

NEW!

SPONSORSHIP OPPORTUNITIES

YOUR BRAND TAKING CENTRE STAGE!



STRICTLY'S
NADIA & KAI

 **FORUM**
THEATRE | BILLINGHAM

From West End wonders and magical musicals, to captivating comedy and dynamic dramas, the Forum Theatre is one of the most prestigious entertainment venues in the North East. There is nothing quite like escaping reality to experience all the charm and wonder of a night at the theatre...

Since its opening in 1967, the Grade II listed theatre continues to bring the thrill and excitement of live performance to captivate patrons from across the North East, and for the first time we have opportunities to lift the curtain and showcase your business to an influential and receptive audience...



PRODUCTION: WOMAN IN BLACK



HISTORY

The Forum Theatre was officially opened in October 1967 by HRH Queen Elizabeth II heralding an exciting new era. Since then, the theatre has gone on to welcome some of the biggest stars of stage and screen with showbiz favourites David Jason, Arthur Lowe and Wendy Richard all treading the boards in Billingham.

Today the Forum Theatre is still at the heart of Billingham Town Centre and its sense of community is stronger than ever. It is a popular and valued destination with a national profile and is a key part of Stockton-on-Tees Borough Council's vibrant cultural offer.



RECENT SHOWS

PAUL SMITH

THE NUTCRACKER

ED BYRNE

CIRCUS OF HORRORS

MADAMA BUTTERFLY

WOMAN IN BLACK

STEVE HARLEY

NADIYA & KAI

THE GRUFFALO

BLOOD BROTHERS



KEY INFO

2023 - 2024



100,000+

TICKETS SOLD



380+

PERFORMANCES



659

SEAT CAPACITY



+1,500 (4.8/5)

ONLINE REVIEWS



PRODUCTION: ROCKETMAN

OPPORTUNITIES

Supporting the arts, culture and live entertainment sector can unlock new and rewarding opportunities to connect your business with a unique target audience.

Theatre-goers are typically a more **affluent**, **receptive** and **decisive** audience...



40km

AUDIENCE RANGE

Though its customer base is more densely saturated within the Tees Valley, the Forum Theatre attracts visitors from right across the North of England due to its diverse programme. The theatre's intimate setting also offers a more comfortable viewing experience, making it a preferred choice for visitors compared to much larger entertainment venues.

100K
READERSHIP



SEASON BROCHURE

With a readership of over **100,000 viewers**, the season brochure is always highly-anticipated and is one of the most powerful communication tools for your brand.

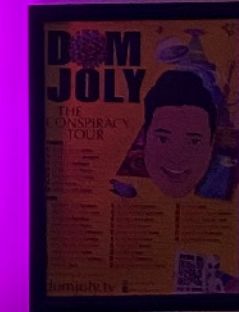
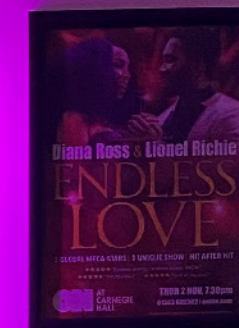
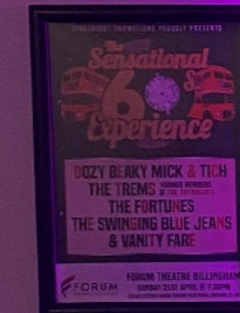
Distributed twice each year, the season brochure is distributed directly to approximately **40,000 households** across the North East, with copies also being distributed to local businesses, and could include your brand on the cover and an advert inside.



DIGITAL SCREENS

Several backlit and high vibrancy advertising screens are tactically positioned in high footfall areas around the theatre giving maximum impact to your brand. Our packages include **high frequency advert plays** to guarantee exposure and engagement with your brand.

Our in-house marketing team can assist with artwork, which can also be changed **as often as you require** to ensure your message can be flexible and tailored to suit your business objectives.



