



YOU
ARE
SOUTH
HILL PARK

CORPORATE SPONSORSHIP



South Hill Park houses two theatres, a dance studio, multiple creative spaces and a cinema within the grounds of an eighteenth-century mansion house in Bracknell. We host over 300 shows, events and films each year, with a busy programme of over 250 courses and workshops.

The variety of what we offer is unique and we rely on the support of our local community to be able to continue delivering our range of events alongside our extensive outreach programme. It costs over £25,000 a week to run the centre, and as a registered charity (265656) we do not turn a profit – all proceeds go directly to our community work.

Over 104,000 people take part in our arts programmes for adults, children and young people.

Our *Wilde About Arts* programme for young carers and our young people programme, 11–17, offers opportunities to those who would not otherwise be able to access the arts.

During *Wilde Week*, we offer free visual arts workshops in collaboration with local schools, hosting over 600 students.

Over 27,000 people take part in our community learning and participation activities each year.

We work with vocational performing arts colleges to provide free training for aspiring young performers between the ages of 16–19yrs, hosting 45 students annually.

Over 2000 young people engage in our participation programmes each year.

We host 21 amateur theatre and music groups each year and produce up to four in-house productions annually, offering the community the opportunity to audition and perform.

Our *Wilde Young Producers* programme offers training and hands-on experience working in a professional venue to young people aged from 15–20yrs.

We provide over 130 art-based workshops to local schools.

We welcome over 230,000 people to South Hill Park each year. This includes patrons of the cinema, theatres and courses in addition to visitors of the grounds, restaurants, and attendees of our free exhibitions and fairs.



YOU ARE SOUTH HILL PARK

Without your support we would not be able to continue our community work

Luckily there are many ways businesses can support their local arts venue and its charitable objectives.

Why not get involved and grow your brand awareness?



Would your business like to support a specific community-based project?

Your company could sponsor an arts-based workshop and competition in a local school, care home or charity, judged by your company, with associated press and social media coverage, and artwork displayed in our Community Gallery.

You can get involved in our free-to-the-public Easter and Summer School holiday workshops held at South Hill Park, with artwork and your branding displayed in our Community Gallery.

Your business may wish to sponsor of a *bring in baby* or *dementia friendly* film screening in our historic cinema, including a branded pre-show advert on screen.

Would you or your team wish to donate their time, services or products to South Hill Park?

Our eighteenth-century manor house is beautiful and we want to keep it that way. With a professional theatre and cinema alongside numerous studios and meeting spaces our maintenance and technical teams are always grateful for support.

Does your business want to grow its marketing reach?

For companies wishing to grow their brand awareness, whilst supporting their own corporate social responsibility objectives, we offer a number of advertising opportunities to our 230,000-strong audience including:

Marketing via monthly e-shot to 22,000 subscribers and social media (14,000 Facebook followers; 4,000 Instagram; 1,000 LinkedIn)

Advertising in our Easter show (print run 10,000) or Christmas Panto (print run 20,000) programme

Branded sponsorship of a space in the Wilde Theatre or Mansion, with associated press coverage and social media

Advertising in our Autumn four-page A5 promotional flyer delivered to 36,000 local households



Are you looking to gain more customers?

As a local partner, you may wish to join one of our free-to-the-public events, giving you access to a unique and targeted audience:

January

**South Hill Park
Wedding Fair**

2-day event
500 attending

May

**Summer Food
and Craft Fair**

2-day event
1500 attending

June

**Festival of
Food and Music**

2-day event
6000 attending

November

**Christmas Craft
& Design Fair**

2-day event
2500 attending

For over 10 years, South Hill Park has hosted the Festival of Food and Music, a much-loved, free-to-the-public event on the grounds of the estate. The festival features music and entertainment for all the family, such as tribute acts and performances. Also featured is a great variety of food and craft stalls attracting over 6000 people each year.

The festival has previously been run by a corporate company, that is no longer able to produce the event. Due to its importance to the community, South Hill Park will take over running the Festival of Food and Music in 2024 and, in doing so, create more opportunities for our local community to get involved.

South Hill Park's ambition is to inspire, connect and enrich lives through the creative arts. We are planning an increased focus on our local community, offering performance opportunities to our local audiences, a wider option of stalls as well as free children's activities and we are looking for corporate sponsors to support this event.

THE FESTIVAL OF FOOD AND MUSIC





Do you want to do something for your team?

Does your company need space for their next meeting, dinner or corporate event? Our unique blend of history and creativity provides an inspiring break from the norm with all room hire proceeds going directly towards South Hill Park's community fund. We also offer a number of art and theatre-based team building activities to really get the energy flowing.

One last thing

Would you also consider making South Hill Park your company's nominated charity or consider match-funding any donations your employees make? You could purchase a membership for your team members or simply take your team out to see one of our award-winning productions. All proceeds go towards our charitable objectives.

Tie it all together

We also have a number of Corporate Partnership packages including brand presence on our website, discounted tickets and room hire, along with complimentary tickets for our annual Pantomime.

Visit southhillpark.org.uk/support-us/corporate-partnerships for more information.

Our programme is constantly evolving, and we hope the above reflects our ambition to truly be Berkshire's centre for the arts, business and community. If you do have an idea for a community project or a specific target market, we would be delighted to discuss opportunities with you.

Further information

Please contact our Sales & Marketing Director
Margaretha Welsford on **01344 413513** or
email margaretha.welsford@southhillpark.org.uk

Your support is greatly appreciated, thank you

