

THE ASSEMBLY HALL THEATRE



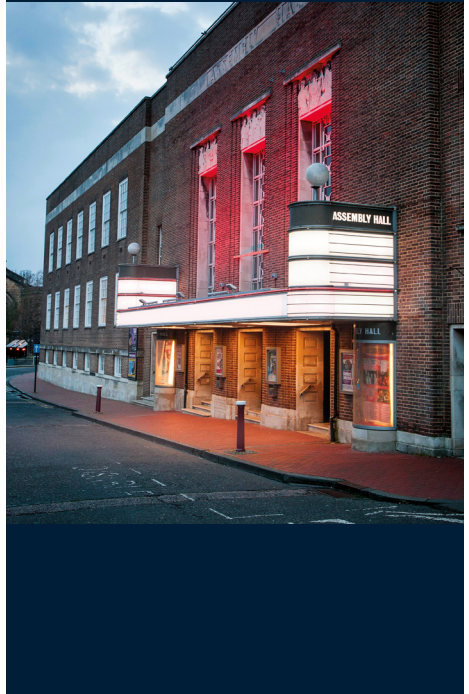
- classical
- dance
- musical
- comedy
- spoken word
- music
- family
- drama

Sponsorship Packages

INTRODUCING THE ASSEMBLY HALL THEATRE

With shows and promotions running across the year, the theatre delivers a diverse programme of productions ranging from high profile comedy stars and musical artists, through to engaging “Evening’s with”, West End musicals, Panto and variety shows for the whole family. So whatever your target demographic the Assembly Hall will be reaching them.

Located in the heart of Tunbridge Wells and part of the community for over 80 years, The Assembly Hall Theatre is a vibrant and successful regional theatre.



**PANTO
AUDIENCES
OF AROUND
20,000**

**OVER
100,000
TICKETS SOLD AND
AUDIENCE
MEMBERS
WELCOMED PER YEAR**

PACKAGES

Theatre Partnership:

The perfect package for businesses looking to start a connection with the theatre and gain early insights into audience numbers on show nights.

Theatre Content Partnership:

Link your brand to one of the core genre of productions the theatre showcase. With additional promotional platforms and tickets on show night this is a great package for businesses looking to align themselves to big tickets events at the theatre.

Pantomime Sponsorship:

A unique opportunity to be connected to the “crown jewel” of our programme and an event that sees upwards of 18,000 tickets sold and thousands of impressions and connections via our extensive physical and digital marketing campaign.

Headline Sponsorship:

An exclusive partnership that will see a brand given access to all our packages plus huge visibility via their branding being added to all our physical and digital tickets, upwards of 100,000 instances per year.

With a variety of sponsorship packages available, there are a wider variety of opportunities for you to partner with the theatre & deepen your relationship with the audience that is crucial for your business.



45,000
EMAILS SENT TO
INDIVIDUAL ADDRESSES

SOCIALS DELIVERING
26,000
FOLLOWERS
(AND GROWING)

THEATRE SHOWCASES

250
PERFORMANCES COVERING

160
SHOWS
PER YEAR

SPONSORSHIP PACKAGES

Category	Price / Year (+ VAT)	Contents	Exclusivity	Year 2
Partner	£500 / year	<ul style="list-style-type: none"> Acknowledgement on the AHT website Weekly sales info (if desired) Highlighted in month AHT Guide Highlighted in Quarterly Local Magazine 	Non-Exclusive	5% price reduction upon renewal.
Genre Partner <i>Comedy</i> <i>Music</i> <i>Spoken Word</i> <i>Kids & Family</i>	£2000 / year	<ul style="list-style-type: none"> The above plus... Monthly social post acknowledgement as key support for specific genre Acknowledgement on any emails promoting shows within the genre, sent to database of 45k email addresses Digital screen presence across the year Increased digital screen presence on genre nights First option on any last minute ticket discounts (where applicable) Set volume of comps per show 	Exclusive (per genre)	5% price reduction upon renewal.
Panto Partner	£15,000 / year	<ul style="list-style-type: none"> Inclusion on Panto promotional materials Acknowledgement on socials Branding added to Panto tickets across the run. Anticipated around 20,000 sales across the run. Digital screen presence during run Acknowledgement in Panto programme Volume of comp tickets for Press Night 	Exclusive	5% price reduction upon renewal.
Headliner	£50,000 / year	<ul style="list-style-type: none"> Branding added to all tickets across the year (physical and digital). Currently over 100,000 tickets sold & issued per year Option for 1 x complimentary hire of the venue for corporate event 	Exclusive	5% price reduction upon renewal.

For further information please email TicketSales@Tunbridgewells.gov.uk