

**The Old Vic audience are:**

- Well Informed
- Higher income
- Cosmopolitan
- Professionals
- London based
- UK & International travellers

‘The Old Vic is one of those rare rooms that holds the soul of the nation in its walls.’

Dominic Dromgoole,  
Evening Standard

- One of the best known and best loved theatres in the world, synonymous with the greatest acting talent that Britain has ever produced from Laurence Olivier, Peggy Ashcroft, John Gielgud and Ralph Richardson to Judi Dench, Maggie Smith, Albert Finney and Peter O’Toole.
- The iconic 192-year-old grade II listed building has a rich history of great performances and The Old Vic Theatre Company under the artistic leadership of Kevin Spacey, continues to attract the best creative talent from the UK and all over the world to tread its famous boards.
- Through Old Vic New Voices we also nurture young actors, writers and directors and work with schools and our neighbours to bring theatre to a wider audience.
- Ticket sales alone are not enough to cover all of our costs, so the financial support of generous individuals, companies, trusts and foundations is vital to our existence.

**For more information contact**

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There's always a buzz about The Old Vic and under Kevin Spacey's artistic leadership it attracts the best creative talent. All of our shows are an event and audiences come back for more time and again. It is the ideal place to bring clients, employees and friends for a great night out and the perfect partner for companies looking for new, exciting and creative corporate partnerships, offering a platform for memorable entertaining, networking and staff rewards as well as innovative ways of meeting your business and CSR objectives.

There are a number of ways in which companies can engage with The Old Vic; either through our prestigious Corporate Membership scheme or through Sponsorship Opportunities across productions and events, our education and outreach programme and The Old Vic Tunnels. Partnerships are bespoke and benefits include private entertaining, brand visibility and accreditation, tickets and invitations to opening nights, and staff, schools and community engagement.

'It's important that corporations or individuals, foundations or charitable trusts – shouldn't look at giving as empty philanthropy. It's actually good for business. Human beings need shared experience and there's nowhere greater to have a shared experience than when you actually bring people together.'

*Kevin Spacey, Financial Times*

'There are three theatres in London that completely capture you when you walk in. One is the Haymarket, the second Covent Garden, and third is The Old Vic. Not because they're period buildings but because they have such a welcoming quality. If people feel happy here, I think that's to do with decades of happiness enshrined in the auditorium.'

*Sir Peter Hall, Telegraph*

'The Old Vic delivers bold, innovative programmes that showcase some of the top emerging and established talents on the stage today. And this new season is certainly no exception. The three plays selected are broad in their vision but united in their ability to challenge and enhance our understanding of the human experience. Bank of America Merrill Lynch is immensely proud to help bring this exciting new season to stage.'

*Rena de Sisto, Bank of America Merrill Lynch*



**Our new Corporate Membership scheme offers the perfect way to engage with The Old Vic throughout the year, with a raft of prestigious benefits which can be tailored to your companies objectives.**

**Premium Partner** £25,000 plus VAT per annum

Our most prestigious package offering exclusive money-can't-buy experiences, high level corporate entertaining opportunities and elite access to our creative teams.

**Platinum Partner** £15,000 plus VAT per annum

Our high level business development package offering generous client entertaining opportunities and exclusive events alongside key staff and community engagement opportunities.

**Gold Partner** £7,500 plus VAT per annum

A flexible corporate membership package offering a raft of unique corporate hospitality opportunities and CSR benefits.

<b>Benefit details</b>	<b>Premium</b>	<b>Platinum</b>	<b>Gold</b>
Top price tickets and programmes to be used across The Old Vic season	30	24	16
Complimentary use of private room backstage with discount on further hires	2 + 20%	1 + 15%	1 + 10%
Option to reserve area for pre show and interval drinks	2 per production	1 per production	2 per year
The option to host your guests exclusively in the Pit Bar	2 per year	1 per year	NA
Opportunity to hold an exclusive dinner on The Old Vic stage (subject to set restrictions)	1 per year	NA	NA
Invitations to special members' evening	4 per production	2 per production	2 per production
Invitations to opening night and post show party	2 per production	2 per production	2 per production
Tickets to the 24 Hour Plays Celebrity Gala	2	2	NA
Recognition in all programmes, website and Old Vic foyer	yes	yes	yes
Top price tickets and programmes to be used across The Old Vic Tunnels season	12	8	4
Complimentary use of an entertaining space in The Old Vic Tunnels for corporate entertaining with discount on further corporate venue hires	1 + 20%	1 + 15%	0 + 10%
Option to reserve area for pre show and interval drinks in The Old Vic Tunnels Bunker Bar	1 per production	2 per year	1 per year
Access to our corporate 'friends' line for ticket booking	yes	yes	yes
The opportunity to hold a backstage tour for up to 20 staff or clients	1 per production	1 per year	NA
A creative staff teambuilding workshop as part of our Old Vic New Voices programme	1	1	NA
The opportunity for your staff to get involved in our Community Theatre project	yes	yes	yes
The opportunity to work with your chosen schools as part of our renowned Old Vic New Voices School Club programme	2	1	1
The opportunity to work with your community groups as part of Old Vic New Voices Community Theatre project	1	1	1

