

THE SOUTH DEVON PLAYERS THEATRE & FILM COMPANY

CORPORATE SPONSORSHIP INFORMATION PACK



WELCOME TO THE SOUTH DEVON PLAYERS THEATRE & FILM COMPANY

“The power of the final scene was such that the audience sat transfixed in silence, barely able to comprehend the beauty of what they’d just witnessed”

Rick Stone – Audience member, 2019.

The South Devon Players Theatre & Film Company offers a new approach to theatre-making. Involving people of all levels of experience, from beginners to seasoned professionals, the Players create full scale dramatic productions primarily focussing on historical events and classical texts, which have attracted national awards and international nominations, as well as glowing audience feedback both online and in person, for the productions performed at a variety of venues centering on, but not limited to, the region of South Devon, in the United Kingdom.

The South Devon Players Theatre & Film Company offers a truly unique experience; taking a pride in creating excellent productions working to the strength of the venues, with painstaking research and attention to detail in perfecting costumes, props and performance, the shows often have a strong interactive element, making the audience feel part of the action.

Based in the beautiful setting of South Devon, showcasing the diverse and considerable talents of local people, our creative use of performance space allows us to create breathtaking, world-class theatre, with our own unique style, while not compromising the production itself. We bring together talented performers, writers, technicians and costume makers, from the Southwest, with enthusiastic, loyal audiences and together, we create magic.

We invite you to be part of the magic. There are more ways than ever to become part of the South Devon Players, to benefit your business while supporting great theatre for our area. Read on to find out which one suits you.



*The South Devon Players Theatre & Film Company, is the trading name of The South Devon Players Limited;
Registered at Companies House: Company number 11569166*

What We Do



At The South Devon Players Theatre & Film Company, we make theatre from some of the world's most powerful history, legends and classical texts; stories that help us see the world in new and unexpected ways, while revisiting both much loved classical texts and known historical events, coupled with also exploring commonly overlooked historical events which are invaluable insights into pivotal events which made our community, and world, as it is now.

With a rehearsal base at Chestnut Community Centre, on the edge of our hometown Brixham, we tour our shows out to a variety of exciting performance spaces, mostly to local theatres, but also to museum spaces, church halls, and even open-air venues, facilitating accessible, approachable opportunities for people to experience theatre.

Our team members are welcomed regardless of initial experience, sexuality, religion or national origin. What we look for is the desire to create powerful new theatre productions in line with our fundamental values of excellence in performance, alongside personal empowerment; mutual respect between team members and the public; learning and improving new skills; and collaboration.

Over the course of a typical year, we produce two to four productions, as well as also collaborating with other theatre & film production companies to help our team members find further work in the area, in the creative industries. We also take our community responsibilities very seriously and support external community events, amateur groups, historical and cultural events wherever feasible through time and our team members availability. As we are able to build funds and the organisation, the number of productions and collaborations will be able to increase.

We also seek to build an educational, training arm to facilitate accessible training to local people, of a wide range of diverse backgrounds, enabling them to develop strong performance skills to seek employment in the creative industries, and alongside that, develop excellence in transferable skills in communication, self-presentation, self-confidence, teamwork, literacy, and technical skills.

We are passionate and determined to create high-quality theatre featuring local and regional performers, proving that local people can put on world-class performance.

Our Friends-Of scheme allows regular enthusiasts to access our shows at a cheaper concession rate; and our market bookstall, is a new innovation to raise funds for our rehearsal space and costumes, while providing an additional information point for more people to talk to us and find out about our work. We are also developing an online merchandising arm though the Redbubble platform.

“Consistently high-quality shows and films created by a powerhouse of up and coming local talent”

Gerard Christiaans - 5 star Google page rating

“It was educational and entertaining in equal measure”

Simon Parks – 5 Star Google page rating



Our Audiences & Marketing Reach

Awards:

Our productions have won international, national and regional awards including the Theatre Partner Award at the Long Island Theatre Awards New York in 2019, the BrixAward for community contribution in 2019, the All-England Epic Award in 2017, the Torbay Together: Creativity In The Community Award in 2014, with national and international film festival nominations for our film and video projects, including the Los Angeles Cinefest, Miami Epic Trailer Film Festival, and the UK Screen One International Film Festival.

