NOTTINGHAM PLAYHOUSE

CORPORATE PARTNERSHIP OPPORTUNITIES



Photo by 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 2025-26, we made 36,779 engagements across more than 100 community programmes and events throughout Nottingham and Nottinghamshire.



Nottingham Playhouse Open Stage Young Company



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.



14 YOUTH THEATRES

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



94 BURSARY PLACES

for Participation programmes in 2025-26, to those who otherwise wouldn't have been able to attend - valued at £10,500.

OUR MARKETING REACH



58,146
ticket bookers in 2025/26.



164,409
tickets booked in 2025/26.



165,897
opted into marketing emails.



92,576
social media followers across a range of platforms.



We receieve 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.



Ryan Kopel in DEAR EVAN HANSEN, 2024. Photo by Marc Brenner.



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.**



Julie Hesmondhalgh and Tony Hirst in **PUNCH**, 2024. Photo by Marc Brenner.

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 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.





Photos by Bethany Darbyshire

INTERACT CORPORATE WORKSHOPS



Photo by Bethany Darbyshire

‘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



‘Stunning visuals, movement, and drama.’

★★★★★

Theatre & Tonic

The cast of Minority Report, 2024.
Photo by Marc Brenner.



GET IN TOUCH

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

Jess Straub

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NOTTINGHAM PLAYHOUSE

Proud winner of The Stage Awards 2025 Theatre of the Year Sponsored by Harlequin Floors

LOTTERY FUNDED

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