



HARLOW PLAYHOUSE

CREATE • ENJOY • FOR ALL

**PANTO SPONSORSHIP
PACKAGE**

WWW.HARLOWPLAYHOUSE.CO.UK

CONTENT

01

ABOUT US

02

A NOTE FROM THE ARTISTIC DIRECTOR

03

FACTS

04

PLATINUM PACKAGE

05

GOLD PACKAGE

06

BRONZE PACKAGE

07

SMALL BUSINESSES

BEAUTY
AND THE
BEAST



ABOUT US

Harlow Playhouse is a leading creative hub and venue in the East of England. We aim to provide enjoyable cultural experiences for everyone, working in partnership to support healthier, happier and safer communities; and to stimulate opportunity, creativity and innovation around us.

We provide a programme of quality music, comedy, spoken word, dance and circus arts events across our 400-seat and 120-seat theatres, as well as other out reach locations, and provide space and support to many artists, groups and companies throughout the year. Harlow Playhouse is also a J9 venue and a Hate Crime Reporting centre providing a safe space for the local community.

Harlow Playhouse is a service provided by Harlow Council and is located within Playhouse Square, an area of cultural development.

Every year Harlow Playhouse provides the town with a Christmas pantomime for all the family. Each year the shows get bigger and better, with lavish costumes, jaw dropping effects, colourful sets and lots of magic along the way.

Now it's your chance to be a part of our Christmas magic....



