



# Sponsorship proposal 2021

ROYAL  
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# About Us



Royal & Derngate, Northampton, is the main venue for arts and entertainment in Northamptonshire. In 2019, more than 314,000 people saw shows and films in our theatres and another 180,000 saw Royal & Derngate co-produced work across the country. Recent years have cemented the increased profile of Royal & Derngate as one of the major producing venues in the country, including being named Regional Theatre of the Year by the inaugural Stage 100 Awards in 2011, an accolade for which it was nominated again in 2016 and with the theatre winning the award for Best Presentation of Touring Theatre in the UK Theatre Awards 2015 for its *Made In Northampton* work.

We take our responsibility to our local community very seriously and are proud that our wide-ranging *Get Involved* programme for schools, families, and communities in Northamptonshire engage with over 21,000 participants every year, and since 2017 we have donated over 1800 free tickets for our Christmas shows to deprived children from our local community as part of our *Unforgettable Gift* campaign.

As an independent registered charity we rely on the generous support of individuals, businesses and charitable trusts to keep ticket prices accessible and ensure that the theatres thrive for our town and community for many more years to come.



# Presenting Dick Whittington 2021

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The Royal & Derngate Christmas pantomime is the year's most anticipated show with families from Northamptonshire and the surrounding areas coming to see the highlight of the Christmas calendar year after year.

In 2019, *Cinderella* starring Anita Dobson and Bernie Clifton drew an audience of over 30,000, received rave reviews and confirmed it's place as the family event of the season.

Our 2021 pantomime is **Dick Whittington**, the ultimate magical pantomime adventure! Get ready to boo, cheer, laugh out loud and join in, in our spectacular family pantomime filled with fantastic songs, amazing dance routines and plenty of festive fun for all the family.

Our hero Dick Whittington is heading to London to seek his fame, fortune and happiness. With his trusty cat Tommy in tow and magical Fairy Bow Bells leading the way what could possibly go wrong? But the evil King Rat has other plans and soon Dick Whittington is on an action-packed adventure that takes him from London to the high seas. Will he make it back to become the Lord Mayor? Can he outwit King Rat and free London from his team of revolting rodents? One thing's for sure - he's going need a little help from you if he's going to save the day.

In *Dick Whittington*, soap star (and Albert Square resident bad boy) **Ricky Champ** will be leading the cast as the dastardly King Rat. Children's favourite **Phil Gallagher** (Cbeebies' *Mister Maker*) takes the role of the lovable Billy. Dame Dolly will be played by top Pantomime Dame, the award-winning **Bob Golding**, and the magical Fairy Bowbells will be portrayed by stage and screen actress **Deborah Tracey**. With a host of other fabulous performers to be announced, *Dick Whittington* is shaping up to be Northampton's best pantomime yet!

*"All our teams from marketing to front of house, stage management to technical are truly excited about the new partnership and looking forward to working alongside Evolution Productions on this year's spectacular pantomime Dick Whittington. And with The Gruffalo alongside it, we've got a fantastic festive offering for all ages. After a difficult year, we understand the importance of spending time together at Christmas. So we can't wait to get back to doing what we do best and provide a destination for many Northamptonshire families to make the festive season extra special!"* - Royal & Derngate Chief Executive Jo Gordon.

*"After such a challenging year we all need something to cheer us up! Dick Whittington is the classic rags to riches story, and shows us that we can all be heroes! We can't wait to bring some spectacle, magic and laughter to Northampton this Christmas! It really will be the perfect festive treat for all your family."* - Emily Wood, Director and Producer of Dick Whittington.

*Dick Whittington* is running from Thursday 9 December 2021 - Sunday 2 January 2022 with a total of 37 performances. Marketing for the show will commence from October.

# Raise Your Brand Awareness Locally



Enjoy associating your brand with the highlight of the year in Northampton and receive the high profile and extensive coverage that this celebration of Christmas brings.

Share your services through various opportunities to direct market to Royal & Derngate audiences and wow your clients and employees with superb back stage/hospitality experiences.

## **BENEFITS**

### **Sponsorship of this key event will entitle you to the following benefits:**

High profile advertising

Your logo as 'sponsored locally by' on all digital & printed material including as an example:

Royal & Derngate season brochure (70,000 copies mailed or distributed per brochure)

On all direct mail activity (c.15,000 households)

Emails and eflyers to Royal & Derngate database (100,000 cumulatively across advertising period).

Mix of small and large scale posters for distribution around Northamptonshire (c.20,000 A5 flyers, 1000 A3 posters and additional large format 6-sheet posters at selected regional supermarkets).

OOH 48-sheet key high profile roadside billboard locations (mix of digital & static).

OOH phone box & bus side advertising

2wks adgate advertising (ticket barriers) at Northampton train station

Pull up banners and lift wrap in Royal & Derngate foyer

Newspaper and magazine advertising throughout

Website show pages, and Northampton Filmhouse film trailers (frequency & reach TBC).

### **You will also receive:**

Full acknowledgement in comprehensive local press campaign (including digital, print and radio).

A free full page Panto programme advert

The opportunity to display branding material in R&D foyers during the run of Dick Whittington

The opportunity to exit flyer audiences with material related to your organisation

The opportunity to email audiences with material related to your organisation (some restrictions apply)

### **Employee/client entertainment**

20 free tickets and hospitality at a show mutually agreeable for your staff or invited guests

A further 20 free tickets to use across the run as you wish.

Backstage tour and meet & greet with the cast.

### **Financial Commitment:**

£7,500 as headline sponsor

(Marketing and advertising campaign value c.£40,000.)

Contact Laura Serbyn for further details, email [laura.serbyn@royalanderngate.co.uk](mailto:laura.serbyn@royalanderngate.co.uk) or call **07710 918493**.