

# NOTTINGHAM **PLAYHOUSE**

**CORPORATE PARTNERSHIP OPPORTUNITIES**



**Photo: Bethany Darbyshire**

# MORE THAN A STAGE

**Awarded Theatre of the Year at The Stage Awards 2025, UK's Most Welcoming Theatre 2023 by UK Theatre and Regional Theatre of the Year 2019 by The Stage, Nottingham Playhouse is one of the country's leading producing theatres.**

Nottingham Playhouse produces a vast range of shows throughout the year; from timeless classics to innovative family shows and adventurous new commissions - such The Kite Runner, which showed on Broadway in 2022 and Punch, the new, sell-out play by one of Britain's most celebrated writers, James Graham.

On a local level, Nottingham Playhouse raises funds to help thousands of people by providing access to culture; gifting lasting memories, developing skills and creating community cohesion through the power of shared experience and storytelling.

Based in the 11th most deprived city in England, our theatre is a cultural hub where barriers to access are removed; where everyone is seen, heard and valued - regardless of their life circumstances or background.

## Meet our Executive team



**Lee Henderson - Chief Operating Officer**  
**Stephanie Sirr MBE - Chief Executive**  
**Adam Penford - Artistic Director**

# OUR WORK IN THE COMMUNITY

**Nottingham Playhouse Trust's aim is to develop vibrant and inclusive communities across Nottinghamshire.**

Using the arts as a vehicle, we reduce social isolation, create community cohesion and improve mental health via a wide-range of targeted cultural projects.

In 2024, Nottingham Playhouse engaged with 60,000 people through 70 community projects across Nottingham and Nottinghamshire.



## 10,000+ FREE TICKETS

given to those on low incomes and through community or charity groups since 2016.



**70+ COMMUNITY GROUPS**  
for all ages and abilities, including groups for young people with disabilities, people in care and refugees and asylum seekers.



**Nottingham Playhouse Open Stage Young Company**



## 14 YOUTH THEATRES

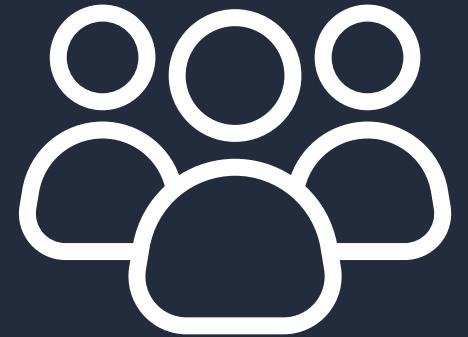
that provide young people with a chance to play, create, grow in confidence and learn life-enhancing skills.



## 186 BURSARY PLACES

on cultural workshops and courses in 2024 - 25 for those who otherwise wouldn't have been able to attend - valued at £14,800

# OUR MARKETING REACH



**35,975**  
ticket bookers in  
2024/25.



**152,265**  
tickets booked in  
2024/25.



**165,897**  
opted into  
marketing emails.



**87,412**  
social media  
followers across a  
range of platforms.



We receive  
**extensive media**  
attention with  
**coverage from**  
**national and local**  
**press - including**  
**newspapers,**  
**magazines, radio**  
**and television.**

**Supported by our in**  
**house comms teams**  
**and David Burns PR.**



**Nottingham**  
**Playhouse make use**  
**of Experian's**  
**powerful Mosaic**  
**consumer**  
**classification system**  
**- helping us to stay**  
**informed by live**  
**consumer data and**  
**target our marketing**  
**and communications**  
**to the right people**  
**at the right time.**

# CORPORATE SUPPORT AT NOTTINGHAM PLAYHOUSE

**Corporate Support at Nottingham Playhouse provides invaluable funding for our work supporting our shared communities.**

Nottingham Playhouse is proud to work with a variety of philanthropic local businesses, whose support is important to our charity and theatre.

Corporate support is a powerful way to demonstrate your company's commitment to the cultural and social fabric of your community.

Through sponsorship, Nottingham Playhouse Business Club membership and our corporate workshop offer, you will enable us to continue producing high-quality theatre and ensure that our work remains accessible to a wide and diverse audience.

Partnership with Nottingham Playhouse not only enhances your corporate image, but contributes to the cultural enrichment of Nottingham by aligning your brand with the values of creativity, innovation and community engagement.

