



CONFERENCE 24: MAKING THEATRES THRIVE

Sponsorship Opportunities

8-9 October 2024
The Lowry, Salford,
Greater Manchester



What do we need to do to ensure our theatres not only survive but thrive?

Faced with the unprecedented challenges of post-covid recovery, the cost of living and public funding crises, how can we adapt and change our theatres and how we run them so they can be more resilient and able to withstand these shocks?

Do we need to develop more flexible business and operating models and what would these look like? How do we ensure theatres lead the way in reducing global warming and can adapt to climate impacts? How can we reassert theatres' placemaking role, making our villages, towns and cities great places to live? And what does that mean for how our theatres are designed, maintained, adapted and run?

We will bring together a mix of inspiring speakers and case studies, alongside opportunities for discussion and sharing of best practice, to help us understand what we all can do to make sure our theatres thrive.

Theatres Trust Conference returns in 2024 with an exciting change of venue and more opportunities for networking and discussion. Following the conference day, delegates will have the opportunity to spend a morning touring some of Manchester's exciting range of distinctive theatre venues.

Be part of this major industry event this October, attended by more than 300 industry professionals, and support our mission to protect theatres for future generations.

300+ attendees

30k+ social media followers

Past conferences featured in press, including The Stage, Evening Standard, Arts Professional

To find out more about how these sponsorship opportunities can help your organisation, please contact Nicky Rowland, Sponsorship Consultant,
nicky.rowland@theatretrust.org.uk



Platinum Sponsor

This is the premium headline sponsorship, available to only three companies

£4,315 + VAT
(Corporate Supporter)

£5,175 + VAT (non-supporter)

The package includes:

- Prominent brand positioning in ALL Conference 24 materials
- PR opportunities in pre-event marketing activity
- Half page advert in your choice of one 2024/25 issue of Theatres Magazine
- Full page advert in Conference 24 programme
- Half page 'A word from our sponsor' in Conference 24 programme
- 3 x Conference 24 delegate passes and opportunity to purchase an additional 3 at a discounted rate
- Digital flyer insert in the Digital Delegate Pack



"Thank you for a wonderful day! It was a pleasure to sponsor part of the conference and to participate in a very well organised and interesting event".



Gold Sponsor

This is a headline sponsorship, available to up to six companies.

£3,165 + VAT
(Corporate Supporter)

£3,740 + VAT (non-supporter)

The package includes:

- Prominent brand positioning in ALL Conference 24 materials
- PR opportunities in pre-event marketing activity
- Half page advert in Conference 24 programme
- 3 x Conference 24 delegate passes and opportunity to purchase an additional 3 at a discounted rate
- Digital flyer insert in the Digital Delegate Pack

Silver Sponsor

This is a headline sponsorship, available to up to 10 companies.

£1,700 + VAT
(Corporate Supporter)

£2,015 + VAT
(non-supporter)

The package includes:

- Prominent brand positioning in ALL Conference 24 materials
- Third page advert in Conference 24 programme
- 2 x Conference 24 delegate passes and opportunity to purchase an additional 2 at a discounted rate
- Digital flyer insert in the Digital Delegate Pack

Bronze Sponsor

This is a headline sponsorship, available to up to 15 companies.

£1,470 + VAT
(Corporate Supporter)

£1,725 + VAT
(non-supporter)

The package includes:

- Prominent brand positioning in ALL Conference 24 materials
- Ninth page advert in Conference 24 programme
- 1 x Conference 24 delegate pass and opportunity to purchase 1 additional ticket at a discounted rate
- Digital flyer insert in the Digital Delegate Pack

Additional sponsorship opportunities

Post-Conference Reception Sponsor

Exclusive to one company

£2,990 + VAT (Corporate Supporter)
£3,355 + VAT (non-supporter)

- Speaking opportunity at the post-conference reception
- Supporter branding displayed in the post-conference reception area
- Half page advert in your choice of one 2024/25 issue of Theatres Magazine
- 2 x Conference 24 delegate passes
- Digital flyer insert in the Digital Delegate Pack





“Theatres Trust’s annual conference is such a great networking event: I meet more of my current contacts at lunch than in the whole of the rest of the year!”

Lunch Sponsor

Exclusive to one company

£2,300 + VAT (Corporate Supporter)
£2,875 + VAT (non-supporter)

- Supporter branding displayed in the reception area during lunch
- Half page advert in your choice of one 2024/25 issue of Theatres Magazine
- 1 x Conference 24 delegate pass
- Digital flyer insert in the Digital Delegate Pack

Breakfast Sponsor / Morning Break Sponsor / Afternoon Break Sponsor

Each package is exclusive to one company

£ 980 + VAT (Corporate Supporter)
£1,380 + VAT (non-supporter)

- Supporter branding displayed in the reception area while delegates have refreshments
- 1 x Conference 24 delegate pass
- Digital flyer insert in the Digital Delegate Pack

“I would just like to say thank you so much for allowing me to go to the conference. I have been looking over my notes from the day and realized how much I have been able to take out of it. It is incredible that you are supporting young creatives in this industry.”



Tabletop Sponsor

This year we are offering the option for those taking either Platinum, Gold, or Silver level sponsorship the chance to have a tabletop presence in the main networking area.

Here you will be able to bring additional branding / literature to hand out to interested parties and hold 1-1 meetings with delegates during the coffee and lunch breaks. For example, a pull-up banner to stand behind your table; your latest brochure; a branded giveaway.

A quick-fire way to further increase your brand presence throughout the day.

Only limited tabletop packages are available.

£250 + VAT in addition to your Platinum, Gold or Silver package
(Corporate Supporter)

£350 + VAT in addition to your Platinum, Gold or Silver package
(non-supporter)



Photo credit Alex Brenner

“Great attendance and some important and really interesting panellists in a crisply-timed programme that made for an intense, informative and very stimulating event. Thank you for organising and delivering an essential opportunity for the whole sector.”

Bursary Sponsor

To open up Theatres Trust's conference to the next generation of theatre professionals and small organisations who otherwise would not be able to attend, the bursary scheme offers free places at Conference 24 to:

- Early career professionals
- Freelancers
- Higher education students studying relevant subjects to the conference theme
- Small, unfunded theatres.

Available to up to three companies

£2,500 + VAT (Corporate Supporter)

£3,200 + VAT (non-supporter)

- Sponsorship of up to 6 bursary recipients meeting the scheme criteria
- A pre-conference breakfast introduction between the sponsor and the bursary recipients
- Photo opportunity at Conference 24
- 2 x Conference 22 delegate passes
- Digital flyer insert in the Digital Delegate Pack



Bespoke packages may be created to fit your specific requirements. Please contact Nicky Rowland, Sponsorship Consultant, nicky.rowland@theatretrust.org.uk to discuss the options.
Preferential rates on all sponsorship options are offered to Corporate Supporters.