

ALMEIDA THEATRE

CORPORATE PARTNERSHIPS



‘There’s a sense at the Almeida Theatre that anything is possible, and if it seems it might not be, they’ll make it so’

Evening Standard

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Photo: *Summer and Smoke* (2018) Marc Brenner



Photo: Rupert Goold in rehearsals for *Albion* (2017) Marc Brenner

Play a leading role

by becoming an Almeida Corporate Partner

When I became Artistic Director of the Almeida in 2013 my aim was to make brave new work that asks big questions: of plays, of theatre and of the world around us. That work takes many forms but, at the heart of everything we do, is the desire to bring together the most exciting artists to take risks; to provoke, inspire and surprise our audiences.

The Almeida is a small theatre with an international reach. From transfers to the West End and Broadway, international tours taking us as far as Singapore and Australia and on-screen adaptations that take our work into people's homes and local cinemas, our work regularly reaches audiences well beyond our four walls.

We're proud to be a part of the UK's creative economy, punching above our weight in terms of our artistic and economic contribution to one of this country's great success stories.

However, even when our auditorium is sold out, ticket sales can only provide 40% of the funding we need to survive. We consequently need to raise more than £2 million each year from individuals, trusts and corporate partners who share our passion.

The most notable of these is our Principal Partner who underwrites everything we do and, in return, has the opportunity to become synonymous with our award-winning work. We have a rare opportunity for a new company to take up this partnership and make it their own – bringing creative excitement to their business, their clients and their staff. And we can't wait to meet them – perhaps it could be you!

I look forward to welcoming your company into the Almeida to become part of our future – it's going to be exciting.

Rupert Goold, Artistic Director

CORPORATE PARTNERSHIPS

Recent highlights

Many of our productions have transferred to the West End, Broadway and have toured across the globe.



INK
'A super, soaraway smash'
The Telegraph

Photos (left to right): *Ink* (2017) Marc Brenner, *King Charles III* (2014) Johan Persson, *Mary Stuart* (2016) Manuel Harlan, *Hamlet* (2017) Manuel Harlan, *Summer and Smoke* (2018) Marc Brenner



KING CHARLES III
'Outstanding and
provocative play'
The Times



MARY STUART
'Juliet Stevenson and Lia Williams
are mighty... Electrifying'
The Observer



HAMLET
'Extraordinary,
heartbreakingly
beautiful'
Time Out



SUMMER & SMOKE
'Rush to see this or
live to regret it'
The Telegraph



SINCE 2013 THE
ALMEIDA HAS WON
**13 OLIVIER
AWARDS**

Photo: *Richard III* (2016) Marc Brenner

536,000

people watched Robert Icke's *Hamlet* and

1,800,000

watched *King Charles III*, both on BBC2

Photo: *Dance Nation* (2018) Marc Brenner

AWARDED A
★★★★★
CREATIVE
INDUSTRY GREEN
CERTIFICATION

from *Julie's Bicycle* for
environmental sustainability

Photo: *Shipwreck* (2019) Marc Brenner

Over the last three years almost
**1 MILLION
PEOPLE**

have seen our work at the Almeida,
in the West End, on Broadway and on tour

Photo: *Against* (2017) Johan Persson

In 2016 and 2018 we were named
**LONDON
THEATRE
OF THE YEAR**
at The Stage Awards

Photo: *The Tragedy of King Richard the Second* (2018) Marc Brenner

OUR INNOVATIVE
DIGITAL PROJECT
**FIGURES
OF SPEECH**
WAS SEEN BY
650,000
people on Almeida social media

Photo: *Albion* (2017) Marc Brenner



‘It’s vital to remove barriers to attending and making theatre... No one should feel that theatre isn’t for them’

Rupert Goold, Artistic Director

Photo: Juliet Stevenson leads an acting workshop, *Almeida for Free* (2017)

CORPORATE PARTNERSHIPS

Inspiring young people



We make 500 tickets for each production available to those aged 25 and under at just £5 each, and target local schools, colleges and community groups to ensure our work reaches individuals who might ordinarily face financial, social or cultural barriers to engagement with the arts.

