



**TAUNTON  
BREWHOUSE**

**MARKETING  
OPPORTUNITIES**  
2022/23

## INTRODUCTION

A partnership with Taunton Brewhouse creates great opportunities for your business or organisation to communicate your brand and services at the same time as having a positive impact on the local community, making Taunton a better place to live, work, and play.

Taunton Brewhouse is the largest theatre and arts centre in Taunton, Somerset's rapidly growing County Town. It is a multi-purpose venue, catering for professional arts organisations, community groups, schools, and businesses. In 2022 it celebrated its 45th anniversary and is looking forward to its 50th birthday in 2027.

It is operated by Taunton Theatre Association. As a charity, it relies on income from ticket sales, corporate support, and grants from statutory bodies, trusts, and foundations to supplement a small grant from Somerset West & Taunton Council.

## A MUTUALLY BENEFICIAL RELATIONSHIP

### This will enable you to:

- Magnify the visibility of your business to new clients
- Inspire and reward your existing clients, suppliers and employees
- Foster a positive image of your company
- Support one of Somerset's premier entertainment venues

### It also allows Taunton Brewhouse to:

- Continue to entertain audiences with its varied programme of high-quality live performance, events, and film
- Build on its strong programme for people of all ages who are more vulnerable than others or find life more of a challenge
- Sustain and strengthen its position at the heart of Taunton and Somerset now and in the future

## THE EXPOSURE WE CAN OFFER YOU

### A partnership with Taunton Brewhouse could give your business:

- A large audience: our figures top 65,000 annually and are rising
- A broad demographic: young professionals, retired people, and families
- A wide reach: the majority of our patrons are from Taunton and the surrounding parishes, but extend to the wider Somerset region, and visitors from outside the county especially during the summer months
- High visibility: a brochure print run of 12,000 mailed directly to over 1,500 homes, and distributed to venues, libraries, visitor centres, and businesses across Somerset
- An agile online exposure: Over 1 million website hits per year, 17,000 social media followers, and 12 direct email shots per month
- A direct approach: a holding screen at our screenings of around 60 films reaches audiences of over 3,000 per year

**“OUR AMBITIONS ARE TO REMAIN THE PRINCIPAL ARTS CENTRE IN THE REGION WITH A REPUTATION FOR INNOVATION.”**

## THE BENEFITS YOU WILL RECEIVE

In return for partnering with Taunton Brewhouse you will receive benefits tailored to fit your individual needs.

### These benefits could include:

- Invitations to our Corporate Partners evenings
- Theatre events for your staff or clients
- Colour adverts in production programmes
- A link to your company website from [www.tauntonbrewhouse.co.uk](http://www.tauntonbrewhouse.co.uk)
- Your company name in our season brochures
- Free advertising in our annual Christmas programme
- Branding opportunities on our cinema screen
- Acknowledgement in press releases
- Your company name on our supporters' board in the theatre
- Features in the Friends E-Newsletter
- Priority booking and regular mailings
- Access to last-minute ticket offers for staff
- Tailored service from our team



**“WE VALUE BOLD ARTISTS AND BOLD IDEAS.  
MEANINGFUL COLLABORATION CAN CHANGE  
THE WORLD BY WORKING TOGETHER  
TO CREATE, PLAY, AND LEARN.”**

## **CORPORATE SPONSORSHIP OPPORTUNITIES**

**Sponsorship is invited for our:**

- Flagship Christmas production
- Independent cinema
- Creative Engagement programme
- Initiatives to grow the participation of young people in Taunton Brewhouse

Alternatively, you may be interested in sponsoring an aspect of our Capital Development Strategy.

The list is broad and the benefits to your business exciting, so talk to us about how we can make sponsorship work for you.

## **CORPORATE HOSPITALITY PACKAGES**

Corporate Hospitality packages at Taunton Brewhouse start from just £1,000 per year. We offer a benefits package tailored to meet individual business' needs and objectives.

**All Taunton Brewhouse public facilities are fully accessible and available to hire. They include:**

- A 350-seat auditorium which hosts a variety of productions, films, and conferences
- A 60-seat studio theatre which also operates as a rehearsal studio and conference space
- A Creative Hub which is perfect for visual arts and craft activities, rehearsals, and classes
- A Gallery which exhibits work and functions
- There is also a large bar area which regularly exhibits visual art and literary content

## **CONTACT US TO DISCUSS YOUR NEEDS**

Our Development Team look forward to hearing from you and working with you to develop the partnership that is right for you:

[development@tauntonbrewhouse.co.uk](mailto:development@tauntonbrewhouse.co.uk)

Your sponsorship, whatever the amount, will help the community we serve and keep arts and culture flourishing in Taunton.

### **FOLLOW US**

@brewhouselive

