



Russell Boulter (*Macbeth*) *Macbeth* | *Stafford Festival Shakespeare 2003*
Mark Little (*Bottom*) *A Midsummer Nights Dream* | *Stafford Festival Shakespeare 2006*

Stafford Festival Shakespeare | Open Air at Stafford Castle

SPONSORSHIP PACKAGE



Matthew Kelly (*Petruchio*), Julie-Kate Olivier (*Katherina*)
The Taming of the Shrew | *Stafford Festival Shakespeare 2002*

INTRODUCTION



INTRODUCTION

STAFFORD FESTIVAL SHAKESPEARE | A Glorious History

Stafford Festival Shakespeare is produced by Stafford Gatehouse Theatre, for Stafford Borough Council which lies in the heart of Stafford town centre. The theatre welcomes some 175,000 visitors each year, including up to 14,848 for this prestigious Open Air event, which has become established as one of the region's Summer highlights. The event is the centrepiece of the borough's popular family orientated Stafford Festival.

The production was established in 1991, and has been performed annually against the dramatic backdrop of Stafford Castle, which overlooks the acting company and the audience. The performances have covered the full range of The Bard's work, including romances, tragedies, comedies and histories. The event's reputation has grown dramatically in recent years, attracting many accomplished and respected actors to play alongside experienced local actors. The event is now regarded as one of the top three Open Air Shakespeare Festivals in the country and has seen audiences grow from 3,776 people in its opening year to its present 14,848 capacity.

The broad appeal of Stafford Festival Shakespeare is demonstrated in the audience profile, with as many as 25% of people attending their first ever play. They have come to expect a creative and entertaining drama, designed to make Shakespeare accessible and enjoyable to all. Many visitors turn the event into a family outing, complete with picnics in the castle grounds.

Stafford Castle makes for a superb venue, high on a hilltop overlooking the county town of Stafford. This historic setting has an unrivalled resonance for Shakespeare's writing, and the specially designed stage set combined with the production 'village' of marquees and state of the art seating makes for a unique theatre setting.

REVIEWS

The Taming of the Shrew

"One of the production's finest achievements was making Shakespeare accessible to everyone. You don't have to know the play to enjoy it. If ever there was a way to bring the Bard to the masses then this surely is it. A great night in a great setting. See for yourselves!"

Staffordshire Newsletter

Macbeth

"Now in its thirteenth year, Stafford's annual Shakespeare Festival production struck lucky with the weather on the opening night... But luck had little to do with the success of this year's offering. Stephen Freeman and his production team can take credit for pulling together the combined TV faces, good jobbing actors and local amateur talent. This fusion of people under the directorship of Peter Dayson, is a total triumph"

The Stage

SPONSORSHIP PACKAGE

Stafford Festival Shakespeare Open Air at Stafford Castle





INTRODUCTION

STAFFORD CASTLE | A Living History

Looming high on the county town's western horizon, the Castle is the ancient feudal home of the De Staffords. The prominent vantage point and strategic site was primarily recognised by the Normans who were the first to construct a fortress out of earth and timber, circa 1090. In the years shortly after the Norman invasion of 1066, William the Conqueror is believed to have ordered defences to be built against a still hostile and rebellious native community. The castle was subsequently owned by successive barons, lords and later earls of Stafford, with a massive stone keep being built on top of the motte in 1347.

During the Shakespearean era Stafford Castle had reached its prime and was the seasonal home of the Staffords, with Lord Stafford having been elevated to the Duke of Buckinghamshire. The castle saw an extensive rebuild in a Gothic Revival Style in 1813 and has since witnessed a programme of archaeological excavations, which has gradually revealed many of its secrets.

Today the site is a significant visitor and leisure attraction, with a museum which houses some of the thousands of archaeological artefacts found over the centuries, a vital arena for hundreds of educational tours and workshops. In addition to the Stafford Festival Shakespeare production the Castle hosts a variety of exciting heritage events throughout the year, which also draw large crowds.

