Oakengates Theatre @ The Place

A Unique Opportunity

Sleeping Beauty
Oakengates Theatre @ The Place

Oakengates Theatre @ The Place is Telford’s premier entertainment venue providing a diverse and high quality range of live entertainment.

- 640 seats with flexible seating options
- Over 200 shows/events each year
- Across a wide range of genres
- comedy, dance drama, live music,
- special interest celebrity talks,
- children's shows and family, pantomimes.

The Theatre’s vision is

“to deliver quality shows and exciting cultural experiences to audiences from our community and beyond”
The Pantomime Overview

Previous Productions:
• 2012 – Cinderella
• 2013 – Aladdin
• 2014 – Beauty & The Beast
  2015 – Snow White and the Severn Dwarfs

Attracting over 21,360 ticket sales in 2015/16

What the critics said:

“Pantomime like you have never seen it before”
(Andy Richardson, Shropshire Star)

You don’t need a million pound budget to stage a successful panto, you just need commitment, warmth, and a spoonful of that elusive ingredient - theatre magic.
(Richard Edmounds, The Stage)
The Pantomime 2016/17

Telfords 2016 pantomime will be performed this year by a new production company – Shone Productions Ltd

James Shone Managing Director and Producer at Shone Productions said:

“We could not be happier to be producing this year's pantomime at the Place Telford. We have visited the theatre a couple of times and it's a lovely venue, we promise the biggest pantomime the theatre has ever seen featuring a quality cast, fantastic scenery and costumes, an amazing live band and magical special effects. Sleeping Beauty is a wonderful story that everyone knows and loves so make sure you book your tickets nice and early to secure the best seats, this will truly be an amazing spectacle for all the people of Telford”
The Pantomime Opportunity

Sponsor would become The Place’s official partner for the Pantomime in 2016 and would benefit from the following:

Sponsor logo on all Pantomime awareness advertising in the 6 months marketing campaign and during the production including:

- Pantomime posters and flyers with a distribution campaign of over 20,000
- Roadside / outdoor billboard campaign
- 48 Sheet Advertising board at Wrekin Retail park for 4 weeks
- Theatre Brochure advert from December 2015 to July 2016
- Colour advertising in Shropshire Star / Telford Journal / Newport Advertiser
- In-theatre promotional graphics (5 Plasma Screens)
- South Water 1 Large internal and external plasma screens
- Plasma screen promotion in Wellington Civic Centre
- Council website
- Gobo displayed on the star cloth within the auditorium
- Posters located in the new Southwater 1 car park
- Posters located on the external Town Centre ring road.
The Pantomime Opportunity (continued)

• The Place website
• The Place press releases
• Social media promotions including facebook and twitter.
• Logo on promotional T-Shirts worn across leisure Centre’s and council building receptions.
• Promotional advertising screen within Telford Shopping Centre.
• In theatre promotional graphics and product placement within the venue along with a product endorsement included within the show.
• E-flyers to all theatre patrons and Dot.Gov and TLC members
• Inclusion on display pull up banners located within busy leisure buildings and pantomime promotions.
• Pop UP adverts on all council computers.
• Inclusion on the coloring-in placemat distributed throughout family restaurants within Telford & Wrekin
• Shopping Centre promotions
• Advert in the Your Voice magazine to over 70K homes
Theatre Audience Data

* 21,350 ticket in 2015/16 Snow White and The Seven Dwarfs
* Pantomime customers from TF, ST, WV, SY post code areas
  * 64% from TF post code areas
  * The Place website hits in September 2015 17,111
* Email campaigns to over 32,000 emails addresses
  * Multi point of sale promotion

Trio Logo on the star cloth in the main auditorium
1 Domitory Dependables
A significant proportion of audiences are made up of this dependably regular if not frequently engaging group. Most live in suburban or small towns and show a preference for heritage activities, alongside popular and more traditional, mainstream arts. Many are thriving well off mature couples or busy older families; lifestage coupled with more limited access to an extensive cultural offer mean that culture is more an occasional treat or family outing than an integral part of their lifestyle.

2 Trips & Treats
While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, this group are led by their children’s interests and strongly influenced by friends and family.

