“If you’re in Manchester, what you want is a great theatre for your city and that’s what The Royal Exchange is. Manchester is unthinkable without The Royal Exchange”
Nicholas Hytner, National Theatre
WELCOME TO THE ROYAL EXCHANGE THEATRE

The Royal Exchange Theatre offers a truly unique experience; Manchester’s iconic theatre in-the-round, built from industrial steel and glass, suspended from marble pillars, within the beautiful Great Hall of the city’s former Cotton Exchange.

Right in the heart of the city centre, our unusual space allows us to create breathtaking, world-class theatre simply not available in this way anywhere else. We bring together talented artists, writers, highly skilled designers, technicians and costume makers, with enthusiastic, loyal audiences and together, we create magic.

We invite you to be part of the magic. There are more ways than ever to become part of the Royal Exchange, to benefit your business while supporting great theatre for our city. Read on to find out which one suits you.

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I. What We Do

At the Royal Exchange Theatre, we make theatre from the world’s most powerful stories; stories that help us see the world in new and unexpected ways.

Our Grade II listed building is an iconic landmark in the heart of Manchester. Once a busy financial trading floor at the centre of the cotton industry, the Royal Exchange is now a vibrant cultural centre inspiring creative exchange between artists, audiences and communities.

We have two ticketed performance spaces and a Great Hall where you will find free events and performances. The Theatre is a 750 seat in-the-round glass structure, widely regarded as one of the most exciting spaces to see and create work in the country. Over the course of a typical year, we produce up to 10 productions in the Main Theatre and Studio, each running for 4 – 5 weeks.

The Studio is a 90 seat, flexible space that changes with each production. Here we present work produced by the Royal Exchange alongside touring productions by leading theatre companies, as well as performances from community partners and young people.

Our programme ranges from much-loved classics and ambitious revivals, to brand new plays and razor sharp writing from rising talent. Over the past year, we’ve worked with some of the most exciting writers and Directors in the UK, including Simon Stephens, Rona Munro, Simon Armitage and Michael Buffong. Casting includes some famous faces – Julie Hesmondhalgh, Don Warrington, Lily Cole, Suranne Jones, and Maxine Peake – alongside incredible young actors such as Katie West and Harry McEntire.

“The Royal Exchange has hit a seam of remarkable young writing talent….”

The Guardian, review of BRILLIANT ADVENTURES, 2013

Alongside this, Participation & Learning projects inspire and engage individuals and communities, opening the theatre up to people from Greater Manchester.

Above all, we are proud to create and share theatre that is passionate, open and original, here in Manchester.

“All My Sons, 2013

“The staging of the play in the round intensifies our identification with these characters … truly stunning.”

Allan Radcliffe reviewing ALL MY SONS, The Times
2. Stats, Facts & Impact

- Creating Breathtaking Theatre: 535 performances of 51 theatre shows - 71% of our national reviews were 4 or 5* rated.
- Nurturing Theatre: 1,792 script submissions were received for the Bruntwood Prize for Playwriting.
- Learning Through Great Theatre: 4,452 people took part in workshops and learning projects, including 321 young people.
- Royal Exchange Theatre: 13,568 people aged under 26 came to see our productions.
- 205,176 people experienced live theatre in our unique venue.

Royal Exchange Theatre is a charity. Every year charitable giving alongside the investment we receive from Arts Council England and the Association of Greater Manchester Authorities enables us to share the world’s most powerful stories with over 200,000 people a year in Manchester’s unique theatre in the round.
3. Our Audiences & Marketing Reach

**Audience Figures** at the Royal Exchange Theatre are healthy and growing:

- Last year, 205,000 people attended main house and studio productions
- Audiences increased by just over 10%, or 20,000 people, year on year
- New bookers averaged over 24% across the year, that’s more than 49,000 new visitors

**Marketing Reach:**

- Full customer database of 185,000 ticket buyers and named individuals including businesses and group bookers
- Our monthly e-newsletter is distributed to 33,000+ regular customers
- Mosaic UK Groups of Alpha Territory and Professional Rewards are well represented (12% & 16% vs. UK population figures of 4% & 9%)
- Online sales have increased year on year to 22%, equivalent to 45,000 tickets sold
- We expect our online sales figure to rise to 50% following the launch of our new website in summer 2014.

