



Help Culture Change Lives

Culture and leisure
sponsorship opportunities
with Shropshire Council.



Shropshire
Council



Sponsor Shropshire's cultural heritage

Sponsoring Shropshire's remarkable cultural venues offers you a unique opportunity to:

- demonstrate your company's support for the county's rich cultural provision
- evidence your Corporate Social Responsibility
- promote your business to our audiences
- enable your teams to become corporate volunteers
- use our spectacular venues for corporate events at special prices

Why sponsor culture?

With so many great causes that need support, it's important to remember that culture is more than just a jolly day out.

Whether it's a night out at the theatre, joining a library workshop or spending time with friends at the museum, taking part in cultural activities is proven to improve physical and mental health.

Our venues play a vital role in supporting the community, offering safe places for isolated people to meet, workshops and learning opportunities to develop skills and knowledge, an escape from from day to day worries and plenty of ways to exercise and enjoy fresh air.

We also care for and conserve some of the county's most important landscapes, buildings, artifacts and historic documents.

We manage over 70 different cultural and leisure venues across the county including Theatre Severn, Shrewsbury Museum and Art Gallery, Shropshire Archives, 3600 miles of Public Rights Of Way, The Old Market Hall Cinema, the library network, multiple leisure centres, country parks and heritage sites across the county.

It costs millions of pounds to care for and operate these much-valued community venues and we are looking for partners to demonstrate their support for these venues by sponsoring them.



The benefits

By sponsoring our venues you will ensure that your brand is in front of the thousands of visitors that our venues welcome every year.

Our team can tailor make a sponsorship package to match your aims and objectives.

Amongst the many benefits that we offer are naming rights of buildings, meeting rooms, galleries or events. We can put your branding signage in high footfall areas, programmes, guides, digital screens and other communications. There will be options to take part in Corporate Volunteering Opportunities and invitations to events throughout the year. Above all, there is the kudos associated with supporting Shropshire's key culture and leisure venues.

Whether you are interested in a small advertising opportunity or a major corporate branding initiative, our portfolio of Culture, Leisure and Tourism venues will have the solution.

To discuss how you can help culture and leisure change lives, please contact
clt@shropshire.gov.uk



Theatre Severn

Theatre Severn, Frankwell Quay, Shrewsbury SY3 8FT

Set on the banks of the river, Theatre Severn is one of the county's most popular cultural venues. It hosts approximately 600 different shows per year across a 650-seat main auditorium and the 250-seat Walker Theatre. Productions include drama, ballet, opera, stand-up comedy, contemporary and classical music concerts, and family friendly productions, with the biggest show of the year being the pantomime. The theatre has a popular bar, restaurant, dance studio and gallery.

This high footfall venue welcomes over 200,000 visitors per year, the majority are from Shropshire.

Shows hosted at Theatre Severn vary so there is no single 'typical theatre goer' profile. Each show attracts a different audience reflecting the nature of the show. The pantomime that runs throughout December is the biggest show of the year and welcomes a mainly local family audience. Other shows will attract people of different ages, genders and life stages.



Your sponsorship will help Theatre Severn to:

- Enable Shropshire's residents to experience live theatre at affordable prices
- Allow the theatre to offer reduced hire charges for community theatre productions
- Support the needs of audience members with different needs
- Ensure that the theatre's infrastructure is fit for the 21st century





Sponsorship opportunities include

Naming rights	entire building	Bespoke packages available, pricing upon application
	main auditorium	From £40,000 per year
	studio theatre	From £16,000 per year
	Chapel bar	From £12,000 per year
	box office	From £8,000 per year
	conference suite	From £4,000 per year
	dance studio	From £4,000 per year
	gallery	From £2,000 per year
	exterior terrace	From £3,000 per year
Branded activities	Digital and print advertising opportunities	From £250
	inclusive/ accessible performances (including audio description or stage text)	From £2,000 per performance
	affordable tickets for young people programme	From £5,000
	Comedy Club Partner	From £3,000 per year

Further bespoke packages and partnerships are available. Prices and details on request.