REVIEWS

Macbeth

"The powerful drama was the perfect choice for the picturesque yet spooky castle backdrop. Hundreds of Shakespeare fans were wowed by the excellent, imaginative set and dramatic use of smoke and lighting... Lady Macbeth, Glynis Barber, stole the show with her dominant and deceptive nature shining through."

Stafford and Stone Chronicle

The Taming of the Shrew

"A mixture of hilarity and chaos ensue as the taming begins. The supporting actors all ensured that for the twelfth year running the open air festival was a success. The scenery and atmosphere coupled with the acting talent delighted the audience who had travelled far and wide to soak up the setting."

Wolverhampton Chronicle

SPONSORSHIP PACKAGE

Stafford Festival Shakespeare Open Air at Stafford Castle





Toyah Wilcox (*Titania*)

A Midsummer Night's Dream | *Stafford Festival Shakespeare 2001*

SPONSOR'S Benefits



SPONSOR benefits

Platinum, Gold and Silver Levels

The different levels are designed to ensure that every company can find a package suitable for their requirements. The packages are devised as follows:

Sponsorship Package Levels and Benefits

BRANDING BENEFITS	Platinum £8,000	Gold £5,000	Silver £3,000	Education £3,000
Headline branding on all print and marketing materials				
Branding on 100,000 full colour A5 leaflets distributed across the Midlands				
Branding on 1,000 full colour posters				
Branding on A4 full colour programmes				
Branding on 60,000 full colour theatre brochures				
Branding on Education Packages				
Branding on Stafford Gatehouse Theatre Website				
Branding on Stafford Castle Signage, Refreshment and Seating Facilities				
Distribution of print throughout Staffordshire, Stoke-On-Trent, Newcastle-Under-Lyme and surrounding area, Telford, Wolverhampton, Shrewsbury, Wrexham and Cheshire, Derbyshire				

SPONSOR benefits



MEDIA RATE CARD	Platinum £8,000	Gold £5,000	Silver £3,000	Education £3,000
Complimentary full page full colour programme advertisement	■			
Complimentary half page full colour programme advertisement		■	■	■
Branding on all Media Campaign advertisements, tourism literature, press and radio	■	■	■	■
Branding on all Media Releases	■	■	■	■
Branding on all Direct Mail	■	■	■	■
Branding on three large banners in prime Stafford locations	■	■	■	■
Branding opportunities at Stafford Gatehouse Theatre, Stafford Castle Visitor Centre and at the Open Air Theatre Site at Stafford Castle	■	■		
Branding on Adshell poster sites, Arriva buses or Central Train Network posters	■	■	■	■
Announcement as principal sponsor at the start of all performances	■	■	■	■

CORPORATE HOSPITALITY	Platinum £8,000	Gold £5,000	Silver £3,000	Education £3,000
A specified allocation of complimentary tickets for your senior management and staff	24 Tickets	12 Tickets	12 Tickets	12 Tickets
An invitation to join the Mayor, civic guests and local business people at the Gala Performance	■	■	■	■
Reduced rate tickets for employees	■	■		
Entertain and reward employees with a pre-performance and interval reception (sponsor to pay the catering costs, free marquee) in your own marquee	■	■	■	■
Enhance business links with the prestige reception package, including end of night reception and meet-the-cast opportunity in your own marquee (sponsor to pay the catering costs, free marquee)	■	■	■	■
Complimentary use of our superbly equipped conferencing facilities at Stafford Gatehouse Theatre (one event in the function rooms, sponsor to pay catering costs)	■			
Twelve complimentary tickets for a named performance at Stafford Gatehouse Theatre (sponsor to pay any catering costs)				

