

TRON THEATRE CORPORATE SPONSORSHIP



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Alice in Weegieland
Image John Johnston

**“Likeminded, professional,
creative... what’s not to love!”**

– Geoff Hall, G H Digital Print

THE TRON THEATRE IS A CHARITY, WITH A UNIQUE CULTURAL, CREATIVE AND COMMUNITY OFFERING.

We are the west of Scotland's only mid-scale producing venue which delivers challenging, contemporary theatre both at home and abroad, while facilitating participation in the arts amongst people of all ages, races, ability and genders.

Our home in the Tron Kirk has survived over 500 years of social upheaval, and is listed as an A-category historic building. The Tron houses two theatre spaces, the Main Auditorium (capacity 230) and the smaller Changing House Studio (capacity 62).



WHY SUPPORT THE TRON?

Located in the heart of Glasgow's Merchant City with award-winning bar and catering facilities, the Tron is a venue with a difference. With over 45,000 tickets sold a year, we are a dynamic, busy venue showing a diverse range of critically acclaimed work. Among our assets we count our loyal audiences and generous patrons, who have been enjoying our work year after year.

By supporting us you will be making an investment in the development of new Scottish theatre. Alongside creating exciting and brilliant theatre for our audiences, we also fund initiatives to inspire and facilitate engagement in the arts. Tron Participation is the education and outreach strand of the Tron and Tron Creative is an artistic development programme designed to nurture the current

and next generation of performance artists making work in Scotland. The Tron is committed to Inclusion and Outreach. This encompasses accessibility as a venue, diversity of programming and reaching out to excluded communities through our work. Our Pay it Forward scheme raises money so children who experience social and economic disadvantage can enjoy a day out at our Christmas panto with toys and treats. Since it launched in 2016, we have worked with organisations including NSPCC, Women's Aid and the Scottish Refugee Council.

SPONSORSHIP OPPORTUNITIES

With over 45,000 tickets sold per year, a vibrant Bar & Kitchen serving varied, contemporary cuisine in a busy venue in the Merchant City, the Tron is the ideal sponsorship opportunity for any size of business. As a building based theatre with an eclectic mix of events taking place over the year, including theatre, music nights, table reads, comedy, poetry slams and more, we can offer great branding and hospitality sponsorship packages at competitive prices. Some examples include:



TICKET SPONSORSHIP

Get your branding on the back of every Tron Theatre ticket (approx. 45,000 tickets per year.)

PRODUCTION SPONSORSHIP

Align your company with new, engaging theatre and have your branding on our extensive outdoor marketing, social media campaigns and production programmes while enjoying VIP hospitality for your staff, clients and stakeholders at press night.

MAYFESTO SPONSORSHIP

Annual festival of new work, often focusing on radical ideas. Your logo and acknowledgement on the Mayfest brochure (11,000 copies), branded pop ups in our spaces, leaflets distributed to audiences, social media content, ticket allowance, pre and post show hospitality in our Victorian Bar.



PANTO SPONSORSHIP

Our much-loved panto will be seen by approximately 14,000 people over 60 performances. Benefits include your logo and an advert in our panto programme, branding opportunities within the Tron building, exposure on an extensive marketing campaign and plenty of tickets to the most popular performances for your staff /clients or to donate to a local school or charity.

BAR SPONSORSHIP

Have your branding in our popular Bar & Kitchen or lend your name to a drink, menu or special event.

T-SHIRT SPONSORSHIP

Have your company's logo on stylish t-shirts for our Box Office and Bar staff!

CORPORATE PARTNERSHIPS

Pay an annual partnership fee to support the arts while receiving a fantastic range of benefits for your clients and colleagues. Choose from three great value packages:

ENTERTAINING & EVENTS

	Associate Level £1,000+VAT per year	Senior Partner Level £2,500+VAT per year	Executive Level £5,000+VAT per year
Ticket allowance for the best seats for use on one evening or spread throughout the year	20	50	100
Complimentary programmes	20	50	100
Room hire of any of our spaces subject to availability	-	1	2
VIP Tour of the Tron for staff, clients or stakeholders with complimentary canapés	-	-	•

EXCLUSIVE INVITATIONS & SERVICE

Invitation to the opening night performance and reception of all Tron Theatre Company Productions	2	4	4
Advance notification and regular mailings about all Tron events	•	•	•
Dedicated ticket and hospitality booking service	•	•	•

BRANDING & PROFILE

Opportunity to include an A6 postcard sized advert in a Tron Theatre Company production programme (production to be agreed)	-	•	-
One full page for exclusive use in a Tron bi-annual season brochure (print run 16,000, emailed to 14,000)	-	-	•
Your company's logo in all Tron Theatre Company Production Programmes (print run 4000 per programme, minimum 5 productions a year)	•	•	•
Your company's logo in our bi-annual season brochure	•	•	•
Your company's logo displayed on our supporters board in the foyer	•	•	•
Your company's logo on the Tron website with hyperlink	•	•	•

BENEFITS FOR YOUR TEAM

10% off ticket purchases for your company and individual employees	•	•	•
Personalised email to all staff from the Tron	•	•	•

OUR SPACES

Located in the heart of the Merchant City in an A-listed building which is over 500 years old, the Tron building is a unique combination of the classic and contemporary. Our supporters can access our fantastic spaces, which are also available for general hire. We have a space for every occasion; Main Theatre, Changing House Studio, Education Suite, a meeting room and the versatile Victorian Bar for hospitality.



“The Tron are a fantastic organisation to work with, their staff are always helpful, professional and genuinely passionate in what they do. Having an association with such an iconic institution as the Tron has allowed us to successfully work in partnership to host key brand building events for our Makar Gin Range.”

Sebastian Bunford-Jones,
Glasgow Distillery



CONTACT US

For more information on Sponsorship and Corporate Partnerships please email development@tron.co.uk or call **0141 559 5319**.



**TRON
THEATRE**

tron.co.uk

Tron Theatre Ltd is a Scottish Registered Charity No. SC012081