Corporate Sponsorship Packages start from £2000 per year and include:

- Staff discount on tickets at Theatre Severn
- Staff discount on tickets at the Old Market Hall
- Digital advertising opportunities
- Inclusive meeting room hire
- See behind-the-scenes on guided backstage tours
- Invites to guest nights / previews / events / reception drinks

Shrewsbury Museum & Art Gallery

Shrewsbury Museum and Art Gallery, The Square Shrewsbury SY1 1LH

Located in a magnificent building in the heart of the historic town centre, Shrewsbury Museum & Art Gallery (SM&AG) attracts over 180,000 visitors annually from across the UK to experience our permanent collection and exciting temporary exhibitions. As a gateway for tourists exploring Shropshire, we can connect your brand with our large and loyal customer base, including corporate, retail and wedding clients, as well as community partners, educational institutions and our growing online audience.

Now is the perfect time to sponsor SM&AG. We have recently partnered with the British Museum and are embarking on an ambitious site redevelopment. This transformation will make SM&AG one of only eight British Museum Partnership Galleries in the UK. By sponsoring us, you'll be aligning with a premier destination in the West Midlands, gaining exposure to a growing and expanding audience, and significantly boosting your brand's visibility.





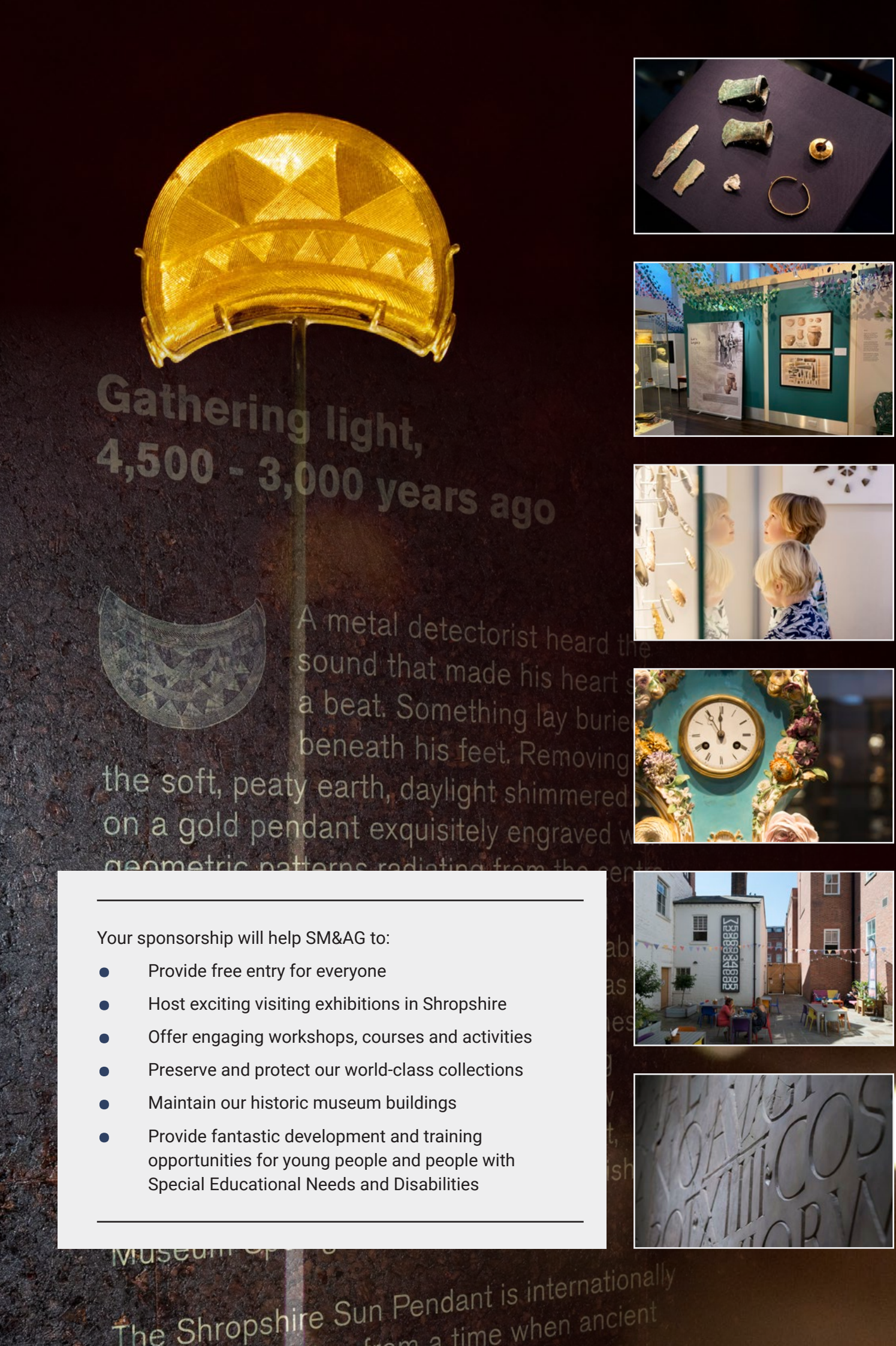
Sponsorship opportunities start from £250 and include

