

Corporate Partnerships



OUR PARTNERSHIPS

We understand that a partnership needs to be a good investment. That's why we work with our Partners to design tailored packages that match their priorities. We thrive on finding ways to leverage our assets to ensure that each partnership compliments and enhances your unique marketing message. By investing in a partnership with us, you can feel proud in the knowledge that your business is supporting an important Scottish charity whilst also achieving valuable ROI.

Clockwise from top: Edinburgh Gin Bar, Luca's Ice cream, Rowan Glen (King's Panto)

"The cafe bar staff were so welcoming, friendly and efficient"

MARGARET, TRIPADVISOR,
MARCH 2018



Our vision:
to inspire a
lifelong love
of theatre
in everyone

ABOUT US

Capital Theatres is the largest independent theatre charity in Scotland which operates three city-centre venues in Edinburgh:

- **The Festival Theatre**, the largest performing space in Scotland, showcases dance, opera, comedians, music and large scale drama and musicals
- **The historic King's Theatre** plays host to drama, smaller musicals, children's theatre and one of the UK's best Pantomimes
- **The Studio** is purpose built for smaller scale productions as well as events and rehearsal space

"Possibly the best and slickest Front of House experience we've ever had"

AUDIENCE MEMBER WITH WHEELCHAIR USER
AT MISS SAIGON, FEBRUARY 2018



OUR STAGES

Our annual programme features over 700 performances of 140 shows and we are a major venue for the leading Edinburgh Festivals.

Recent show highlights have included *Miss Saigon*, *War Horse*, *The Curious Incident of the Dog in the Nighttime*, and *The Addams Family*. In January 2019 we will be welcoming *Les Misérables*, the first UK tour of this iconic show in nearly 10 years.

Sir Ian McKellen, Juliette Binoche, Alan Cumming, Sir Patrick Stewart and Carrie Hope Fletcher are some of the stars who have graced our stages in recent years.



"Truly witty and exhilarating"

THE SCOTSMAN

Clockwise from above: *The Addams Family*, *War Horse*, *Miss Saigon*



"She's back and she's fabulous"

THE TIMES



"A landmark theatre event"

TIME MAGAZINE

OUR AUDIENCES

Audience Figures

- Last year 430,000 audience members attended performances across our three venues
- 48% of these were new to our theatres

Marketing Reach

- Our monthly e-newsletter is distributed to over 100,000 regular customers
- Our monthly Friends newsletter are received by over 5,000 avid supporters of our theatres
- Around 50% of our audience comes from the City Prosperity classification as defined by Experian in their Mosaic Scotland report
- Our website receives 500,000 page views per month from 70,000 individual users
- 53% of our tickets are sold online and this proportion increased every year

Audience Reach

- We have a predominantly female audience at 70%
- 57% of our bookers are aged 55 and over
- 61% of our audience are from Edinburgh and 39% come from further afield



OUR BENEFITS

Partnering with Capital Theatres aligns your brand with Scotland's largest independent theatre charity which delivers a year-round programme that provides a range of ways for diverse groups of all ages to discover and explore the performing arts.

Benefits our Corporate Partners can enjoy include:

Branding

- Logo acknowledgement of your support in our Honour Board which is displayed on our website, in our quarterly brochures and in our venues.
- If you invest in a particular part of our programme or buildings, you will receive associated unique and impactful branding opportunities.

Print Advertising

- Half or full page advert in show programmes. We produce programmes for the majority of shows that run at our venues for over a week which are then sold to audiences.
- Ticket insert adverts sent to all audience members who chose to have their tickets printed and sent to them. We send out nearly 200,000 tickets every year and 60% of audiences chose this method of receiving their tickets, making this a very valuable advertising opportunity.

Digital Advertising

- Skyscraper adverts on the Capital Theatres homepage which receives 500,000 page views per month.
- Footer adverts in our monthly e-newsletters sent to over 100,000 people
- Social media posts across the year (over 50,000 followers across our platforms) which can include ticket competitions and giveaways to promote your product and your connection to Capital Theatres.

Hospitality

- Free tickets to shows across our venues to be used as staff benefits, consumer competitions or client entertainment
- Staff ticket discounts throughout the year to specific shows
- Free uses of function spaces at our theatres

To find out how we can help you achieve your business objectives, contact: **Catriona Boyce, Development Executive 0131 622 8087**
catriona.boyce@capitaltheatres.com

*Main image: Hospitality event
From left: Rowan Glen social media post;
Edinburgh Leisure advert in Les Miserables;
Edinburgh Gin ticket insert advert; Front of
House branding for Rowan Glen's sponsorship
of the 2018-19 Pantomime*





Capital Theatres is a registered Scottish Charity

**FESTIVAL
THEATRE**
EDINBURGH

**KING'S
THEATRE**
EDINBURGH

**THE
STUDIO**
EDINBURGH