Audience Figures for The South Devon Players Theatre & Film Company are growing:

- Between June 2018 and Oct 2019, our physical audiences increased by 490%.
- Online followers on social media increased to over 22,000 from 44 countries.
- Audiences grew with both many new attendees, and a high retention of returning audiences from previous shows.
- Audiences are also building abroad with those who cannot attend our shows in person, viewing our stage productions online. These include private individuals, and schools, primarily in the Americas, Middle East, and Asia.

Marketing Reach:

- Online newsletters and social media posts reach over 23,000 people internationally, directly, and many more with shared posts and forwarded messages.
- Printed theatre programmes for each show reach all audiences, around 63% of audience members purchase one. They are often shared when people make group bookings.
- Online sales have increased year on year although box office sales “in person” remain popular.

Audience Profile:

- We have a local physical audience based on regional demographics.
- The average local age is 44, with a higher number of retired people
- An average of 91% of residents are UK born, however in the summer we see an increased footfall from people on holiday due to being a high-tourist area.
- We have a large international following, who follow our shows online using such tools as YouTube or social media feeds. Our current social media following is over 22,080, before counting an organic reach.

Location & physical footfall:

- While our rehearsal venue is a small community centre out-of-town, we ensure that our performances take place at central locations in towns and cities, close to public transport as well as parking.
- Show / project advertising in physical locations is centred on, though not in any way limited to, the town centres & city-centre locations where the shows are taking place. Current shows typically tour South Devon, and then go on to Bristol. We are hoping to expand further as funding and venues permit.

Sponsorship Benefits

- Powerful brand association with innovation, creativity and world-class performance, produced in the heart of beautiful South Devon, through the activities of a fast-growing organisation.
- Access to multi-channel marketing activity, including campaign-wide branding and logo for main sponsors
- Direct connection with our audiences; communicate your key messages to a receptive target market via a printed programme, newsletters, and online.
- A variety of different activities to get involved with from making it happen on stage, to making it happen in the community, contributing to, and being seen as a key factor in developing theatre in the regional artistic and cultural landscape, alongside the improvement of training and employment prospects for regional people
- High profile marketing activity; make a splash, with regional and international reach in print, online and social media
- Have full transparency as to how 100% of your sponsorship is used with reporting and acknowledgements.



Corporate Sponsorship Packages

The list below describes opportunities that are currently available. We love to explore ideas and come up with a creative package that will fit your aims and identity. Please get in touch to start a conversation. Corporate sponsorship may count as tax-deductible.

We use 100% of monies or items in kind, for the growth and benefit of the South Devon Players.

Expenditure includes rehearsal hall hire, costumes, props, printing of scripts & publicity materials, insurances, wages to cast & crew, provision of educational workshops & training. This supports the cultural work of our company, leading to the creation of educational experiences in theatre, literature and history, for our audiences & cast, as well as the development of both theatre-industry specific skills, and wider transferable skills for general employment and day-to-day life, for those working with us.

If you have a specific preference as to how your contribution is used, please discuss with us in advance about the ringfencing of your contribution for that specific purpose. As well as being open to discussing flexible schemes tailored to you, we also have the following schemes:

Business Friend of The South Devon Players

From £50 per year

As a Business Friend of the South Devon Players, your annual subscription is invaluable to sponsor rehearsal space, costumes, props, or promotion of the group.

In return; you will receive

- Vouchers for two free tickets per year.
- A signed poster from the cast of each show
- A "Thank you" text credit in printed programmes for that year.
- Regular email newsletters.

Production Sponsorship

From £500 per year (SME's)
From £1,000 per year (large)

As a Production Sponsor, your company logo will be added to our show marketing . Your contribution will not only allow your logo and advertising to be seen by all of our prospective audience, but also all those who encounter our advertising. In addition to a strong marketing opportunity, you will be supporting the development of creative opportunities for local people and the development of wider skills which will contribute to the quality of life, and work skills, of local people.

All of the benefits of Production Sponsorship below are included

- Creative PR launch as part of show marketing campaign
- High resolution photography for use in your own marketing & PR (Minimum 4 images)
- Full page advert in our printed programmes
- Your logo on posters (usual distribution 100-150), banners (roadside), and flyers (shops & door to door: 2,000 – 4,000)
- Your logo and a weblink on all e-newsletters for the duration of the rehearsal and performance period for the show.
- 4 free tickets to the theatre production.
- Show poster signed by cast
- 4 complimentary programmes
- Your company logo on our show videos reaching up to 23,000 direct social media followers of our work globally.

