

ROYAL & DERNGATE COMMERCIAL OPPORTUNITIES



TICKET BACK ADVERTISING

TICKET BACKS

Stand out above the competition by getting your brand into the hands of thousands of our audience members, daily. Every year we print 600,000 tickets and every six months we offer three businesses the opportunity to advertise on the reverse. Putting your brand on our ticket backs is the most effective way to advertise to our audiences and has shown to be a particularly good investment.

WHO IS THE TARGET AUDIENCE?

We use the same ticket stock for all shows at Royal & Derngate and Northampton Filmhouse so it will cover all shows and films until the ticket stock runs out (typically c. six months). The demographic therefore is very broad and includes all ages, genders and backgrounds.

Eg, In 2018, the top demographic audience sectors were;

- 31% 'Dormitory Dependables' (Suburban and small towns interested in heritage activities and mainstream arts).
- 21% 'Trips & Treats' (Mainstream arts and popular culture influenced by children, family and friends).
- 18% 'Commuerland culturebuffs' (Affluent and professional consumers of culture).
- 30% Other

WHAT IS INCLUDED?

You will receive your brand advertisement on the reverse of 100,000 tickets. Your advert will be printed on every third ticket, however as every order that is processed receives three 'tickets' (including one containing the bookers name/address and one being used for the receipt details), your ticket will make it into the hands of everyone that books a show. The design is fully within your control (albeit B&W), and you could even add an offer to the ticket holder if you saw fit - previous sponsors have seen this work particularly well.

WHAT WILL IT COST?

£1000+VAT, which, as we are a registered charity, goes towards the future funding of our venues and goes a long way in supporting our community, education and outreach programmes, particularly with children and young people.

WHO SHOULD I CONTACT?

To register your interest or for more information please contact our Development Manager Laura Serbyn at laura.serbyn@namtrust.co.uk or on **01604 655735**.