As well as engaging young people through our productions we offer the chance to take part through our Young Company, Young Critics and Young Producers groups as well as our Youth Advisory Board. Partnerships with local schools widen our reach and give young people the chance to perform on the Almeida stage.

These initiatives aim to give a voice to those young people who are often not heard and make them welcome in their local theatre. They also consistently grow life-skills such as confidence, communication and team-work and increase their employability.

This important work is only possible with the support of funders, including our Corporate Partners, trusts and individuals.

Almeida Participation aims to give young people access to some of the most exciting artists working in the industry today, inspiring the audiences and theatre-makers of the future.

Our first *Almeida For Free* festival (around the production of *Hamlet* in 2017) enabled more than 2,200 young people to participate in a week-long programme of events and workshops as well as watching the production free-of-charge. 69% of them had not visited the Almeida before. Since then, regular *Almeida for Free* events have enabled us to give more than 4,000 free tickets to young people.

**‘London’s most
exciting and
progressive theatre’**

Time Out

**‘The Almeida is
shattering and
reimagining our
notions of theatre’**

The Guardian

**‘Rupert Goold has
turned the Almeida
into a powerhouse’**

The Stage

Photo: *The Hunt* (2019) Marc Brenner



**‘One of London’s
most essential
theatres’**

The Stage

**‘Rupert Goold’s
irresistible
Almeida Theatre’**

WhatsOnStage

**‘Islington’s Almeida
regularly plays
host to some of
the capital’s most
exciting theatre
productions’**

Metro

Emerging artists

The Almeida has a long tradition of nurturing new talent, both on stage and off, and a commitment to providing routes into the industry for individuals who are currently under-represented or might otherwise face barriers to a career in theatre.

Our programmes for emerging directors and designers allow access, nurturing and training to be given to our future artists and artistic leaders. They are given the opportunity to work closely with the Almeida's artistic team, to gain practical experience through Almeida productions, and to widen their creative networks. Meanwhile, we support new writers to experiment and innovate, enabling them to make the transition from smaller scale, studio work to the main stage of a leading theatre.

We welcome emerging artists as important members of the company, benefiting from, and contributing to, the Almeida's vibrant creative environment. Our work with emerging artists has an impact well beyond our theatre, breaking down barriers and introducing a diverse and exciting stream of talent into the industry.

‘The future of British theatre lies with our new and emerging artists and now more than ever we need to be discovering, cultivating and backing this new artistic future. I have direct experience of how being attached to this building and supported by its artistic team can catapult a young director’s career’

Rebecca Frecknall, Almeida Associate Director

In 2017 Rebecca was part of the Almeida Resident Director programme, which supports emerging directors. This scheme and all the other work with emerging artists is only possible with the support of funders, including our Corporate Partners, trusts and individuals.

Photo: Projects include Figures of Speech, Young Leaders, Resident Directors, Young Producers, Young Critics, Young Company



CORPORATE PARTNERSHIPS

Principal Partner

Put your company centre stage

We are known for creating distinctive and exciting work that reaches far beyond our North London venue. A Principal Partnership with the Almeida Theatre allows you to offer clients, staff and stakeholders a truly unique experience from corporate hospitality and tickets to sold-out shows, to backstage tours, staff training and money-can't-buy experiences with actors and creative team members.

The Almeida Theatre's Principal Partner is centre stage in everything we do. This level of partnership links your brand with the high-profile and award-winning work on our stage. It also allows involvement with our exciting and innovative digital projects, school and community work and even West End transfers.

This partnership is bespoke and tailored to your objectives so it is guaranteed to be valuable and make a positive difference to your company as well as to the theatre.

Price dependent on benefit package

Photo: *Hamlet* (2017) Manuel Harlan



‘Our partnership with the theatre has been hugely valuable for corporate entertaining and employee engagement but has also allowed us to support important projects with schools and local community groups as part of our wider community investment programme.

