



# Love Guide Bridge Theatre? Corporate Sponsorship

**Guide Bridge Theatre Ltd (GBT) is a company limited by guarantee (Companies Act 2006) and a not for profit organisation. Any surpluses are reinvested into the company. It was incorporated on 30 December 2009. GBT is both a building and an amateur theatre company, has been in continuous existence for over 80 years, is run wholly by volunteers and in 2020 won the Queens Award for Voluntary Service ([www.gov.uk/queens-award-for-voluntary-service](http://www.gov.uk/queens-award-for-voluntary-service)).**

## *Vision*

Our vision is to be an organisation that inspires, nurtures, educates, and empowers its Members and the wider community to flourish. This is achieved by the delivering inclusive and collaborative performance arts, opportunities for community participation and the promotion of social interaction and inclusion through community events.

## *Mission*

Our mission is three-fold:

1. to bring together people of all ages and from all backgrounds to produce outstanding performance arts that entertains, inspires, challenges, and informs both audiences and participants alike.
2. to maximise the utilisation of our valuable asset to provide a multi-purpose facility to provide, procure and facilitate inclusive community use.
3. To expand our existing partnerships and facilitate community cohesion and inclusion.

GBT reaches a wide variety of people through its annual programme of seven scheduled productions plus numerous extra events both using the auditorium and the other facilities at the theatre venue, youth theatre, external hires, and partnership uses, including theatre workshop and community events.

GBT enjoys successful take up of productions houses with an average of 70% ticket sales for plays and 100% sales for its annual pantomime. Its age demographic across all activities covers a wide spectrum and serves all age groups.

The theatre facilities comprising the auditorium (92 - 114 capacity,) the bar (60) and coffee lounge (20) are all available for hire and are booked out for multiple purposes, such as meetings, office space, luncheon clubs, keeping fit. GBT plays host to visiting and touring groups.

GBT embraces social media with a website and active Facebook, Twitter and Instagram pages and benefits from regular local newspaper and radio features. A quarterly 'Cue Sheet' newsletter also keeps subscribers up to date with activities and news on and off stage.

We welcome support from corporate sponsors to assist us in realising our vision and develop our facilities into the future. Our corporate sponsorship scheme provides sponsors with:

- acknowledgement of sponsorship in publicity materials
- sponsors name in all GBT programmes and quarterly 'Cue Sheet' newsletter and on prominent display in the theatre
- two free tickets for a show of your choice
- invitations to Members and Friends events
- first choice in any show sponsorship e.g., full page advert in the programme.

all for an annual sponsorship cost of just £250.

**If you would like to arrange sponsorship or require any further information, we would love to hear from you. Please contact [secretary@gbtheatre.co.uk](mailto:secretary@gbtheatre.co.uk) or call us on 0161 330 8078.**