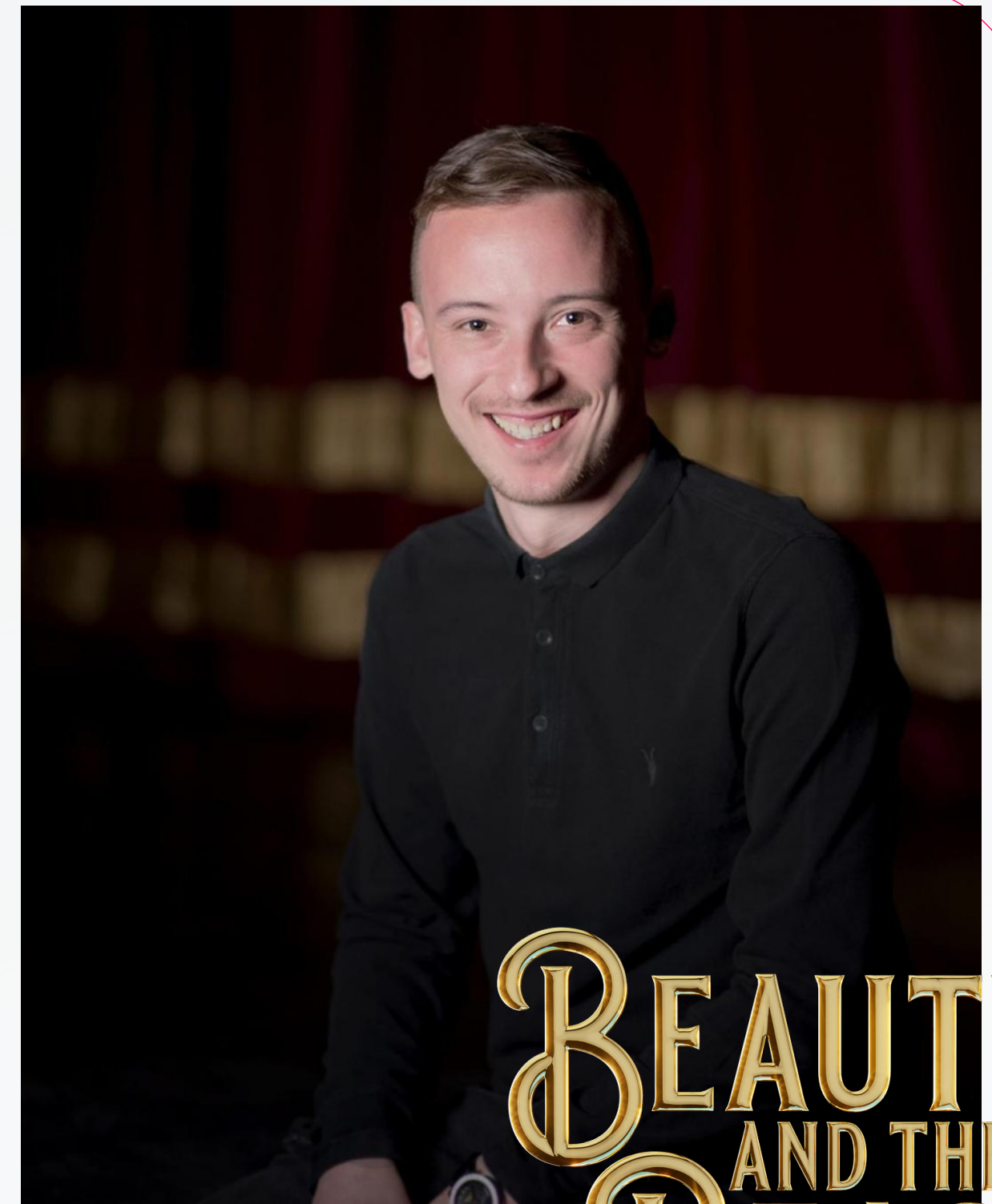
A NOTE FROM THE ARTISTIC DIRECTOR

**WE MAKE THE MAGIC – YOU MAKE THE MAGIC – TOGETHER WE
MAKE THE MAGIC!**

At Harlow Playhouse, we pride ourselves on creating family-friendly entertainment for all ages. Whether it's a child's first visit to a theatre or a seasoned great-grandparent's regular visit, we strive to create a fun, fascinating and fabulous experience for all! With support from our sponsors, we can create the highest quality pantomimes, and you and your company can be part of the magic! Harlow Playhouse Christmas pantomime attracts over twenty thousand visitors every year. We are excited to offer various opportunities for local businesses to maximise their reach, target new customers and support the arts at our award-winning venue, Harlow Playhouse.

We hope that you will find interest in our sponsorship packages. Kirstie and my team look forward to hearing from you. Together we can keep the magic alive.

**Rory Davies
Artistic and Executive Director**



**BEAUTY
AND THE
BEAST**

FACTS



- Harlow Playhouse pantomimes see 23,000 people through the doors over the Christmas period with that number increasing each year.
- Flyers for the show are distributed to homes in Harlow and the surrounding areas, which include: Cheshunt, Epping, Enfield, Roydon, Bishop's Stortford, Sawbridgeworth, Ilford, Stevenage, Broxbourne, Nazeing, and Hoddesdon.
- Show posters are distributed and displayed in shop windows all over town and surrounding areas.
- Our Facebook page has 11k followers, Instagram has 4,204 followers and twitter has 4,453 followers with the numbers growing daily
- We have 14,000 customers opted in for emails, with a high percentage of open and click rates.
- Harlow Playhouse has 8 digital screen displays 7 internally and 1 large TV screen outside the front of the building.



Our platinum package offers your company the chance to be a leading sponsor for this year's pantomime – Beauty and the Beast.

The package includes:

- **Your company name to be written into the script and will be mentioned in the show.**
- **Your company logo on all posters and flyers. These are distributed across Harlow Town Centre.**
- **Your company logo to be on all marketing emails sent to our database for Beauty and the Beast.**
- **Your company promoted on a Foamex board outside Harlow Playhouse**
- **Your company promoted on Harlow Playhouse social media platforms. Our platforms have a growing reach that currently sits at over 17,750.**
- **Your company logo and link on Harlow Playhouse website.**
- **An advert for your company displayed on our digital screen display internally and externally for the entire run and two weeks prior – total of seven weeks.**
- **Your company logo in bar area main screen for opening night.**
- **Your company logo on external banners which will be based at the town park bandstand, station approach road and Pets' Corner all throughout the summer until the show is finished.**
- **10x complimentary tickets to see the Gala Performance of Beauty and the Beast**

Total price – £5,000 (+VAT)



Our gold package offers your company the chance to be a sponsor for this year's pantomime Beauty and the Beast.

The package includes:

- **Your company name to be written into the script and will be mentioned in the show.**
- **Your company promoted on Harlow Playhouse social media platforms. Our platforms have a growing reach that currently sits at over 17,750.**
- **Your company logo and link on Harlow Playhouse website.**
- **An advert for your company displayed on our digital screen display internally and externally screen for the two weeks of the run and three weeks prior – total of five weeks.**
- **Your company logo in bar area main screen for opening night .**
- **6x complimentary tickets to see the Gala Performance of Cinderella**

Total price – £2,500 (+VAT)



Our bronze package offers your company the chance to be a sponsor for this year's pantomime – Beauty and The Beast.

The package includes:

- Your company promoted on Harlow Playhouse social media platforms. Our platforms have a growing reach that currently sits at over 17,750.**
- Your company logo and link on Harlow Playhouse website.**
- An advert for your company displayed on our digital screen display internally and externally screen for a total of three weeks.**
- Your company logo in bar area main screen for opening night .**
- 4x complimentary tickets to see the Gala Performance of Beauty and The Beast**

Total price – £1,250 (+VAT)



**SMALL
BUSINESS
SPONSOR**

Sponsorship opportunities that are perfect for a small businesses:

- **An advert for your company displayed on our digital screen display internally and externally for one week. Subject to availability - £450.00 +VAT (artwork to be supplied by your company)**
- **Your company promoted on Harlow Playhouse social media platforms Facebook, Twitter, Instagram. A maximum of two posts on each platform reaching over 17,750 customers - £500 +VAT**
- **Your company logo to be on all marketing emails sent to our database of 24,000 audience members from our last panto, 'Cinderella' - £750.00 +VAT**
- **Your company logo and link on Harlow Playhouse website for one month - £750.00 +VAT**

GET IN TOUCH

For more information please contact our **Commercial and Development Manager- Kirstie Lewis**



playhouse.marketing@harlow.gov.uk



01279 446712

BEAUTY
AND THE
BEAST

A small, detailed illustration of a red rose with green leaves, positioned to the right of the word 'BEAST' in the title.