‘We are immensely proud to have been associated with this wonderfully creative theatre and we have always been particularly supportive of the Almeida’s initiatives to bring quality theatre to a wider audience’

Karen Green, Aspen UK, Almeida Principal Partner since 2011,
Corporate Partner since 2004

CORPORATE PARTNERSHIPS

Principal Partner continued

A partnership with the Almeida Theatre will bring benefits for the whole organisation in the following ways:

CSR

Meet CSR objectives by supporting our work with schools, young people and community groups in Islington and the surrounding boroughs of Hackney, Haringey, Camden and Tower Hamlets. This helps us to nurture a new generation of creative talent.

CREATE CONTENT AND SOCIAL MEDIA

Link your brand with a bold, exciting theatre. Use our many connections to well-known artists as an opportunity to generate tailored content.

BRAND AWARENESS AND MARKETING

Align your brand with multi-award-winning work and a leading UK arts organisation

by being our most prominent partner and appearing on all our marketing materials.

CORPORATE HOSPITALITY

Strengthen client relationships through exclusive events, tickets to sold-out productions and the chance to meet the actors and other artists.

STAFF ENGAGEMENT AND TRAINING

Engage staff and retain talent by offering exciting events and money-can't-buy experiences for staff. Ensure teams are continually learning and growing by developing their skills with our professional training practitioners.

‘Our corporate supporters are vital for continuing our work on and off stage. The headline commitment provided by a Principal Partner affords us the freedom to think big, take creative risks and make the highest quality work possible’

Rupert Goold, Artistic Director



Photo: *Three Sisters* (2019) Marc Brenner

Major Partner

Play a leading role

Our four Major Partners will each be aligned with a particular theme of work; Innovation, Emerging Artists, New Writing or Young People. This will give you an in-depth understanding of a specific area of work and provide positive opportunities for press and publicity.

We can develop a package of benefits and a calendar of exclusive events, providing you, your staff and your clients with unique and unrivalled access to the Almeida productions, creative team, artists and writers.

Major Partners will allow the Almeida to work with more young people, offer more opportunities and create more innovative, creative work.

Major Partnerships from £100,000 dependent on benefit package

Benefits would include:

- Benefits specific to your theme of work such as access to readings of new writing, to rehearsals for a show directed by an emerging director, to a young people’s festival etc
- Complimentary tickets and programmes
- Invitations to Press Nights and Patrons’ Evenings
- Invitations to exclusive events including opening nights in the West End and on Broadway
- Reduced price tickets for staff
- Access to Priority Booking
- Access to House Seats for sold-out productions
- Event planning and management for special events
- Meet and greets with actors and access to rehearsals
- Backstage tours
- Pre-show talks with Artistic Director or someone directly relevant to your specific theme
- Staff training (all levels from graduate to exec)
- The opportunity to use the auditorium for presentations and events
- Programme adverts
- Logo and credits on Almeida website, programmes and in the theatre foyer

‘Our clients love coming to the Almeida. The quality and outstanding talent on stage make events there truly memorable and the variety of the productions often throw up real surprises. This is what makes the experience so special for our guests and our partnership with the Almeida such a success’

Linda Plant, Edwardian Hotels,
Corporate Partner since 2011

Photo: Summer and Smoke (2018) Marc Brenner

Major Partner continued

We are looking for one partner for each of the following strands of work:

YOUNG PEOPLE

We proactively seek out new, younger audience members and provide them with practical access to our work. We also offer opportunities to perform, write, produce and review, and work closely with school partners in local boroughs. We have developed ways to open our theatre up as a welcoming space including the provision of free tickets, thus removing some of the barriers to those of BAME backgrounds and of varying socio-economic backgrounds.

EMERGING ARTISTS

Our programmes for emerging directors and designers enable individuals in the early stages of their careers the opportunity to work closely with the Almeida's artistic team, to gain practical experience through Almeida productions, and to widen their creative networks.

NEW WRITING

The Almeida is increasingly seen as a home for the very best new writing. Since 2014, the Almeida has produced 16 new work premieres and five new original versions. We take a rigorous approach to the identification of talented new writers, seeking out the most exciting voices, with a particular focus on individuals from backgrounds that are currently under-represented or marginalised, or that provide a new cultural perspective. We support writers to make the transition from smaller scale, studio work to the main stage of a leading theatre, encouraging them to tackle contemporary issues and ideas.

