

Outdoor theatre...

The perfect stage for your brand



Summer 2012 tour

'A Midsummer Night's Dream'
by William Shakespeare



*The Little
English Theatre*

An opportunity to sponsor our 2012 tour of UK & French venues...

Introducing

The Little English Theatre

The Little English Theatre brings relaxed, accessible, affordable theatre to beautiful outdoor settings in England and further afield in France. As our name suggests, our productions are classic English plays or musicals, performed by our company of professional actors – at the highest standard.

Theatre provides a fantastic platform for your brand.

Sponsoring an outdoor theatre tour provides direct access to an 'AB' audience of people who enjoy accessible cultural events. Through the promotional period and at the events themselves, strategic partners can benefit from fantastic opportunities for logo placement and advertising that are designed to bring real business benefits.

In addition to this, sponsoring a theatre event offers the opportunity to enhance your company's image through positive brand association. Supporting a tour by The Little English Theatre connects your brand with a unique arts event from an exciting, young professional theatre, taking place at some stunning historic locations.



" Beautiful gardens and historic houses make a fantastic natural backdrop for theatre"

Pre-show and onsite exposure includes:

- Many logo placement possibilities
- Presence on our press releases and through media relations activity
- Photo opportunities for positive PR to your customers
- On-site exposure at the events themselves. This year, across 20 performance dates, we expect between 3,000 and 4,000 people through the gates
- Hospitality opportunity: An allocation of complimentary tickets

Our outdoor theatre events are unique because they attract a wider mix of people than conventional theatre. All of them come to share in a different kind of undemanding, relaxed theatre experience – one that is as much to do with the ambience and unique location, as it is about the theatre itself! Our evenings become more of a social event and the audience is usually made up of friends and family who share a picnic together before the show – and a few glasses of wine under the moonlight!

Despite the current economic climate, outdoor theatre continues to be hugely successful. At only £15 per ticket (£10 concessions), our productions make it possible to access professional theatre at an extremely affordable price.

Performances in France

In addition to shows in England we will also be venturing into the tourist hotspots of France (Charente Maritime and Dordogne regions). Our key target audience is English holidaymakers and we also anticipate a much smaller proportion of Dutch and German tourists, as well as some English-speaking French locals.



The magic of outdoor theatre

Beautiful gardens and historic houses all provide a perfect, natural backdrop for theatre. It is this marriage between the outdoor setting and live performance that makes the experience so unique and memorable for the audience. This accounts for the continuing popularity of the 'open air theatre', which has become a British tradition. Audiences continue to come in their hundreds soak up the atmosphere and enjoy a little escapism. For many of them, this event becomes a special occasion in the diary, and they return year after year.

As the sun sets and the stage lights up, we create a truly magical ambience... everyone feels that they are sharing in a very intimate and special experience together. Outdoor theatre provides a rare opportunity for the audience to feel right in amongst the actors, who will also come out into the crowd, drawing everyone into the story. Music always plays an important part in our productions, further adding to the wonderful atmosphere we create, and immersing everyone in our imaginary world.



The sponsorship and advertising proposal

Sponsorship

The main sponsorship package includes association with the production at every opportunity. It is based on a tour comprising 20 performance dates, as a minimum. In 2012, we aim for 10 dates in the UK and 10 dates in France. At each performance we expect an audience size of between 150 and 300 people.

- Your company logo in colour on the cover of promotional materials (leaflets and posters)
- Your logo on the cover of the programme, and a full page advertisement or advertorial on inside front cover
- Your logo on press releases
- Logo featured on our website, alongside the production information (homepage and 'Current Production' page)
- Credited as sponsor in any radio advertising that may take place
- Your logo on any advertising within regional press, social magazines or tourist publications
- At the show: Please provide a pull-up banner stand which we will display at every event, alternatively foamex panels featuring your logo will be displayed at our merchandise stall.
- Other activity: We are open to discussing any of your own ideas for promotion at the events themselves, although this may be subject to an additional fee.

Cost: £1,800+VAT (UK tour), €2,000+TVA (French tour)

Advertising is available within the A5 colour programme

Rate card:

- ¼ page £250+VAT
- ½ page £450+VAT
- Full page £790+VAT

"a sustained delight"
(The Stage)

*Please see our separate proposal document for detailed figures, practical and technical requirements, and details of our insurance.



"Director Stephan Bessant injects humour to keep the pace going, while an energetic cast leap in and out of various characters over a fun-filled hour."

(The Scotsman)

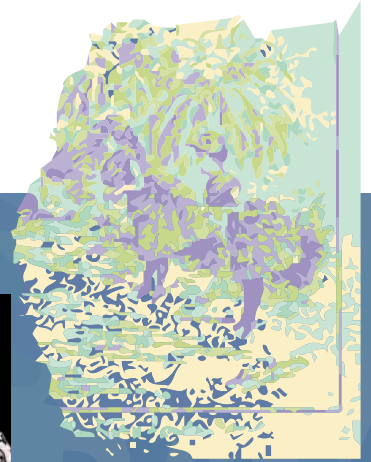
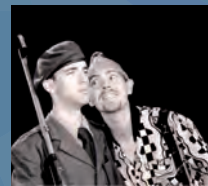


If you are interested in **becoming a sponsor,**

or advertising within our programme, please contact:

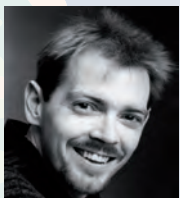
Helen Bessant on +44 (0)1905 592479 / +44 (0)7773 395757

or email **info@thelittleenglishtheatre.co.uk**



The Company

The Little English Theatre is a new venture from an established UK theatre Company, Sideways Theatre Ltd. Our Company of actors are all professionally trained at accredited drama schools and have a wealth of experience performing professional theatre of all kinds.



Artistic Director, **Stephan Bessant**

After graduating from the renowned Webber Douglas Academy of Dramatic Art in London, Artistic Director Stephan Bessant went on to gain years of experience as an actor in UK theatre (including London's West End) and in film. Five years ago he began producing and directing theatre tours in the UK, including many acclaimed productions designed for family audiences.



Managing Director, **Helen Bessant**

Helen joined the team after a 15-year career in marketing and event management. She worked as a project manager for companies in London and Birmingham before joining husband Stephan to manage Sideways Theatre Company and The Little English Theatre in 2010.



Venue co-ordinator (France), **Samantha Bottomley**

Samantha is based in St Jean d'Angely, and will be working with us as the main contact for venues in France.

Other key members of the team include James Hollamby (Production / Technical adviser), Anne Harrison (UK Venue co-ordinator and PR) and John Brotherton (Finance).

www.thelittleenglishtheatre.co.uk



The Little
English Theatre