



Arts education: a right, not a privilege!

Boost your identity and support the arts by sponsoring Theatre Workout!

Since March 2006, Theatre Workout has achieved many things:

- We've become the leading producer of workshops in London's West End
- We've developed the official workshop programmes for over 30 West End plays and musicals
- We've developed hundreds of bespoke programmes for groups of all ages

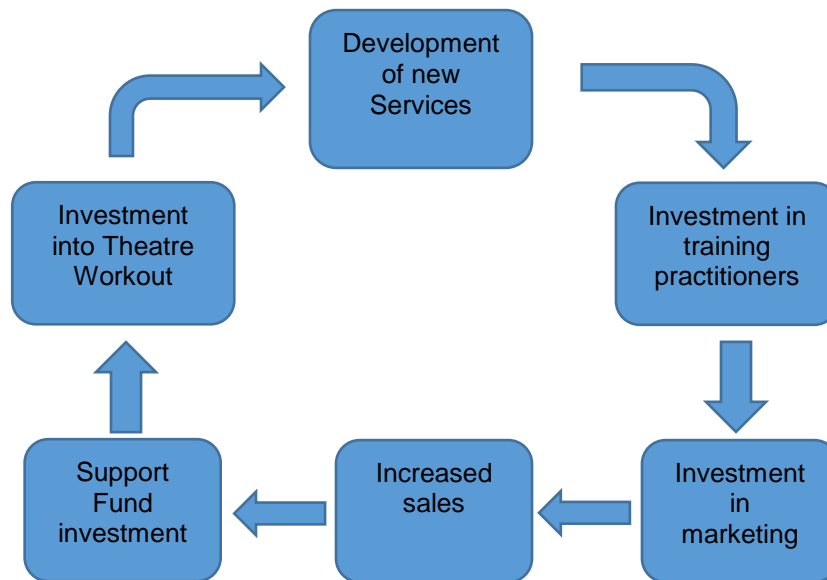
We've done all of this with no funding – just hard work, reputation, word of mouth, and the development of excellent relationships with the industry!

Imagine what we could do with your sponsorship!

I therefore take this opportunity to invite you to sponsor Theatre Workout and help us make the next ten years even more spectacular than the last.

What your sponsorship will do:

Your sponsorship will allow us to achieve our goal of making a significant difference to the provision of drama and arts training in the UK.



In order to grow our support fund, we need to grow the business of Theatre Workout. We can achieve this by...

- The development of new programmes and services
- Better training of practitioners to deliver those programmes
- Investment into effective marketing

By investing into new programmes and marketing, we can raise profits to invest into support fund to subsidise training for school and students from disadvantaged backgrounds, generating excellent PR opportunities for the company *and* our sponsors. This will generate more sales and an overall expansion of all aspects of the business.

Theatre Workout – Academy, Business, Education, Hospitality, Parties & Events, Productions

www.theatreworkout.com | enquiries@theatreworkout.com | +44 (0)20 8144 2290



What do I get from sponsoring Theatre Workout?

We're offering two levels of sponsorship, both of which last for 12 months from the sign-up date.

Silver Partners:

- Your logo on every page of Theatre Workout and Theatre Workout *Academy* websites (www.theatreworkout.com and www.theatreworkoutacademy.com) with live links to your website
- Your logo and profile on our partner pages with live links to your website
- Your logo on print media for Theatre Workout and Theatre Workout *Academy* (flyers, posters, t-shirts, course certificates, etc.)
- A minimum of 12 dedicated social media posts promoting your brand and services on Theatre Workout and Theatre Workout *Academy* channels
- Invitation to Theatre Workout events, such as Theatre Workout *Academy* performances and Theatre Workout West End trade nights

Silver Partnership is £3,500 + VAT and includes over £5000 of benefits!

Gold Partners:

Gold partners get all of the benefits of Silver Partnership, plus:

- Student grants and scholarships awarded in your (or your company's) name
- Your logo and live links on a minimum of 3 Theatre Workout e-newsletters in a 12 month period
- Your logo on any advertising in West End show programmes
- A dedicated e-shot to clients highlighting your brand and services
- A minimum of 12 additional dedicated social media posts (24 in total) promoting your brand and services on Theatre Workout and Theatre Workout *Academy* channels
- Headline profile and live link on Theatre Workout and Theatre Workout *Academy* website partner pages

Gold Partnership is £6000 + VAT and includes over £7500 of benefits!