**DEAR EVAN HANSEN, book by Steven Levenson. Music and Lyrics by Benj Pasek & Justin Paul , dir. Adam Penford, August 2024**





**LITTLE SHOP OF HORRORS**  
**Nottingham Playhouse Summer School**  
**August 2023**

**'This a place where I can be creative, express myself, and not worry about fitting in and being normal. I like being able to be weird.'**

**DYLAN, Nottingham Playhouse participant**

**'I like it because it's a nice space to have fun and meet people and it is helping me overcome my stage fright. In fact I'm now auditioning for my school play.'**

**TARI, Nottingham Playhouse participant**

# BENEFITS TO SUIT YOUR ORGANISATION

**Partnerships with Nottingham Playhouse are an opportunity for your business to invest in the local community and support culture in our city and county, which is needed now more than ever.**



John Elkington and Tom Hopcroft in *Cinderella*, 2023. Photo by Pamela Raith.

**By aligning with Nottingham Playhouse, we can offer your business:**



**The opportunity to entertain clients and reward your staff with nights out at Nottingham Playhouse.**



**Complimentary tickets for your staff on all Nottingham Playhouse Theatre Company main-stage productions.**



**The ability to increase your business profile and reach new audiences with our marketing benefits.**



**The chance to meet your CSR objectives by donating tickets to a charity of your choice.**



**'An absolute POWERHOUSE  
of a production - it NEEDS TO  
BE SEEN'**



**WhatsOnStage**

**PUNCH**, written by James Graham, dir.  
Adam Penford. Photo by Marc Brenner

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# SPONSORSHIP

**Sponsorship is an excellent way to affiliate yourself with a creative and forward thinking local charity, boost staff morale through access to cultural experiences, and enhance your brand visibility among Nottingham Playhouse's loyal audiences and supporters.**

Through sponsorship, you will enable us to continue producing high-quality theatre and ensure that our work remains accessible to a wide and diverse audience.

Whether you are looking to become a headline sponsor for a cutting edge production or looking to sponsor a community participation project, we have a range of different sponsorship initiatives that you can align your business to.

Sponsorship is flexible and dynamic. Prices start from £1,500 + VAT and you will be associated with Nottingham Playhouse for a year.

From extensive marketing opportunities to accessing complimentary tickets that support staff and client relationship, we will work closely with you to deliver a sponsorship package that is bespoke to your strategic aims and ambitions.



Adrian Scarborough in **THE MADNESS OF GEORGE III**, 2018. Photo by Manuel Harlan



The cast of **FIRST TOUCH**, 2022.  
Photo by Manuel Harlan

# NOTTINGHAM PLAYHOUSE BUSINESS CLUB

**Nottingham Playhouse Business Club is our flagship corporate membership offer for businesses across the East Midlands.**

Nottingham Playhouse Business Club provides the opportunity for businesses to engage with Nottingham Playhouse through year round access to benefits like:

- Quarterly networking events
- Exclusive members only events
- Press Nights
- Complimentary tickets for staff
- Discounts on room hire

Our inclusive Club has three membership tiers, so that businesses of all sizes can benefit from working with a world-class theatre and major cultural charity, with membership starting at £500.00 + VAT per annum.

By joining our Business Club, you are becoming part of an innovative and exciting business network, with connection and creativity at its heart.



Photography: Bethany Darbyshire

# INTERACT CORPORATE WORKSHOPS



**"The difference between this teambuilding and others I've been on is that when you're asked to role play or take part it's a lot more vibrant and interactive with a professional actor or director."**

**INTERACT Attendee**

**InterAct is team-building with a difference. Developed and led by experienced arts and theatre professionals, these tailored workshops are designed to build skills, enhance morale and connect your team.**

Workshops are tailored to your needs but could include:

- Presenting with Impact (voice, body language, structuring, confidence, relaxation techniques).
- Building Relationships (developing your influence and rapport, active listening).
- Personal Impact and Confidence (amplifying your voice, storytelling, harnessing your personality and presence).
- Scenario Role Plays (conflict management, sales, pitching, coaching).

Bespoke Extras:

- Backstage tours
- Refreshments
- Photographs
- Outreach sessions



A woman in a dark trench coat and a light-colored scarf is standing on the left side of the stage, looking upwards towards a futuristic city skyline. The skyline is composed of numerous vertical neon lights in shades of red, orange, and yellow, creating a dense, glowing grid against a dark background.

**'Stunning visuals,  
movement, and drama.'**



**Theatre & Tonic**



**Minority Report**  
By David Haig. Based on the  
short story by Philip K. Dick  
Photo by Marc Brenner



## GET IN TOUCH

To find out more or discuss corporate partnership opportunities at Nottingham Playhouse, please get in touch.

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# NOTTINGHAM PLAYHOUSE



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**ARTS COUNCIL  
ENGLAND**

