



SUPPORT AND SPONSORSHIP OPPORTUNITIES AT THE PLAYHOUSE THEATRE SOMERSET WEST

Audience member

All shows at the Playhouse, with the exception of a few professional hires, are amateur by nature. Which means that nobody gets paid for acting in or producing a show. We have some amazing talent in the Helderberg, which makes for a high standard of quality of shows. Producing a show for the HHDS and many of the hires is a labour of love we're proud of.

Where do the profits go? They go straight into the running of the theatre and its upkeep. As an aging building it needs a lot of attention and maintenance.

The simplest way to support our local community theatre is to see as many shows as possible. Our tagline is "There's always something on at the Playhouse..." – check it out!

Make sure you are subscribed to our mailing list and SMS notifications to never miss a show. (drop us an email on hhdsinfo@gmail.com)

HHDS membership

Becoming a member of the Hottentots Holland Dramatic Society means that you belong to more than 67 years of history in the making! It is a wonderful hobby bringing many people from all walks of life together. In a dramatic society it is never only about the acting, in fact there are many more jobs behind the scenes.

Membership has an annual fee, which for 2014 is R60 for adults (reduced rates for seniors, students and juniors). You will receive a ticket discount for all HHDS produced shows.

To sign up please email us on hhdsinfo@gmail.com

We welcome any and all donations to the theatre. It is possible to fund specific projects or add to the general maintenance fund. You're welcome to stay anonymous or have your name mentioned appropriately.

Advertising

We offer once off advertising space in our show programmes and email newsletters. Depending on the type of show we usually sell between 50 and 500 programmes. Our newsletter database is currently 2000 emails strong and growing. SMS advertising is potentially also available.

Standard programme ads (A5 programme, colour outside b/w inside):

Business card size from R 100

¼ page from R 200

½ page from R 300

Full page from R 500



Final price is determined by type of show, programme and number of performances (= programmes).
Artwork to be supplied print ready. Design is available at an extra fee. Payable upon receipt of artwork.

Standard "What's On" email

We send emails to our entire database with the show poster when bookings open.

- "What's On" banner ad 600x120 px with link to your website R 100 per show (= 2 mails)

Monthly sponsorship

12 month sponsorships are available as follows:

Golden Circle

- ¼ page ad in every HHDS produced show program
- Banner ad in What's on email
- Sidebar ad in newsletter
- Website listing on sponsor page
- Regular Facebook mentions as sponsor of Playhouse theatre
- 2 tickets to every HHDS produced show¹ within 12 months

R 450 per month

Silver Loge

- business card size ad in every HHDS produced show program
- Website listing on sponsor page
- Regular Facebook mentions as sponsor of Playhouse theatre
- 2 tickets to every HHDS produced show within 12 months

R 250 per month

Bronze Stalls

- business card size ad in every HHDS produced show program
- Website listing on sponsor page

R 100 per month

Performance gala night

Every HHDS produced show offers the opportunity for any organisation to purchase an entire performance. The foyer is a fantastic venue to offer some pre-show snacks if wanted by the organisation.

The auditorium seats 194 people that the organisation can fill any which way they like. They may sell the tickets (but not for less than the public show ticket price) or invite their employees, clients and suppliers or both or donate proceeds to a charity.

¹ Many shows at the Playhouse are hires or door splits and are thus not HHDS produced and do not qualify for free tickets.



This is suitable for product launches, kick-offs, client entertainment, etc. the sky's the proverbial limit. The society is happy to assist with any special arrangements needed.

- Standard straight play gala night R 8,000
- Musical show gala night R 10,000

This includes access to the foyer and auditorium up to an hour before curtain up time. A cash bar is available for the function. Individual other arrangements and details to be discussed.

Sponsorship of an entire show

Show budgets run around R 15,000 – R 60,000 depending on the show. Musical shows in particular are heavy on the budgets due to the extra sound equipment needed. The HHDS is happy to work with any organisation to sponsor an entire show, which will then include any and all advertisement and other publicity opportunities.

In some cases it might even be possible to include brand or product placement into the show itself. A foyer display during the show, separate flyer run and free tickets are just some of the benefits.

Due to the many variables of a sponsorship of this nature we'd like to meet with you and discuss how we can assist you with this brand awareness project to give you maximum return.

Major theatre sponsorship

The option to support the theatre on a much bigger scale throughout the year is possible. About 10,000 feet pass through our theatre in any give year offering ample branding opportunities.

We'd love to discuss options with you please contact us should you be interested in this option.

Where to from here?

For any of the above options please contact Bettina Horvath, Director of Marketing at the Playhouse Theatre, directly on 082 678 9077 or am.coetzee@mweb.co.za

She will discuss all options with you in detail.

We look forward to creating a beneficial relationship with you as a supporter of our local community theatre.

Thank you.

Links:

Website www.ThePlayhouse.org.za

Facebook www.facebook.com/PlayhouseSW

Email: hhdsinfo@gmail.com