for more detail please see the enclosed inserts



'A Flea in Her Ear makes a triumphant return... blissfully funny... Delicious.'

★★★★★

'A stylish and superbly acted production of Tom Stoppard's The Real Thing makes the play's pain and passion count.'

★★★★★

'I recommend seeing the whole Norman Conquests trilogy. It's heaven in triplicate.'

★★★★★

'Dancing at Lughnasa, It's a masterpiece, and a total joy to see it once more in so fine a revival.'

★★★★★

'Sam Mendes' double bill at the Old Vic, The Winter's Tale/The Cherry Orchard, depicts the pleasure and sorrow of family life.'

★★★★★

- Reception: up to 200 guests in rehearsal room
- Reception: up to 100 guests in The Pit Bar
- Dinner on stage: up to 50 guests
- Productions: 4 per year in main house

## BENEFITS

- Top price tickets and complimentary programmes to be used across the year
- Complimentary use of a private room backstage to entertain guests with a discount on further venue hire
- Opportunity to reserve an area or table for pre-show and interval drinks in the Theatre's famous Pit Bar
- Help in facilitating bespoke events at The Old Vic from large scale corporate events to intimate scale dinners
- The option to host your guests exclusively in the Pit Bar
- The opportunity to hold an exclusive dinner on The Old Vic stage

'Shows at the Old Vic are as classy as the beautiful auditorium itself! Whether it is French farce or modern American drama or an English classic, this is a great place to combine business entertaining with the best that theatre has to offer.'

*Clifford Chance, Platinum Corporate Member*



‘A real sense of  
adventure and magic...  
truly inventive...  
a celebration of London  
in all her gritty glory’

British Theatre Guide  
speaking about PLATFORM,  
Old Vic New Voices Community  
Theatre Production

The Old Vic has a commitment to education, community and emerging talent through Old Vic New Voices. This programme aims to support emerging talent, inspire young people and open up The Old Vic to new and diverse audiences. Our Corporate Members have access to the Old Vic New Voices programme for their schools and community groups.

## BENEFITS

- The opportunity to work with your chosen schools as part of our renowned Old Vic New Voices Schools Club programme
- The opportunity to work with your community groups as part of the successful Old Vic New Voices Community Theatre project

### Schools Club

We offer free tickets to each production of the season, in-school workshops, resource packs, backstage tours, online interactive materials and many other exciting opportunities. No catch, no stress. Just quality provision in partnership with one of London's best theatres.

### Community Theatre Project

Our most recent community production, PLATFORM, was a massive success. Starring over 100 volunteer Londoners aged from 16–76, with movement choreographed by Neil Bettles for Frantic Assembly, the show played to capacity audiences in The Old Vic Tunnels.



'I wanted to thank you both for such a lovely evening last night. What a special treat to have dinner on stage! Everything from the play itself to getting to talk to the cast to the delicious food to meeting Richard Eyre made for a very memorable evening!'

Bank of America Merrill Lynch  
Guest, Dinner on Stage during  
*A Flea in Her Ear*

## BENEFITS

- Invitations to a special members' evening for each production of the season including pre-show backstage reception, best seats to the show and a chance to meet the creative team
- Invitations to each high profile opening night and exclusive post show party
- Invitations to the highly acclaimed 24 Hour Plays Celebrity Gala including post show party

'An adrenaline rush like no other!'

Kevin Spacey, Artistic Director on the 24 Hour Plays

'Some of the biggest names in theatre descended on London's Old Vic over the weekend to write and perform six plays from scratch as part of the theatre's seventh 24 Hour Plays Celebrity Gala'  
The Independent



## BENEFITS

- Recognition of your support in all Old Vic production and gala programmes
- Recognition of your support on The Old Vic website including a link to your company's website
- Recognition of your support in The Old Vic foyer

- The Old Vic has an audience of up to 1000 per night in the foyers throughout the year
- The Old Vic website has over 4000 hits per day
- The Old Vic produces over 80,000 programmes per year



'Since the Old Vic acquired the cavernous, labyrinthine space under Waterloo Station that has become the Tunnels, the venue has become a valuable proving ground for artistic talent in the capital... Eerily Magnificent'  
The Evening Standard

In February 2010, The Old Vic opened this new performance space beneath Waterloo Station. This unique venue showcases productions, performances and installations and will continue to be home to a series of innovative and surprising arts events.

