for discussion with our Development team) with the following package at a 20% discount:
 - 12 VIP tickets for the evening
 - A signed complimentary programme for every pair of seats booked (when possible)
 - Pre show and interval canapés and drinks in a dedicated space
 - Company name and logo projected in the auditorium (when possible)
 - Logo on all our marketing and publications
- Last minute tickets (48 hours), even for shows that are sold out (first come, first served)
- Discounted ticket offers for employees
- Invitation to exclusive networking events: meet key business people from around the region
- Acknowledgement as a supporter:
 - Listing in season brochure (40,000 copies distributed three times per year)
 - On an A1 Business Associates poster situated in the foyers of both theatres
 - Appearances on our plasma screens
 - Company name on our website with 50 words of text and a hyperlink to your website on our Corporate Supporters page
- Free use of the Function Room at the Queen's Theatre when available
- 5% discount for hire of areas of the theatres for corporate hospitality, meetings and conferences (please discuss how to book with our Programming team)
- 5% discount on the auditorium advertising

Facts & Figures



	Gold £2000	Silver £1500	Bronze £1000
Complimentary VIP tickets allocation	£350	£300	£250
Personal account manager and direct booking service	Yes	Yes	Yes
Opportunity to sponsor one show a year	Free	50% discount	20% discount
Opportunity to promote your business via our eNews (three times a year)	Yes	-	-
Invitation to special Theatre events (e.g. panto VIP evening)	Yes	Yes	-
Last minute tickets for sold out shows (first come, first served)	On the day	24 hours	48 hours
Discounted ticket offers for employees	Yes	Yes	Yes
Invitation to exclusive networking events (once a year)	Yes	Yes	Yes
Acknowledgement as a supporter	Yes	Yes	Yes
Auditorium advertising discount	20%	10%	5%
Free use of Theatres' meeting rooms (when available)	Yes	Yes	Yes
Discounted rate for our conference facilities	15%	10%	5%
A3 dedicated poster case for your company's advertising	Yes	-	-
One week priority booking before the release of each season brochure (three times a year)	Yes	Yes	-
Crediting on Business Associate boards	Logo	Logo	Logo
Crediting on NDT website	Logo	Logo	Logo
Solus banner advert on Theatres homepage website	Free	20% discount	10% discount
Crediting in all our brochures and other publications	Yes	Yes	Yes