**Audience Profile:**

- We have a predominantly female audience (58%)
- 33% of our audience are 55 – 65 years old
- Over the last 12 months we saw a 50% increase in Under 26s buying tickets
- 11% increase in new ticket bookers which we expect will grow further with the launch of our new website
- 35% of our audiences travel from within 5-10 mile radius, nearly 30% within 5 miles and nearly 10% from 35+miles
- More than 12% of ticket buyers over the past 3 years are registered as a Company Director
- This figure rises to over 21% amongst the top 1000 customers who also donate to the theatre.
- 11% (20,000+) of our audiences are frequent attenders, purchasing tickets 4 times a year or more
- 19% (40,000+) are regular attenders, purchasing tickets 2-3 times a year

**Location & footfall:**

- Over 400,000 people visited the Royal Exchange building, café, bar and Craft Shop last year.
- We are situated in the heart of the city centre’s busy shopping district and Manchester Arndale site.
- Main entrance to the theatre is on St Ann’s Square, which attracts footfall of 170,000 - 200,000 per week
- Our other main entrance where digital signage will be positioned fronts onto busy Cross Street.
- More than 90,000 have seen Royal Exchange Theatre Productions at other venues nationally in the last three years
4. Partnership Benefits

- **Powerful brand association** with innovation, creativity and world-class performance, produced in the heart of Manchester
- **Access to multi-channel marketing activity**, including campaign-wide branding and logo visibility
- **Direct connection with our audiences**; communicate your key messages to a receptive target market
- **High quality hospitality opportunities**; meet cast and creatives in a breathtaking city-centre venue
- **Excellent business to business networking** and client development events
- **Exclusive access behind the scenes** to engage clients, staff and stakeholders
- A variety of different activities to get involved with **from making it happen on stage to making it happen in the community**
- **High profile marketing activity**; make a splash, with national reach in print, online and social media:

“We’ve been delighted by the Royal Exchange package – the venue and facilities perfectly meet our requirements to engage in a more innovative way with our staff and strengthen relationships with clients.”
Phil Smith, Senior Vice President and Chief Executive, Cisco UK & Ireland

“Our partnership with the Royal Exchange has enabled us to offer a unique creative experience to a selected group of students at Our Lady’s [High School] who we partner through our community affairs programme.”
David Adair, Head of Community Affairs at PwC

“The Royal Exchange Theatre gives us the chance to entertain our clients and promote our services - all whilst having a fantastic time at the theatre”
Sunil Mohindra, Senior Partner, Mohindra Maini Solicitors
5. Sponsorship Packages

The list below describes opportunities that are currently or regularly available. We love to explore ideas and come up with a creative package that will fit your business aims and identity. Please get in touch to start a conversation.

- **Production Sponsorship**
- **Performance Sponsorship**
- **Participation & Learning**
- **Example: Christmas Production Sponsor**

**Production Sponsorship**

From £15,000 + VAT

As Production Sponsor, access city-wide high profile branding and a tailor-made plan of marketing activity. Follow the creative journey, as the world of the play comes to life and engage clients, staff and stakeholders with exclusive behind the scenes access.

All of the benefits of Performance Sponsorship below are included, with additional visibility, profile and hospitality opportunities, for example:

**PR & Marketing opportunities**
- Creative PR launch as part of integrated marketing campaign
- Social Media campaign with option for public ticket competition
- High resolution photography for use in your own marketing & PR
- Opportunities for giveaways or product sampling on site

**Branding & Profile**
- Opportunity for logo illumination in the Great Hall throughout the run
- Logo / text credit on external digital signage at Royal Exchange entrances (subject to availability)
- Branded image slideshow on interior screen in Great Hall
- Logo on all associated print, flyers, posters and emarketing
- Production Sponsor credit in production programmes, enewsletters, Plan Your Visit emails and Press Releases

**VIP Events & Hospitality**
- Complimentary tickets for Press Night and access to best seats in the house throughout the run
- Complimentary use of Royal Exchange venue for product demonstration or professional event during the run
- Exclusive behind the scenes event for your guests, for example:
  - Meet the Cast evening, hosted in our Corporate Members Suite OR
  - Intimate dinner hosted with the Director & creative team (subject to availability) OR
  - Visit the Wardrobe Department to see how the costumes for your production were designed and created
- Production Poster signed by the cast and production script signed by Director and creative team
Performance Sponsorship

Reach Royal Exchange audiences and align your company with high quality performance, by putting your business centre stage for one special night. Host an evening with a difference and entertain your guests in style, whilst enjoying great visibility for your brand in the Royal Exchange venue and marketing materials.

