

ABB  
BEY  
THEATRE  
ST ALBANS

# YOUR AUDIENCE AWAITS



ADVERTISING  
& SPONSORING  
OPPORTUNITIES

## YOUR AUDIENCE AWAITS!

**We're offering you and your business brilliant marketing opportunities.**

The Abbey Theatre is home to the Company of Ten, which has the reputation of being the best and most inclusive amateur theatre group in the St Albans area. The theatre has been the foremost venue for amateur stage and performance arts for 50 years and is a thriving part of the local community.

Annual audience numbers exceed

**18,000**

Annual website visitors exceed

**27,000**

Our mailing list includes over

**4,500**  
contacts

## OPPORTUNITIES

**Opportunities for you to reach out to the audiences and members at the theatre include:**

- Advertising space in the programmes sold at every Company of Ten, St Albans Youth Music Theatre and Company of Teens production at the Abbey Theatre
- Advertising on the theatre website
- Advertising your services or products to our audiences
- Sponsorship of performances
- Sponsorship of seats



## MARKETING AND SPONSORSHIP OPPORTUNITIES

The theatre is happy to discuss a bespoke marketing plan to suit your needs, and the following gives you an idea of what's on offer.



## PRODUCTION SPONSORSHIP

Sponsoring a Main Stage or Studio production includes:

- Your marketing materials displayed in the foyer
- Your logo on flyers and posters
- Your logo on our website
- The facility to hold a pre-show reception
- Our regular newsletter for the season

**Company of Ten production on the Main Stage: £2,000** (six available per season)

**Company of Ten production in the Studio: £1,000** (four available per season)

**St Albans Youth Music Theatre production in either venue: £1,000** (one available per season)

**Company of Teens production in either venue: £1,000** (one per season)

## PUBLICITY SPONSORSHIP

Sponsoring the publicity for a Main Stage or Studio production includes:

- Your marketing materials displayed in the foyer
- Your logo on flyers and posters
- Your logo on our website
- Our regular newsletter for the season

**Company of Ten production on the Main Stage: £1,250** (six available per season)

**Company of Ten production in the Studio: £850** (four available per season)

**St Albans Youth Music Theatre production in either venue: £500** (one available per season)

**Company of Teens production in either venue: £500** (one per season)

## SEAT SPONSORSHIP

Sponsor a seat in our main auditorium for **£1,000** a seat, or in our Studio for **£600** a seat

## PROGRAMME ADVERTISING

Advertise in our programmes for a season (at least ten productions):

- Back page: **£2,000**
- Inside front cover: **£1,500**
- Inside full page: **£1,000**
- Inside half page: **£600**

NB. All prices are exclusive of VAT. All options are subject to availability.





## WHY THE ABBEY THEATRE?

The Abbey Theatre is a vibrant, thriving part of the local community. Alongside the Company of Ten, the theatre hosts a great deal of work by and for young people through the Company of Teens, a youth drama group, and the St Albans Youth Music Theatre. In addition, performing space is hired by visiting dance and theatre companies.



The main auditorium has a proscenium stage and the Studio is a flexible space for more intimate productions.

There is a welcoming bar, a foyer for mingling and other rooms and facilities. Public car parking shared with Westminster Lodge is on our doorstep.

Our audiences come from all age groups. We offer comedies and farces, serious and ground-breaking plays, Greek tragedies, musicals and a stunning Christmas show. We literally cater for all tastes.

## OUR VISION

We are currently looking to expand our building and facilities to meet the demands of 21st century audiences and hirers.

To achieve this, the Abbey Theatre Trust, a registered charity, is looking to increase its income. You can help by becoming part of this thriving, growing, prospering place, whilst also marketing your organisation at very reasonable rates.

As we said – your audience awaits!

## CONTACT

If you are interested, or just have a question about the opportunities, please e-mail Tim Robinson at [sponsorship@abbeytheatre.org.uk](mailto:sponsorship@abbeytheatre.org.uk)





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