



# Macbeth at the Redcliffe Caves

## 2016 Corporate Sponsors Package



*'Shakespeare has rarely been more exciting. Insane Root has set the bar high and clearly is in the business of making outstanding theatre.'* – Theatre Bath

**Insane Root Theatre Company** is a great partner for any company thinking of sponsoring the Arts. The company may only be a year old but we have already established a strong reputation for making exceptional theatre.

Coupled with successful marketing and financial strategies, Insane Root is committed to making every penny (or pound!) we receive work extremely hard for us.

Previous esteemed sponsors include: DAC Beachcroft, ECG FS, Smith & Williamson LLP, Veale Wasbrough Vizards LLP, Lambert Smith Hampton & Change Living Ltd.

### Why Us?

- A prestigious association with one of Bristol's most exciting new theatre companies
- Founders who have over 14 years' combined professional industry experience
- A proven track record as a company – 26 sell-out shows, 5-star reviews, and huge demand for another run of Macbeth at the Redcliffe Caves in 2016
- Strong local and national media coverage – in its first year Insane Root enjoyed extensive local coverage from media outlets such as BBC radio, Bristol 24/7 magazine and Bradley Stoke radio. We were also featured in national press through **The Guardian** and **The Stage** newspapers and on the Female Arts website
- Access to a dedicated and growing audience following on social media

*Insane Root's production of Macbeth, set in the red sandstone caves of Redcliffe, is **stunning**...This is a pacy, exciting and fully immersive production.'*

– \*\*\*\*\*(5 stars) Female Arts website review

### Sponsorship Packages

Our sponsorship bundles are very flexible and can be tailored to your needs and aims as a company.

We want to develop a longstanding relationship with you and will be looking to agree on a mutually beneficial package.

Below, as a helpful guide, we have listed a number of features that can be hand-picked by you to make up your ideal package.





## Advertising & Promotion

- Your company logo and brand visibility in a vibrant and targeted advertising campaign
- Photo opportunities for advertising with the local press
- Exclusive City Centre Advertising Space – advertise your company on the wall of our dressing room housed adjacent to the Redcliffe Caves on Bristol Harbour
- Credit on a large chalk board outside the entrance to the Redcliffe Caves venue
- Credit in print advertising with use of your logo in our show programmes (2,000) and posters/flyers (100/1,000) distributed around the Bristol area by a professional distribution company
- Featured logo on our banner mounted in the city centre – In 2015 the banner was located on Pero's Bridge: one of the highest footfall areas in Bristol
- Your company logo on the home page of the Insane Root website with a link to your website for the duration of the production
- Your company promoted on our social media feeds
- Branded company T-shirts with your logo worn by all Insane Root company members whilst at the venue and around Bristol – also available as merchandise!
- Umbrella Sponsorship – Have some company umbrellas you are happy to donate to us? Then we are willing to use them to shield our audiences from the elements outside the Redcliffe Caves – a fun way of getting your brand name out there!
- Inclusion on our Insane Root mailing list, and a follow/like with a mention on your social media
- Use of the Insane Root company logo on your corporate advertising



*'Sometimes a performance space and a company come together and create something special.'*

*Insane Root Theatre's spell-binding Macbeth...was one of those times.'*

*– Shakespeare Magazine*

## Ticket Offers\*:

- Priority Booking one week in advance of general sales
- Complimentary tickets
- Dedicated Sponsor Performances – an exclusive performance for sponsors with post-show drinks in the cave with the cast afterwards – a fantastic opportunity for client hospitality and staff engagement!
- Invitation to Press Night and post show drinks at the Redcliffe Caves or another venue nearby

