

The Event

Alice Through the Looking Glass is the Royal Theatre's 2015 Season Opening Production. The theatre is located in one of the town's most famous heritage-buildings and many distinctive architectural features have been integrated into this unusual production. Directed by Cecily Bigelow, three times winner of the National Children's Theatre Award, this magical show is anticipated to become the sell-out hit of the season. *Alice Through the Looking Glass* will run from May to October.

The Opportunity

The Royal Theatre is proud to invite *Fancy Nancy Children's Clothes* to become:

Production Sponsor of Alice Through the Looking Glass

The multi-layered opportunity will enable you to leverage Berkshire's only family theatre for brand and business-building. Our audience is your customer base and the partnership will give you a chance to reach and engage with new as well as existing customers.

The Benefits

ACTIVATION

Promotions

- Tracking code on the Fancy Nancy promotional offer included in one House Program insert.
- 4 Free Prize Draws for Family Tickets as added-value to Fancy Nancy's existing Radio campaign.

Sponsor Special!

- A once-in-a-lifetime chance for six children chosen by the sponsor to form a unique tableau during the Mad Hatter's Tea Party in one performance. The children may wear party clothes from Fancy Nancy, which have been pre-agreed with the theatre.
- The tableau will coincide with the promotional offer/House Program insert referred to above.

CORPORATE HOSPITALITY

Host Performance

- 12 A+ tickets to a performance of your choice for VIP guests.
- Pre-show chat with the Director/Set Designer.
- Access to the Royal Lounge on the day of the hosted performance, with one complimentary beverage for each guest at intermission. A personalized welcome seat note will act as the

Sample Proposal

invitation to the Lounge.

- Complimentary private theatre tour or access to view the “changeover” from one set to another.
- Complimentary event planning service for pre or post-reception (hospitality and staff costs not included).

Across the Season

- 20 complimentary A+ tickets between May and October.

EMPLOYEE ENGAGEMENT

- 12 A+ tickets for an Employee Family Event with an Alice-themed lunch in the Royal Lounge (free venue rental; food/ beverages/staff not included).
- Private tour of the theatre and pre-show chat with the Director.
- Production posters signed by cast members for children.

BRAND VISIBILITY

Logo recognition:

- The cover of House Programs for the sponsored production (insert number).
- The sponsors’ page of all House Programs (insert number).
- One customized insert in all House Programs (insert number).

Advertising:

- Inside front, full-page, full colour advertisement in the House Program for the sponsored production (insert size and number).
- Prominent recognition on the full-season banner advertisement in The Berkshire Herald (insert size and circulation number for the newspaper).

Digital Media:

- Logo recognition on the landing page for Alice Through the Looking Glass
- Logo recognition on the sponsors’ page of the Royal Theatre website (insert number of unique visitors annually).
- Name recognition in an article in Fans, the theatre’s e-newsletter (insert date).

Onsite:

- Logo recognition on signage outside the theatre throughout the season (insert size).
- Logo recognition on lobby signage throughout the season (insert size).

THOSE LITTLE EXTRAS

- Reserved parking for VIP guests.

SPONSOR INVESTMENT

PRODUCTION SPONSOR: \$20,000 FOR ONE YEAR