Benefits include:

- Up to 40 of the best seats in the house, for use on one special night at the theatre
- Exclusive use of our wood-panelled Members Suite on the evening of your performance
- Pre-show recorded message and branded image slide show in the Great Hall
- Branded programme wraps
- A4 advert in the production programme
- Opportunity for your group to be hosted by Royal Exchange Artistic Director or senior Creative Team
- VIP treatment for your guests, access to the best seats in the house and a take away gift of a signed Production Poster

Participation & Learning

Theatre is a powerful tool for learning and development. Royal Exchange projects with young people, older people, groups and schools support the communities that matter to your city and your business and provide a life-changing experience for people from across Greater Manchester.

Opportunities in this area change regularly but could include:

**The Company of Elders** – enable 20 people over the age of 65 to take part in a series of theatre workshops to increase self esteem, encouraging physical and social activity through practical sessions. Our taster sessions for this project were hugely popular and oversubscribed with 7 applications for every place available.

**Under 26s ticket scheme** – sponsor our scheme to offer £6 tickets to under 26s and ensure that more young people from across the city can access world class culture,

**Songlines** – this life-changing project supports young people aged 10 – 13 who are diagnosed with Autistic Spectrum Disorder, to find ways of communicating and expressing themselves through performance. A collaboration with Manchester Camerata.
Example Sponsorship: Christmas Production 2014: Little Shop of Horrors

Little Shop of Horrors
5 December 14 - 17 January 15

Director Derek Bond
Designer James Perkins
Puppet Director Toby Olié (Warhorse, The Light Princess)

For Christmas, we present a charming, kooky and hilarious 1950s musical sci-fi spoof

With music by the legendary Alan Menken best known for his numerous Walt Disney film scores, Little Shop of Horrors is a cult film and one of the longest running off-Broadway shows of all time.

Down and out florist's assistant Seymour becomes an overnight sensation when he discovers an exotic plant with a macabre craving. He is secretly in love with his colleague, Audrey and names the plant Audrey Two in her honour. Audrey Two has plans that are far greater than Seymour can imagine as it grows into a bad-tempered, foul-mouthed carnivore who offers fame and fortune in exchange for feeding its growing appetite. How far is Seymour willing to go to get the girl of his dreams?

Rising star, Derek Bond's recent credits include Microcosm (Soho Theatre 2014, Lost in Yonkers (Watford palace Theatre, 2012) and the award winning Floyd Collins (Southwark Playhouse, 2012 - Time Out Critics' Choice and Best Musical Production at the Off West End Awards in 2013).

“Our Little Shop of Horrors will be a gory, scary, glitter and sequins treat for all the family. The Royal Exchange’s in the round theatre will be sure to provide an immersive toe-tapping musical spectacular this Christmas.”

Derek Bond, Director

Our Creative Approach

The Royal Exchange Theatre will be working with hot puppetry experts (Warhorse, The Light Princess) and a talented creative team to bring to life the unique world of Little Shop of Horrors. As with all our productions, props, sets and costumes will all be produced in house, by our skilled workshop of makers.
The ever-growing, ever-hungry carnivorous plant Audrey II will be a fascinating creative challenge as it grows from plant pot to ravenous beast! The making of Audrey gives scope for great fun with potential behind the scenes access for your guests and discussions with the design team.

A live band on stage will up the musical energy of the production, which will be filled with colour and staged in a 1950s New York landscape - think shafts of sunlight through fire escape railings and steaming man hole covers.

**Target Audiences**

A hit with families, Royal Exchange regulars and new visitors alike, the Christmas production offers something full of fun and adventure, and a little bit different to the usual festive fare.

Last year’s Christmas production of Victoria Wood’s musical comedy That Day We Sang played to an audience of 34,634 people over 55 shows. This year’s show will have a capacity of around 35,000 seats over 50 shows, and expect a minimum audience of 25,000. Our marketing campaign will target adults, families with children aged 10+, regular visitors to the Exchange and a high proportion of new audiences.

**Marketing Activity**

A lively marketing campaign will promote the show to many thousands more, with excellent branding and PR opportunities including logo placement on posters, fliers, banners, video trailers, production programmes and signage. The marketing campaign will build in late Autumn and the profile of the show will increase in the run up to Christmas.

The *Little Shop of Horrors* story, colourful staging and design will create great photo opportunities and content. It could provide a fantastic and imaginative context for news, promotions, sampling, competitions online and offline as well as employee and stakeholder reward and engagement.