Telford Audience Profile

In 2010 the population of Telford & Wrekin was estimated at 170,300 with a forecast to grow to 200,000 in 2031
3 Home & Heritage
Conservative in their tastes, this more mature group appreciates all things traditional: a large proportion are National Trust members, while classical music and amateur dramatics are comparatively popular. While this is not a highly engaged group – partly because they are largely to be found in rural areas and small towns – they do engage with the cultural activity available to them in their locality. They look for activities to match their needs and interests, such as accessible day-time activities or content exploring historical events.

4 Commuterland Culturebuffs
Affluent and settled with many working in higher managerial and professional occupations. Commuterland Culturebuffs are keen consumers of culture, with broad tastes but a leaning towards heritage and more classical offerings. Mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort, they are willing to travel and pay for premium experiences, their habits perhaps influenced by commuting. Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children. They tend to be frequent attenders and potential donors.
Sponsor brand placement

Other enhancements available for this package include:
• 500 Goody Bags promoted on stage during the comedy song sheet for each show.
• 100 FREE tickets for Sponsor staff to a specified performance with special VIP area.
• Sponsor Vehicle promotions on theatre square.
• Sponsor branding within the theatre entrance
• Sponsor branding within the theatre bar area
• Sponsor “product placement” in production
• Sponsor “reference” in script
• Sponsor full page advert in the pantomime programme
• Sponsor banners in theatre car park
• Cheque book of Sponsor offers or promotions could be sent out with tickets or promoted at performances.
Facebook and Twitter Feedback

- **Lesley Cousins** Went today, 3rd year running! took my Grandchildren, thoroughly enjoyable experience! We will book again for next year! Why go to the big cities to Panto, when we have The Place on our doorstep presenting brilliant acting and big fun pantomimes! Xx

- **Wendy Cocker** Really enjoyed the panto tonight very good entertainment all round good for the place, we have had some suburb evenings there xx

- **Angela Smith** We’ve just watched the panto and we’re still laughing. We loved it. My kids even got them to give me a shout out for my birthday. Will definitely be back again. Thank you

- **Andrea Louise Jones** Brilliant performance, absolutely loved it and I will be back again x

- **Clair Chalkley** We saw the panto yesterday evening. It was fantastic our little girl was enthralled all the way through. I think my ear drums sustained some damage from her shouting. Lol. Will definitely be booking for this year. X

- **MrlanH95** Dec 14, 2014, 9:45pm via Twitter Web Client
  - @TelfordTheatre @mrianbillings Cracking panto tonight! Can't be faulted. You are just too good. I come every year- cant wait till the next!

- **kaur_kully** Dec 14, 2014, 8:55pm via Twitter for iPhone
  - Absolutely loved the panto tonight @TelfordTheatre with #catandnelly from @wearefreeradio made my night #couldnststopleaning 😜😜
The benefits for Sponsor

The campaign uses several media partners for maximum exposure throughout the Telford and Shropshire area for over two months with lasting benefits into Spring 2016.

Sponsor would be part of the local pantomime which is traditionally a memorable part of Christmas for many of the local community.

Sponsor would be in association with a family friendly product promoting to 20,000 pantomime attenders from within the local area.

The Sponsor brand will be closely linked with the pantomime that will have a high profile presence in the borough in the run up and during the season. (mid Summer – early Jan)

Allows the Sponsor to become a positive partner in a major local community initiative and helps to deliver the corporate and social responsibility agenda for businesses.

Positions the Sponsor as an employer who has empathy with the local community and the things that are important to it.

Special VIP area available for corporate entertainment.
As we build up to our Theatre’s 50th anniversary year, we are looking to work with businesses to create bespoke, flexible corporate partnerships that are designed to meet specific business and marketing objectives ensuring maximum value from our relationship.

Whether it's about showing your commitment to the community, increasing your profile, or looking after your clients or employees, we can create a bespoke package that suits your business and employees needs. Our partnerships are developed for the long term - ensuring depth in the relationship and exclusive benefits for both partners.

To sponsor the 2016 Pantomime will cost £8,000