Participation & Learning

From £100 +
Flexible to your budget & interests

Theatre is a powerful tool for learning and development, and one that we are keen to develop. The South Devon Players Theatre & Film Company recognises the vast amount of learning, skills development, and social development that theatre can provide. In an area with high levels of poverty, we seek to expand these assets with those who, because of economic status, age, sexuality, nationality, religion or ability, are commonly more marginalised, and in so doing we support the local community, as well as providing a life-changing experience for people from across South Devon.



Opportunities in this area change regularly but could include:

'We can' - Sponsoring drama classes or workshops run by a qualified professional to enable 10 people from a selected target demographic to take part in theatre workshops to increase transferable skills, self esteem, encouraging physical and social activity through practical sessions.

Under 26s ticket scheme – sponsor our scheme to offer £5 tickets to under 26s from underprivileged backgrounds and ensure that more young people from across the region can access and experience theatre

The World is a Stage - A workshop run by a qualified professional to support young people who are diagnosed with Autistic Spectrum Disorder, to find ways of communicating and expressing themselves through performance.

Where it all began: Brief history & Background of the South Devon Players

We were founded during the winter of 2005- 2006, by four local actors. Struggling to find opportunities beyond those offered by annual amateur musicals, we decided to try to start our own.

We started with very little; one of us, who owned a car, was recruited to transport as much as the rest of us could “clear out” at home to a car-boot sale. This gave us starting funds of £80. In the meantime, we also found a small rehearsal space at the local Royal British Legion social club. Researching local history and discovering the court records of a 17th Century scandal in the nearby town of Totnes, provided material for our first script. And thus we began our journey.

Over the years we have encountered many challenges. Despite good reviews for our work, we found it very difficult, as a new organisation, for many years, to find good venues, and were heavily limited by public perceptions of what the quality of a show in a church hall would be like, thus finding ourselves usually performing to audiences of around 10 or 12 people, and unable to attract the programme managers of actual theatres so that they could see our work.

The first big change came in 2013, when we first performed our production of Les Miserables; The Memoirs of Jean Valjean; a script we wrote ourselves, based on Victor Hugo’s novel. During our tour to local church halls, a producer from London came to see our show. Within 24 hours, he had emailed us, telling us how impressed he was with the show and how more people should see it. He paid for us to take the show to the Palace Theatre in Paignton. We reprised the show, to excellent full-house audiences, who now willingly came, now that they could see us in a theatre instead of a church hall.

The glass ceiling of finding venues was broken. We were slowly able to move away from church halls, and into theatres. More and better venues began to accept us, although some continued to avoid us until more recently, due to our small beginnings, and we continued to slowly grow.

While we have never been able to successfully obtain grant funding to expand as we would have liked, we have survived and managed to grow with scrimping and saving from having stands of plants & bric-a-brac at table top sales, sponsored activities, etc, and learning how to recycle and repurpose clothing and items obtained from charity shops and on websites such as Freecycle.

We have worked on films, creating our own Arthurian feature film centring on the “dark knight” Mordred, which is now in post-production, and have now completed our production of William Shakespeare's Macbeth, to unfailingly strong reviews, some likening the quality of our productions to those at the Globe Theatre.

Our productions have won international, national and regional awards including the Theatre Partner Award at the Long Island Theatre Awards New York 2019, BrixAward 2019, the all-England Epic Award 2017, the Torbay Together: Creativity In The Community Award 2010, with national and international film festival nominations for our film and video projects, including the Los Angeles Cinefest, Miami Epic Trailer Film Festival, UK Screen One International Film Festival.

We have worked with a number of other local organisations, providing actors, historical recreations, photographers, voiceovers, and anything that we could help with, towards a shared goal of increasing participation and opportunity in the local arts.

The ultimate aim is to continue to grow into a successful self- sustaining regional theatre company which is not only providing work for local creatives, but also provides a significant contribution to the creative community of our home region. We welcome anyone who would like to join us on this journey.