\*subject to availability



### Behind-the-Scenes

- The Director's Talk – an invitation to a post-show discussion with Macbeth Director Hannah Drake at the Redcliffe Caves with a free glass of wine
- Actors Q&A - meet the cast of Macbeth and ask them any questions you might have about the show or the acting process in general
- Breakfast with the Cast – come and join us for breakfast and then watch a morning's rehearsal
- An autographed programme/poster signed by the cast of Macbeth
- An exclusive Behind-the-Scenes Tour of Macbeth at the Redcliffe Caves – a great chance to see how we make the show work
- Exclusive Rehearsal Visits – sponsors would have access to watch and follow rehearsals for the show and meet the cast



*'...one of the most inspired productions in recent years.'*  
– Petra Schofield, Theatre Bath

### Training & Development

- Workshops catering for confidence-building and team-building exercises that enhance staff engagement and happiness at work.
- One-to-One training in speech delivery and presentation
- Role play: Justin Palmer, Co-Founder of Insane Root, has over 5 years' experience working in both the public and private role play training sector. Previous clients include **KPMG, Lloyds Bank, Nationwide, EDF and Waterstones.**

Insane Root can provide actors to take part in credible and highly valuable training settings to develop staff's management and behavioural skills. We can also construct and devise role play scenarios tailored to your company's needs. Role play is a highly valuable training tool and is used by many major businesses across the UK to train their staff effectively







## **Benefactor Schemes**

*"The pupils thoroughly enjoyed it and came away excited about Shakespeare.  
You also inspired us as teachers."*

*- Jaclyn Skinner, teacher at Fitzalan High School, Cardiff*

### **Sponsor a School Performance – from £600**

Help your local community by subsidising a school's attendance of one of our shows. This applies to any school that is willing to book out an entire performance - max. audience capacity for Macbeth is 35 persons. If the school would like to book more than one performance we are happy to accommodate this with sufficient notice.

We are happy to match schools with sponsors, unless you have a specific school in mind.



### **Sponsor a School Workshop/Q&A – from £100**

Akin to the sponsoring of a school's performance, you could subsidise a Q&A with the cast/company or perhaps a workshop linked to the show for up to 30 students.

Post-show Q&A's are a fantastic opportunity for students to engage with professional actors and get answers to their immediate questions. These are usually held on-site and offer an opportunity to explore our unique performance spaces in greater depth.



We normally charge £250 per workshop and are happy to visit the school of your choice, as long as it is within the Bristol & Bath area. NB: schools do not have to have seen the performance for us to provide a workshop, but it is encouraged.

### **Sponsor a Steward/Steward Team – from £80**

Without the infrastructure of a theatre and its dedicated front-of-house staff, we are reliant on temporary stewards for the smooth-running of our performances as well as the health and safety of our audiences.

Led by our Head Steward and Stage Manager, we offer employment opportunities and training for those from disadvantaged backgrounds, on low-incomes and the long-term unemployed. We offer £20 per steward per performance and ask our stewards to commit to a minimum of four performances. This is above the Bristol City Council Living Wage of £7.65 per hour.



We accept sponsorship of an individual steward or steward team (two per performance).



### **In Kind Support**

In-Kind is a scheme which has been initiated to allow companies the opportunity to support us through the "provision of products, services or advice".

If you can offer time, products (e.g. candles) or services (e.g. construction of benches), but would prefer not to make a cash donation, we'd still love to hear from you.

All In-Kind sponsors will be given the opportunity to demonstrate their products at the supported production if they so wish.



### **Become an Insane Root Board Member**

Insane Root is actively seeking founding members to join their Board.

This is an exciting opportunity for any keen individual who would like to work with an emerging theatre company and invest their time in the arts.

A Board Member will be required to attend bi-annual meetings and help Insane Root build its reputation as a talented new company.

We are particularly interested in applicants with a background in finance, the legal profession and promotion.

*"Insane Root's production of Macbeth, set in the red sandstone caves of Redcliffe, is stunning."  
- Sam Coughlan, Female Arts website review.*

### **Contact**

For full details or if you have any questions surrounding any of these sponsorship schemes, please contact Justin Palmer (Producer) via [insaneroottheatre@gmail.com](mailto:insaneroottheatre@gmail.com)

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