



BRAND STORYTELLING

CREATIVE ADVENTURE

We aim to entertain, inspire, and bring people together through our work on stage. We also strive to educate, motivate, and empower people of all ages and from all backgrounds through our projects off stage. It is not just about making theatre that people want to see, it is about ensuring that all people can make it, to see it and to benefit from it. Whether you are seeking an iconic setting for memorable client experiences, powerful brand alignment with a beacon of British culture, involvement with a strong social mission or meaningful staff engagement, The Old Vic's unique offering and personal approach is sure to inspire and deliver.

The Old Vic, London's independent, not for profit theatre, is a world leader in creativity and innovation, driven by a strong social mission. Today, Artistic Director Matthew Warchus builds on over 200 years of creative adventure to use the power of storytelling to make a positive change to people's lives.

'It's essential to recognise that the illustrious history of this building is also characterised by mischief, populism, sometimes breath-taking boldness and risk. The Old Vic is important not just because of what it's been but because of what it can be — now and in the future'

Matthew Warchus, Artistic Director



Daniel Radcliffe and Joshua McGuire in *Rosencrantz & Guildenstern Are Dead*



The company in *Girl from the North Country*

ENTREPRENEURIAL SPIRIT

Innovative in both artistic ambition and financial sustainability, The Old Vic is one of the only theatres in London of such size and international reputation to receive no regular government subsidy, and instead, to pioneer a model of self-sufficiency. As a registered charity with a £4 million annual fundraising target, we rely on partnerships with similar forward-thinking, visionary corporate supporters to keep The Old Vic open and thriving.

‘The Old Vic’s contribution to London’s rich cultural life is huge. Its innovative, brilliant productions, extensive education work and investment in the theatrical stars of the future are at the heart of this independent theatre’s mission. It exists to lift us out of the everyday and entertain us throughout the year. As Mayor, I urge you all to support and sustain this brilliant theatre’

Sadiq Khan, Mayor of London

TELL YOUR BRAND STORY ON OUR STAGE

Reaffirm your brand values by becoming synonymous with The Old Vic's reputation for artistic excellence, our rich heritage and trailblazing spirit, and our long-standing social conscience.

Support of one of London's most vibrant theatres which operates as a registered charity would enhance your corporate credibility by **positioning your brand as a crucial supporter of the arts and its positive impact on the communities theatre serves.** The Old Vic has a widespread and a global impact, engaging more than 1m people each year through national and international transfers, tours, broadcasts, online engagement and education and community workshops.

Partnering with The Old Vic an internationally renowned artistic powerhouse, offers a unique and creative stage on which to tell your brand's story to those that matter to you most; your clients, stakeholders, staff and The Old Vic audience.



The Old Vic's legendary stage



Students taking part in Take the Lead

CREATIVE & COMMUNITY ENGAGEMENT

The Old Vic is an artistic powerhouse driven by a strong social mission and has been an intrinsic part of the UK theatre ecology for over 200 years.

Partnering with The Old Vic offers a myriad of engagement opportunities that demonstrate direct impact on the communities we work with. Whether it be through partnering on our Emerging Artist programmes and helping to develop the next generation of theatre-makers or supporting our employability workshops that offer theatre-based techniques to help build confidence in the working world, we have a range of bespoke programmes for businesses to collaborate in a meaningful and impactful way.

‘And despite the chaos of the times we find ourselves in, the glow from being part of Take the Lead has not worn off as far as I am concerned. It was an amazing programme, impactful and full of positive outcomes’

Take the Lead Teacher

IN 2020 THE OLD VIC HAD:



377k
followers on socials



175%
more Twitter impressions
than our competitors



120%
more Instagram impressions
than our competitors



225m
impressions online



844k
average web searches



155k
newsletter subscribers



A global reach to
93 countries
with top five being: USA, Germany,
Ireland, Canada and France



A network of up to
200 philanthropists
with an annual repeat giving
capacity of from £500 up to
£25,000



93% of audiences
agreeing or strongly agreeing
that theatre benefits their general
health and wellbeing



The Duchess of Malfi onstage dinner reception with cast, photo: Alexander Newton

MEMORABLE CLIENT EXPERIENCES

Leave a lasting impression whilst you forge and nurture long-term client relationships through our incomparable entertaining experiences. From stunning dinners on The Old Vic stage joined by the cast after a performance, to receptions in the legendary Rehearsal Room with a welcome from a member of the creative team, we can provide exclusive opportunities for VIP clients and customers, offering differentiation and distinction from your competitors.

‘Thanks for a great evening last night. My guests loved it — as they left they told me it was the best corporate entertainment they had experienced... As you know, the nature of our client base requires a ‘money can’t buy’ experience — not easy. Last night was exactly that’

Group Head of Communications, Kleinwort Hambros

COMPANY- WIDE STAFF ENGAGEMENT

Become an employer of choice through innovative staff engagement opportunities for the whole business. Opportunities include practical 'soft skills' training courses, behind-the-scenes insight and priority access, designed to enhance employee loyalty and talent retention.

'The quality of the training, the expertise of the specialists, and the entire experience was outstanding'

PwC participant



Practical training workshop hosted in the inspiring surroundings of The Old Vic, photo: Dan Tucker



Audiences in The Old Vic auditorium

OPPORTUNITIES AND RETURN

Businesses and brands can engage with The Old Vic across multiple partnership platforms.

Partnership opportunities include:

- Production sponsorship
- Annual corporate membership
- Digital activation
- Gala sponsorship
- Support of Voices Off, The Old Vic's inspiring talk series
- Enabling our award-winning education and emerging talent programmes
- The Old Vic's ambitious Capital campaign

Partnerships can range from one-off event sponsorships to multi-year collaborations. Most importantly, we specialise in bespoke partnerships tailored to our partners' needs.

We would welcome the opportunity to work with you to tailor a partnership to meet your specific business objectives and to drive superb ROI back to your business at this extraordinary time in The Old Vic's history.

**PARTNERSHIPS FROM
£7,500 PLUS VAT**

JOIN IN

Be part of London's cultural history so that we can continue to realise our bold vision for the future and deliver superb return back to your business. For further information please contact us using the details below:

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All photos by Manuel Harlan unless otherwise stated



Rosencrantz and Guildenstern Are Dead