Naming rights	Main Exhibition Gallery	Price on application
	Balcony Gallery	Price on application
	Temporary Exhibition Gallery	Price on application
	Entrance Passage	£5,000 per year
	Learning Suite	£2,000 per year
	Courtyard	£2,000 per year
	Corporate Events and Wedding Suite.	£2,000 per year

Other opportunities		
	Visiting exhibitions	Price on application
	Digital and print advertisement opportunities, including 'What's On' guide and wedding brochure	From £250 per edition
	Events (such as Christmas at the Museum)	From £2,000 per event
	Objects	From £2,000 per year

Supplier Partnerships

We are currently looking for the following supplier partners: hotel, drinks, travel, paint, print, green technologies, media, technology and education. As a thank you for your services, we will recognise your support as our official partner in our marketing materials and throughout the museum, ensuring that visitors are aware of your contribution.



Your sponsorship will help SM&AG to:

- Provide free entry for everyone
- Host exciting visiting exhibitions in Shropshire
- Offer engaging workshops, courses and activities
- Preserve and protect our world-class collections
- Maintain our historic museum buildings
- Provide fantastic development and training opportunities for young people and people with Special Educational Needs and Disabilities

Old Market Hall

Old Market Hall, The Square Shrewsbury SY1 1LH

Dominating The Square in Shrewsbury town centre the magnificent medieval Old Market Hall is now an independent cinema screening a combination of box office favourites, independent films and arts performance screenings. The venue offers a high-quality cinema in an 80 seater auditorium with a Café Bar that is open to all.

With up to three screenings a day plus a busy trade in the café bar, the Old Market Hall welcomes over 100,000 visitors per year. The venue is popular with Shropshire locals as well as visitors from out of the county. Whilst different films attract a different audience, the Old Market Hall welcomes a mature audience alongside families.

Your sponsorship will help The Old Market Hall to:

- Screen independent films for the people of Shropshire
- Ensure a viable future for this historic building

Sponsorship opportunities include

Principle partner	From £10,000 per year
Ticketing partner	From £3,000 per year





Country parks and heritage sites

We care for some of the most beautiful and important natural landscapes across the county. A small dedicated team of rangers, supported by volunteers, maintain these sites for visitors to enjoy and work hard to conserve and enhance the biodiversity of these environmentally important locations. On the next page you will find details of two of the largest sites. Details about the other parks are available on request.



Your sponsorship will help country parks to:

- Protect the biodiversity of the sites
- Make the sites more accessible for all visitors
- Support our volunteer programme
- Welcome school groups



Severn Valley Country Park

With the River Severn cutting through the centre of this former industrial site, the Severn Valley Country Park now offers a refuge for people and wildlife. Hundreds of acres of former industrial landscape have been given back to nature and now feature a variety of walks and trails surrounded by rich biodiversity.

The park features accessible paths and trails, a visitor centre, play areas and canoe launches. It welcomes over 100,000 visitors per year from Shropshire and the West Midlands. Popular with schools, families, dog walkers, runners, naturalists and those who just want to enjoy a bit of fresh air, the park is a rural retreat for all.

Sponsorship opportunities include

Naming rights	
Visitor Centre	Price on request
Refreshment kiosk	Price on request
Play park areas	From £1,000 per year per play area
Park rangers vehicles	From £1000 per year



The Mere at Ellesmere

The Mere dominates the small town of Ellesmere in North Shropshire and the park that surrounds it welcomes visitors from Shropshire and Cheshire and is home to an abundance of important and endangered wildlife. With both formal gardens and wild landscapes, the park boasts a newly refurbished play area, landing jetty, refreshment kiosk, level, all ability walks and remarkable views over the Mere.

Located in the North of Shropshire The Mere welcomes thousands of visitors per year from across Shropshire, South Cheshire and further afield. It welcomes all ages coming to enjoy a day out in the countryside, time with the family, a walk around the lake or the chance to feed the ducks.

Sponsorship opportunities include

Naming rights	
Play area	Price on request
Refreshment kiosk	Price on request

The Library Service

With a network of libraries that serve communities across the county, you are never far from a good read, free access to computers, community events, sources of information and a safe space where you can meet others. Libraries are so much more than somewhere to borrow books from, they are at the heart of our communities.