**Community Engagement**

*Little Shop of Horrors* will run alongside our annual Christmas fundraising appeal, which last year raised over £20,000 towards schemes like the [Arts Pot](#), a fund established by the Royal Exchange Theatre, to help those who couldn’t otherwise afford travel or tickets for theatre events.

During 2013, the Royal Exchange was able to give away nearly 600 tickets to individuals and groups who would have found it impossible to attend a theatre performance, thanks to donations received the year before. The 2014 fundraising drive could offer opportunities to engage employees and customers in the campaign, whether that means shaking buckets or supporting the campaign with their own fundraising events.

For *Little Shop of Horrors*, our Participation and Learning team will also be undertaking a project with 12 local schools inspired by the production who will be growing supernatural plants!
6. Exchange Club: Corporate Membership

Corporate Membership includes a flexible, annual package of theatre tickets, branding and advertising, offering you high quality hospitality and client development across a whole year of inspirational performance at the Royal Exchange.

Members have a dedicated Account Manager, access to the best seats in the house and complimentary programmes for all performances. Enjoy the beautiful wooden-panelled Exchange Suite or the glass Mezzanine Gallery as an exclusive space to entertain clients, reward employees and host guests. Invitations to special member events offer a chance to network with business contacts and explore behind the scenes in the creative world of the theatre.

**Associate Membership**

- £1,500 annual fee
- 24 flexible tickets
- Employee loyalty discount cards
- 10% discount in shop, café, bar
- Complimentary programmes
- Invitations to networking events

**Encore Membership**

- £3,000 annual fee
- 40 flexible tickets
- £5 employee ticket discount
- 10% discount in shop, café, bar
- Complimentary programmes
- Invitations to networking events
- 1 x A4 programme advert
- Backstage tour for up to 10
- 15% discount on room hire

**Principal Membership**

- £5,000 annual fee
- 72 flexible tickets
- £5 employee ticket discount
- 10% discount in shop, café, bar
- Complimentary programmes
- Double invitation to Press Night
- 2 x A4 programme adverts
- Backstage tour for up to 10
- One complimentary room hire
- 15% discount on further hires
- Floor plaque with company name

For full benefits and more information please contact us on 0161 615 6790
7. Where it all began: Brief history & Background of the theatre

Why are we in the round? Because we believe that theatre is a happening, and that what happens among people has more effect than what happens on the other side of a peep-hole. Why are we in Manchester? Because we want to be rooted in a community, and to serve it.

Michael Elliott, Founding Artistic Directorate, December 1976

The Royal Exchange Theatre was opened by Lord Olivier on 15 September 1976, the brainchild of a group artistic directorate comprising Casper Wrede, Michael Elliot, Richard Negri, James Maxwell and Braham Murray, later complemented by Greg Hersov. The ingenious structure attracted immediate critical acclaim. It burst onto the theatrical scene as an immediate tour de force of landmark engineering and architectural inspiration.

The extraordinary building inspires extraordinary creativity and the Company has attracted a high calibre of actor to its stage from Albert Finney, Leo McKern and Tom Courtenay in the early days through successive generations including Vanessa Redgrave, Helen Mirren and Robert Lindsay to Maxine Peake. It has also had a reputation for spotting young actors before they became megastars - Kate Winslet, Liam Neeson, Andrew Garfield and Hugh Grant all appeared at the Royal Exchange long before they made it on film.

The Royal Exchange Theatre has also had a knack of spotting directorial and design talent in early stage, blossoming careers - Adrian Noble, Nicholas Hytner, Phyllida Lloyd, Ian McDiarmid, Robert Delamare, Matthew Lloyd and Marianne Elliott all directed at the Royal Exchange Theatre as associate or artistic directors and designers such as Mark Thomas, Rae Smith and Lez Brotherston have all done important work here.

The Royal Exchange Theatre has won countless awards, produced a string of landmark productions, discovered and nurtured new creative talents, rebuilt itself after the 1996 IRA bomb and is currently reinventing itself again for a new era of theatre-making under the leadership of acclaimed theatre director Sarah Frankcom.

After nearly 40 years, the Royal Exchange Theatre continues to surprise, entertain and edify its loyal audiences, many of whom have been attending since it opened.

One could say the theatre has been conceived with one simple function in mind, namely, to please people – those who perform in it, those who operate it and most of all, those who come to enjoy it.

Richard Negri, Founding Artistic Directorate, September 1976