About Theatre Workout and Theatre Workout Academy

Theatre Workout was founded in 2006 to create bespoke theatre workshops for school groups visiting London's West End. Since then, it has developed the official education programmes for over 30 major West End plays and musicals, and established itself as the leading producer of educational workshops in the industry.

Theatre Workout specialises in creating bespoke training workshops, catering for educational, corporate and social groups, supported by a bespoke group hospitality service.

For full details visit www.theatreworkout.com.

Theatre Workout Academy is Theatre Workout's only programme for individuals and has two objectives:

- To create a programme of high quality, professional standard drama courses and workshops, covering all aspects of theatre and performance
- To create a support fund to subsidise training for students from disadvantaged backgrounds

Our goal is to run courses throughout the year by 2020, catering for children teens and adults of all ages.

Professional, full time drama training is expensive. With an oversubscribed industry it is simply not an option for many young people, especially from working class backgrounds. Short courses offering intense, focused training on specific aspects of theatre and performance will offer an affordable, accessible alternative.

In 2014 the creative industries contributed over £84.1bn to the UK economy, up 8.9% on the year before, double the rate of the rest of the UK economy. It is a thriving industry with extensive social, cultural and economic benefits to the UK, yet funding for arts training has been cut time many times and there are no government plans to increase funding anytime soon.

We believe this is wrong!

Through sponsorship, Theatre Workout Academy will establish a support fund to subsidise drama training for students from disadvantaged backgrounds. We will then continue to grow this fund by investing from our course profits, benefiting talented performers across the UK who do not have access to the training they deserve.

Watch our video here: <https://youtu.be/uFvI2BHbfYw>

Our goals for the next three years:

By the summer of 2019, we hope to achieve the following:

- To run the official programmes for at least 25% of West End productions
- To increase the number of educational workshops each year to around 15,000 students
- To grow our adult programmes (parties, events and business programmes) to around 7,000 participants a year
- To run Academy courses and workshops throughout the year, catering for over 1000 students a year
- To establish a self-funding support fund which will provide free school workshops and Academy places

We cannot achieve these goals without funding, so please sponsor Theatre Workout and Theatre Workout Academy today to make our goals a reality.



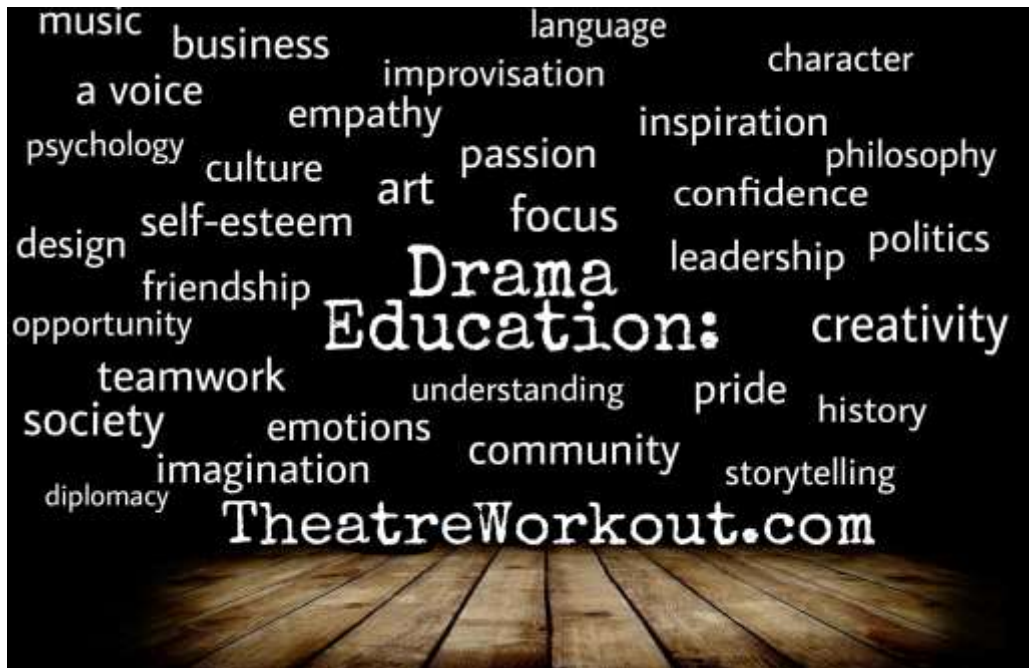
Theatre Workout™ Ltd

Creating bespoke theatre workshops & experiential events since 2006!

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