SPONSORSHIP PACKAGE

Stafford Festival Shakespeare Open Air at Stafford Castle

SPONSOR benefits



Sponsorship Overview

- ▶ A positive partnership with a well respected Midlands arts and heritage service provider
- ▶ A positive association with a high quality, prestige outdoor event
- ▶ A unique vehicle to generate brand recognition and awareness in key communities across Staffordshire, Shropshire, Cheshire, Derbyshire, Worcestershire, Leicestershire and the Midlands
- ▶ Extensive Media Campaign covering a total circulation in excess of 811,546; a similar Media Campaign would cost in the region of £6,000 plus. For geographical circulation details please refer to Appendix two, page 12.
- ▶ The largest proportion of the audience profile for Stafford Festival Shakespeare is made up of adults of both sexes classification: A, B, C1 and C2, generally twenty years plus with an interest in theatre, literature, cinema, culture and the arts
- ▶ Students and School children from bordering counties LEA's make up the second largest group of audience members that attend Stafford Festival Shakespeare productions
- ▶ Demographically the audience for the Stafford Festival Shakespeare production are prepared to travel for approximately one hour in order to view the performance, with audiences travelling as far as Manchester and St Helens to the North, Worcester and Stonehouse to the South, Nuneaton and Leicester to the East and Shifnal and Telford to the west
- ▶ Stafford and the surrounding area is a thriving community and in the present climate is a magnet for leisure and property investors with an estimated ten million pound investment entering the county town over the next two years
- ▶ Co/part sponsorship benefits packages can also be negotiated
- ▶ We are happy to discuss a long-term association for this event

REVIEWS

The Taming of the Shrew
"The production staged at Stafford Castle, can only enhance the already considerable reputation of Stafford Borough Council's annual open air Shakespearean festival, Director Peter Dayson has gathered a splendid set of players who combine perfectly to make this one of the best offerings in the festival's twelve year history."

The Stage

The Comedy of Errors
"The presentation of Shakespeare's farcical plot was witty, upbeat and full of laughs."

Express and Star



Rene Zagger (*Antipholus of Syracuse*)
The Comedy of Errors | *Stafford Festival Shakespeare 2004*

CONTACT Details and APPENDICES



CONTACT details

If you would like to discuss any of the aforementioned sponsorship packages or would like additional information regarding Stafford Festival Shakespeare please contact Derrick Gask, Artistic Programme Manager at Stafford Gatehouse Theatre:

Eastgate Street
Stafford
Staffordshire
ST16 2LT

tel: 01785 253 595
email: dgask@staffordbc.gov.uk
web: www.staffordgatehousetheatre.co.uk

REVIEWS

The Taming of the Shrew

"All credit then, to this sparkling production for capturing hearts, commanding minds and brining to life one of the frothiest Shakespearean comedies ... The production runs until 10 July and your summer won't be complete until you've seen it at least once.

The Sentinel

A Midsummer's
Nights Dream

"Rave reviews were echoed throughout the audience"

Express and Star

SPONSORSHIP PACKAGE

Stafford Festival Shakespeare Open Air at Stafford Castle





APPENDIX one

THE SIXTEEN AGES OF STAFFORD FESTIVAL SHAKESPEARE Open Air At Stafford Castle

- 2006 ▶ **A Midsummer Nights Dream..**
Emma Atkins (*Hippolyta/Titania*)
- 2005 ▶ **Romeo and Juliet..**
Bruno Langley (*Romeo*), Scarlett Johnson (*Juliet*),
Rachel Bell (*Nurse*), Freya Copeland (*Lady Capulet*)
- 2004 ▶ **The Comedy of Errors..**
Rene Zagger (*Antipholus of Syracuse*), Julie-Kate Olivier
(*Adriana*), Garfield Morgan (*Egeon*), Hildegard Neil
(*Abbess*), Richard Elis (*Balthasar*)
- 2003 ▶ **Macbeth..**
Russell Boulter (*Macbeth*), Glynis Barber (*Lady Macbeth*)
- 2002 ▶ **The Taming Of The Shrew..**
Matthew Kelly (*Petruchio*), Julie-Kate Olivier (*Katherina*)
- 2001 ▶ **A Midsummer Night's Dream..**
Toyah Willcox (*Titania*), Paul Henry (*Bottom*),
Paul Fox (*Lysander*)
- 2000 ▶ **Twelfth Night..**
Jean Boht (*Maria*), John Challis (*Malvolio*),
Chloe Newsome (*Viola*)
- 1999 ▶ **Richard III..**
Ian Reddington (*Richard*), Maria Charles (*Queen Margaret*)
- 1998 ▶ **The Tempest..** Barry Foster (*Prospero*)
- 1997 ▶ **Romeo and Juliet..**
Judy Cornwell (*Nurse*), John Pickard (*Romeo*),
Kellie Bright (*Juliet*)
- 1996 ▶ **Macbeth..**
Rula Lenska (*Lady Macbeth*), Robert Beck (*Macbeth*)
- 1995 ▶ **As You Like It**
- 1994 ▶ **Hamlet..**
Jason Riddington (*Hamlet*), Hildegard Neil (*Gertrude*)
- 1993 ▶ **A Midsummer Night's Dream..**
Julia Sawalha (*Hermia*), Kristian Schmid (*Puck*)
- 1992 ▶ **The Wars Of The Roses**
- 1991 ▶ **Henry V..**
Robert Hardy (*Chorus*)