INNOVATION

We pride ourselves on tackling big questions, pushing artistic boundaries and driving innovation through our work on stage, online and in unexpected settings. Recent projects include the *Almeida Greeks* season which involved a 12-hour live streamed reading of Homer's *Odyssey* from iconic London venues, and *Figures of Speech*, a digital project bringing actors and young people together to discuss and record historic speeches.

We would like to explore further opportunities to bring our work to wider audiences and to lead the cultural conversation in new and exciting ways. This could include digital projects, working with new audiences, working in different venues and much more.

A Major Partner for Innovation would enable us to take creative risks and think in the widest way possible.



Photo: Albion (2017) Marc Brenner

Associate Partner | Partner | Member

Play your part

At the Almeida we tailor our Corporate Partnerships to suit the needs of each individual company. A package of exclusive benefits can be produced to fit with your objectives including client entertainment, tickets, advertising, brand awareness and behind-the-scenes access.

BENEFITS	ASSOCIATE PARTNER (FROM £35,000)	PARTNER (FROM £15,000)	MEMBER (FROM £7,000)
Complimentary tickets	+75	+50	+10
Complimentary programmes	+40	+40	
Pages of programme adverts	2 pages	3 half pages	
Invitations to Press Night	✓		
Invitations to Patrons’ Evening	✓		
Event planning and management (up to 50 people)	✓		
Space hire for small events (up to 30)	✓	✓	✓
Reduced price tickets for staff	✓	✓	✓
Access to priority booking (book a week before the general public)	✓	✓	✓
Credit in Almeida Theatre programmes	✓	✓	✓
Credit on Almeida Theatre website	✓	✓	✓
Credit in Almeida Theatre foyer	✓	✓	✓
Access to house seats for sold-out productions	✓	✓	✓



‘The Almeida Theatre is a vibrant and exciting part of the arts scene in Islington, and we know many of our own guests love to go there to be inspired and entertained’

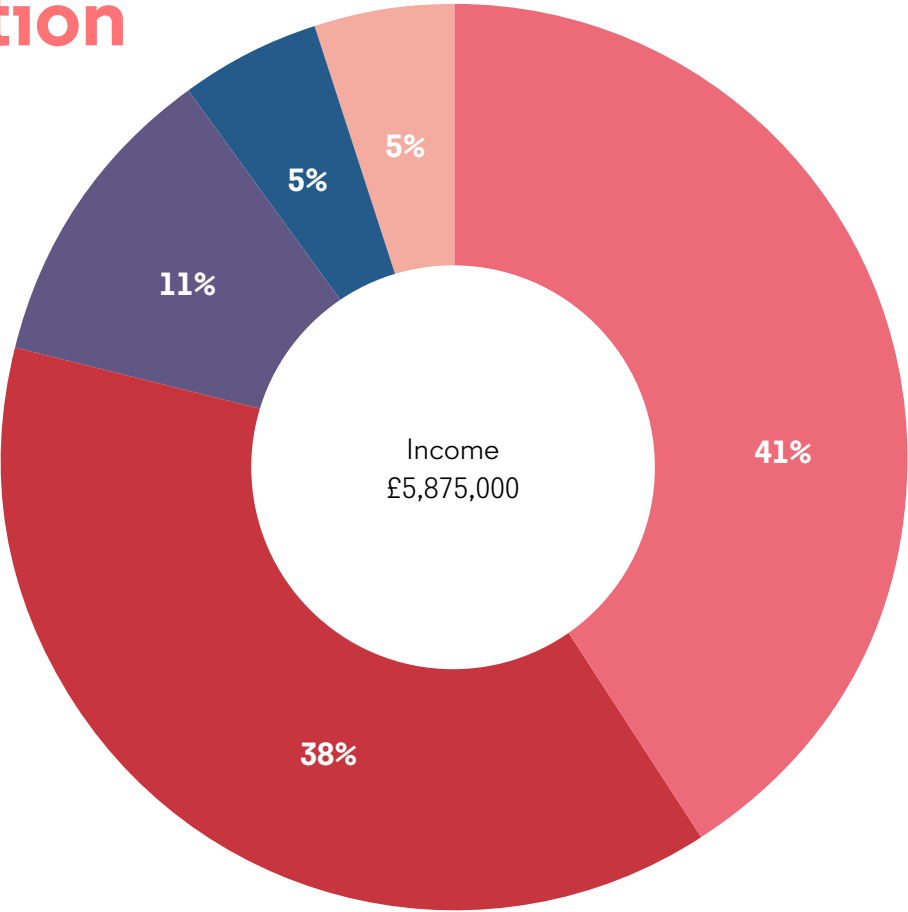
Cornelia Staebli, Ottolenghi, Corporate Partner since 2005