Each library has its own unique user base, mainly reflecting the local community. Across the network we welcome 644400 visitors a year.



Your sponsorship will help libraries to:

- Provide access to books and reading for all ages.
- Offer free access to IT equipment for all
- Deliver activities, workshops, training and events for all
- Offer low cost room hire for community events
- Ensure libraries are a safe space and accessible for all
- Are able to offer users access to vital information and services



Sponsorship opportunities start at £500 per year and include*

Naming rights of different rooms or spaces

Specific sections of the library book stock i.e. the Reading Well section

Individual items of furniture or equipment

Event programmes and special activities

The e-book platform

The e-magazine/newspaper platform

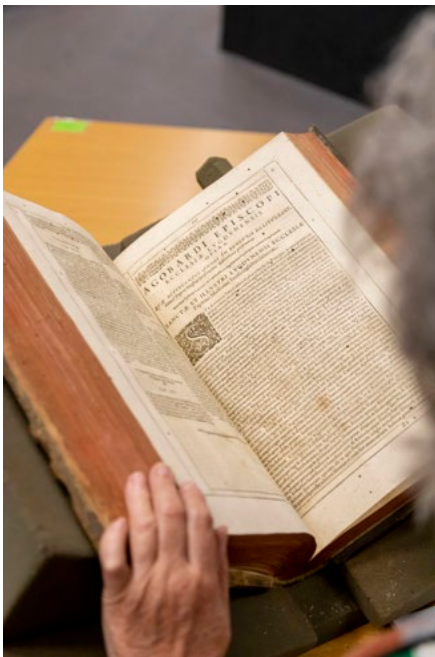
*Different libraries have different opportunities. Please get in touch to discuss the many options.



Shropshire Archives

Shropshire Archives holds over 6 miles of documents relating to the history of the historic county. This includes charters and deeds, beautiful maps and plans as well as minutes, letters, diaries, photographs, drawings and watercolours. The building also houses a fantastic local history reference library. This wealth of information helps tell the stories of Shropshire. The Archives is free to use and is open to everyone. People visit the archives for many reasons – to research their community or locality, for house history, academic research, legal investigations or family history. The Archives supports school visits and runs a varied programme of events and talks.

Shropshire Archives is supported by an active Friends group who help purchase equipment, conservation materials and books.



Annual Corporate membership of the Friends starts at £100 and gives the benefits of:

- Demonstration of your Corporate Social Responsibility
- Networking opportunities
- Copies of the Salopian Recorder
- Opportunity to join the Friends’ events and visits including local history days

Sponsorship opportunities start at £500 per year and include

- | | |
|----------------------------------|-----------------------|
| Branding on promotional material | The Salopian Recorder |
| | Events |
| | Plasma screen |

Your sponsorship will help Shropshire Archives:

- Preserve and look after documents from the 12th century onwards
- Add more to our online catalogue and website
- Purchase books for our local history library
- Run workshops, course and activities
- Support volunteering opportunities



Other ways your company can help

Corporate Volunteering

Offering sponsorship is just one of the ways that your company can help culture and leisure to change people's lives.

We are always looking for corporate partners to support us through volunteering.

This is a fun team building exercise and can be a great part of your Corporate Social Responsibility. We work with all kinds of companies and organisations that send their staff to help on many different rewarding projects, especially in our country parks.

Whether you are thinking of providing your professional services free of charge or you want to take part in the delivery of a project, we would love to hear from you.

Supplier Partners

Across our many services we are always looking for all kinds of products from building materials, cleaning equipment and craft materials to uniforms, paper cups and stationary. Get in touch and find out more about becoming a Supplier Partner.



Good to know:

There is a minimum commitment of four years for all naming rights. The cost of signage is in addition to these fees and will be the responsibility of the sponsor.

Sponsorship opportunities are open to organisations that reflect the values and priorities of Shropshire Council and the individual services listed above.


Sponsors have the rights to promote their support in their communications.

All sponsorship references need to be approved by Shropshire Council before publication.

Shropshire Council reserves the right to withdraw the sponsorship opportunity if any actions conducted by the sponsor brings Shropshire Council or the sponsored service into disrepute.

We look forward to hearing from you soon.

To find out more please contact: CLT@shropshire.gov.uk



To help culture change lives contact:
CLT@shropshire.gov.uk

www.shropshire.gov.uk/sponsorship



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