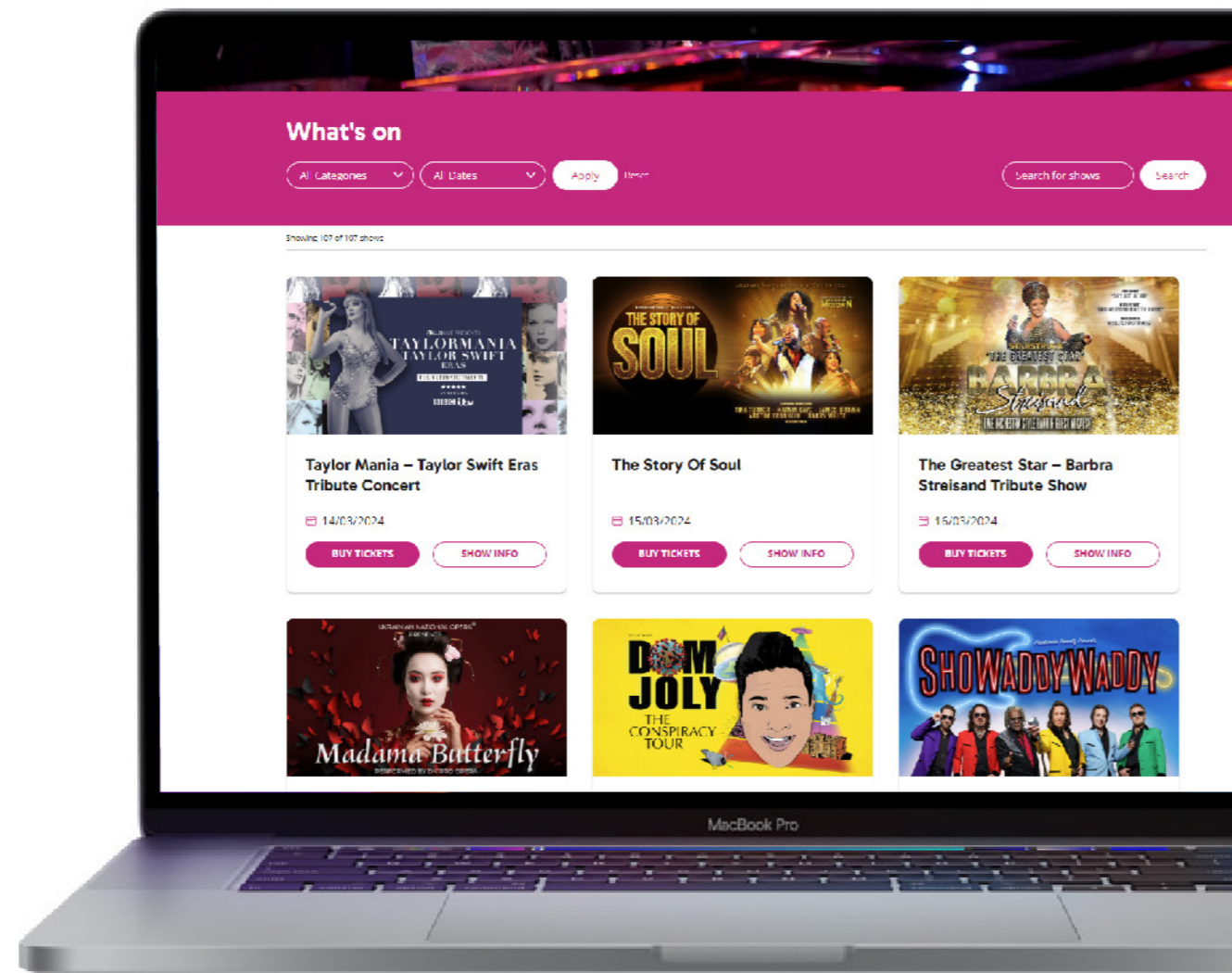
Packages include **high repetition** for maximum exposure



WEBSITE

With a high percentage of tickets being purchased online, a listing on the theatre website ensures your brand is present at **every stage of the customer journey**, helping to reinforce your key messages and direct traffic to your website.

Opportunities also include sponsorship of our 'What's On' section, the **highest ranking page** on the website.



PLUS, BUT NOT LIMITED TO...



COMPLIMENTARY TICKETS

Perfect for rewarding your teams or hosting corporate clients, our sponsorship packages can include complimentary tickets to see some of the best shows on tour.



EMAIL DATABASE

With over 40,000 active subscribers engaging with content on a weekly basis, your brand can feature prominently within our email newsletters.



SOCIAL MEDIA

We can share your business across our social media channels to help drive traffic to your social platforms and website.



THE VENUE

The venue provides a unique events and meeting space, as well as prominent areas to display banners and posters to maximise engagement.

We can build a bespoke package to help you achieve **maximum exposure** to reach your **business goals!**



PANTOMIME

We also have exciting opportunities to sponsor the pantomime. In the run up to the festive season, panto gains widespread advertising and press exposure, attracting families from across the region with a long run of performances right across December and the New Year.

28,000
tickets
sold in
2023



Jack and the Beanstalk | 2023

Starring Connor McIntrye (Coronation Street)
and Oakley Orchard (CBBC)

Let your brand
take **centre**
stage...

Packages from...
£3,000 - £9,000 per annum

CONTACT

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PRODUCTION: GIVE ME THE NIGHT



FORUM

THEATRE | BILLINGHAM