Photo: Dance Nation (2018) Marc Brenner

Financial Information

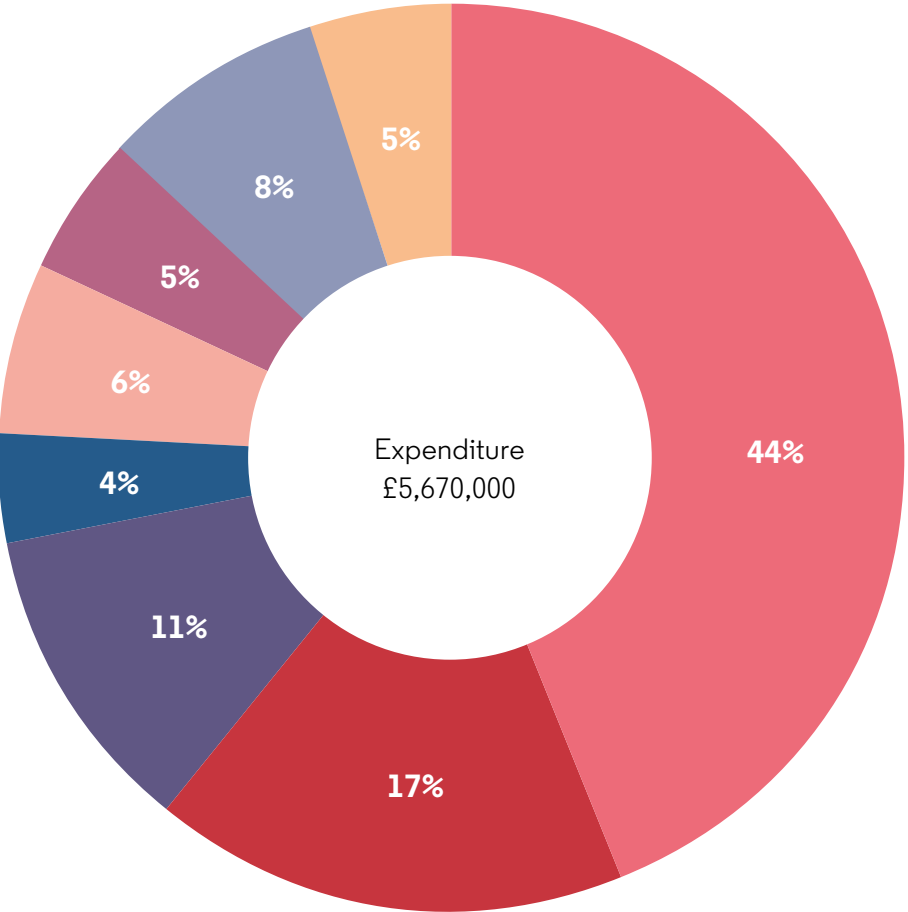
Income (2018/19)

- Box Office £2,386,000
- Fundraising £2,223,000
- Arts Council England £675,000
- Theatre Tax Credit £299,000
- Commercial and Other £292,000



Expenditure (2018/19)

- Production Costs £2,513,000
- Theatre Operations £983,000
- Programme and Artist Development £610,000
- Capital Maintenance and Depreciation £245,000
- Young People’s Programme £316,000
- Fundraising £296,000
- Marketing & Press £457,000
- Unrecoverable VAT £250,000





To discuss supporting the Almeida Theatre please
contact the Corporate Partnerships team:

020 7288 4932 or **partnerships@almeida.co.uk**

**ALMEIDA
THEATRE**

Photos: Backstage, various productions, Marc Brenner



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ENGLAND**

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