REVIEWS

The Comedy of Errors

"For it's fourteenth annual Shakespeare production, Stafford Borough Council has broken with tradition and given the Bard an update. Here his first play is set in an English seaside town in the forties. It opens to the strains of Vera Lynn singing The White Cliffs of Dover and scenes are punctuated with daft ditties from George Formby and co. This gamble risks alienating traditionalists - but it works brilliantly."

The Stage

A Midsummer's Nights Dream

"... one of the highlights of the theatrical calendar for the area, and this year is no exception."

The Sentinel

SPONSORSHIP PACKAGE

Stafford Festival Shakespeare Open Air at Stafford Castle





APPENDIX two

► Circulation Coverage of Following areas:

Albrighton	Evesham	Rolleston
Alcester	Fazeley	Rugeley
Aldridge	Fernhill-Heath	Rushall
Alton	Forsbrook	Sandbach
Alsager	Gnosall	Sandwell
Armitage	Gobwoen	Shavington
Ashbourne	Great-Malvern	Shelfield
Ashley	Great-Wyrley	Shifnal
Astwood-Bank	Hadley	Shrewsbury
Atherstone	Hagley	Shropshire
Baddesley-Ensor	Halesowen	Stafford
Balsall	Hampton-in-Arden	Stoke-On-Trent
Barnt-Green	Henley-in-Arden	Stone
Bayston-Hill	Hednesford	Stourbridge
Bedworth	Hagley	Stourport-on-Seven
Bewdley	Halesowen	Shelfield
Bidford-on-Avon	Holmes-Chapel	Shipston-on-Stour
Biddulph	Kenilworth	Solihul
Birmingham	Kidderminster	Southam
Black Country	Kineton	Stourbridge
Bloxwich	Kingsbury	Stourport-on-Seven
Blythe-Bridge	Kingswinford	Straford-upon-Avon
Bridgnorth	Kinver	Studley
Broadway	Knowle	Sutton Coldfield
Bromsgrove	Leamington-Spa	Tamworth
Brownhills	Leek	Tean
Burntwood	Lichfield	Telford
Cannock	Macclesfield	Telford-Dawley
Castle-Bromwich	Madeley	Tenbury-Wells
Catshill	Market-Drayton	Walsall
Cheadle	Meir	Warley
Cheshire	Meriden	Warwick
Chelmsley-Wood	Middlewich	Water Orton
Chewick-Green	Nantwich	Wellesbourne
Coleshill	Newcastle Under	West-Bromwich
Congleton	Lyme	Weston-Coyney
Crewe	Newport	Whittington
Derbyshire	Northwich	Wolverhampton
Dordon	Oakengates	Wombourne
Droitwich	Pelsall	Worcester
Dudley	Polesworth	Wrexham
Eccleshall	Redditch	Uttoxeter

► REVIEWS

Macbeth

“Even before the opening night on June 26th, the show had already pre-sold more tickets than any previous Festival production, so there was much to live up to. Happily the show does indeed exceed all expectations, with a magnificently powerful performance from Russell Boulter”

Uttoxeter Echo, Cheadle and Tean Times and Blythe & Forsbrook Times