## BENEFITS

- Top price tickets and complimentary programmes (where available) to be used across The Old Vic Tunnels season
- Complimentary use of an entertaining space for corporate entertaining (subject to availability) with discount on further corporate venue hires
- Opportunity to reserve an area or table for pre-show and interval drinks in The Old Vic Tunnels Bunker Bar

The Old Vic Tunnels opened as an underground cinema built to screen the UK premier of Banksy's film *Exit through the Gift Shop*, followed by the first major theatre production in the space – *Ditch* by Beth Steel. This was followed closely by *Aftermath*, as part of the LIFT Festival. Further productions included *SlapDash*, a three day festival of Improvisation. The first music concert in the venue featured *Villagers* who received a Mercury prize for their single *Becoming a Jacka*. The Old Vic Tunnels were also home to the British premiere of *Scorched*, a play by award-winning playwright Wajdi Mouawad.



Backstage Tours...  
Does The Old Vic have any ghosts? Let the Stage Door Manager take you on a journey through time as he shares some of the secrets of this historic building...

## BENEFITS

- Access to our corporate 'friends' line for ticket booking
- The opportunity to hold a backstage tour for up to 20
- A creative staff teambuilding workshop in your company's offices
- The opportunity for your staff to get involved in our Community Theatre Project as part of Old Vic New Voices

'This is theatre by and for the people, ambitious, honest and inclusive'

'A truly inspiring experience'  
Community Theatre Project Participants



‘Our company understands that the arts matter and that, as a marketing and corporate citizenship tool, the arts punch above their weight. On a foundation of business rigour and creative partnerships, we have been able to remain steadfast in our support of the arts... Our support of the arts helps create healthier communities in which to do business and helps us to better understand our clients, employees, and the countries in which we do business.’

Rena de Sisto, Global Arts and Culture Executive, Bank of America Merrill Lynch, Season 7 Sponsor of The Old Vic, The Guardian

Alongside our prestigious corporate membership scheme we also offer a raft of innovative and creative Sponsorship Opportunities.

Working with your organisation we can create bespoke projects that inspire change, increase aspiration and leave a lasting legacy both within your organisation and the wider community, whilst raising your profile to key audiences.

Opportunities may include high level associations with

- The Main House Season: Celebrated productions taking place within the historic Old Vic Theatre; yearly partnerships, single production opportunities, evening sponsorships and corporate hospitality packages are available.
- The Old Vic Tunnels: Home to a series of innovative and surprising arts events; edgy and evocative, target key audiences at this exciting new space.
- The Old Vic New Voices: Our highly esteemed programme supporting emerging talent, inspiring young people and opening up The Old Vic Theatre to new and diverse audiences.
- The Old Vic Events: The critically acclaimed Old Vic 24 Hour Plays and the highly prestigious Old Vic Summer Party.

All partnerships will be able to draw on the raft of activities and opportunities available across The Old Vic family with a range of prestigious benefits including the best tickets, glamorous corporate hospitality, staff involvement, generous branding and accreditation, high level press and PR occasions and innovative ways of meeting your business objectives.



'Thursday night was tremendous... my guests loved it and I thought it worked very well.'

SG Hambros, Platinum  
Corporate Member

'I thought it was excellent, superb play excellently acted and the drinks area was done very nicely excellent canapés and the autographed programme was a nice touch!'

SG Hambros, Platinum  
Corporate Member

If you are seeking a one-off event at our prestigious venue, please contact us for more information on evening hospitality packages. Entertain your guests with a truly special night at the theatre.

### **Evening sponsorship**

Our most prestigious package offering exclusive branding opportunities, high level corporate entertaining opportunities and elite access to our creative teams. From £12,500 + VAT per night.

### **Corporate hospitality package**

Our flexible business development package offering glamorous client entertaining opportunities. From £3,000 + VAT per night.

**Bespoke packages can be created for your company to include the following benefits:**

- Premium Seats
- High-end catering
- Programmes
- Reserved or private space for your guests
- Champagne, wine or soft drinks
- Meet the creative team
- Branding opportunities