

# Sponsorship proposal 2019

**The Core**  
at Corby Cube



In 2018 we reached over **50,000** people through all of our activity

Our participation projects supported over **14,000** people

Children and young people made up **18%** of all audience members

**“There is so much sound thinking behind The Core in architectural, theatrical and social terms. Just ask anyone who lives in Corby”** The Stage

The Core at Corby Cube consists of three spaces. The Theatre seats 445 people on three levels – the main live programme takes place here with professional visiting companies, local amateur groups, schools and community organisations regularly performing on stage. We present music, comedy, dance, theatre and family shows and have recently seen visits from Sara Pascoe, Northern Ballet Theatre, Steve Harley and Hazel O'Connor, to name a few. The Lab is a studio space suitable for smaller-scale shows and family activities and The Base offers meeting and conference facilities for smaller numbers.

The Core continues to place huge importance on Creative Project activity which reaches a diverse and broad range of our community, with a particularly strong focus on children, young people, and families. We continue to build a national reputation for the innovation in our approach and commitment to ensuring that young people from all backgrounds can access our high quality programme. We offer free and subsidised places for all Creative Project activities. Our weekly workshop programme which provides opportunities in theatre, dance, digital, writing, and comedy, continues to grow, with around 7,000 children and young people last year accessing productions, workshops and activities.

**“There are few better examples of the belief that the arts can help to regenerate urban centres than the opening of The Core at Corby Cube, a multi-use cultural centre in the Northamptonshire town of Corby”** Financial Times

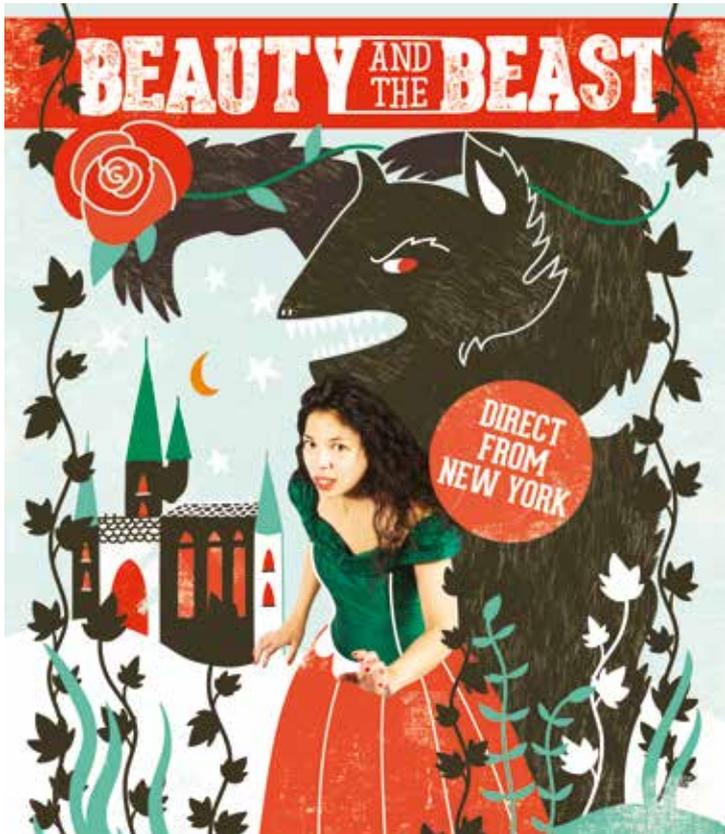


The Core enjoys great support from its audiences. Last year we reached more than 50,000 people through our programme of shows, films and participation activity.

We welcome a lot of newcomers every year, but also benefit from our patrons' great loyalty, with people regularly attending more than three events in a year. While the majority of our audiences live in Northamptonshire, specifically Corby, our geographical catchment area is growing all the time with parts of our regular audiences now joining us from Cambridgeshire, Leicestershire, Lincolnshire and beyond.

-  **0.2% METROCULTURALS:** Prosperous, liberal urbanites interested in a very wide cultural spectrum
-  **8.9% COMMUTERLAND CULTUREBUFFS:** Affluent and professional consumers of culture
-  **1.1% EXPERIENCE SEEKERS:** Highly active, diverse, social and ambitious, engaging with arts on a regular basis
-  **23.9% DORMITORY DEPENDABLES:** Suburban and small towns interest in heritage activities and mainstream arts
-  **22.2% TRIPS AND TREATS:** Mainstream arts and popular culture influenced by children, family and friends
-  **6.5% HOME AND HERITAGE:** Rural areas and small town, day-time activities and historical events
-  **13% UP OUR STREET:** Modest in habits and means, popular arts, entertainment and museums
-  **15.8% FACEBOOK FAMILIES:** Younger suburban and semi-urban, live-music, eating out and pantomime
-  **3.6% KALEIDOSCOPE CREATIVITY:** Mixed age, low level engagement, free local events, outdoor arts and festivals
-  **4.8% HEYDAYS:** Older, less engaged, crafts, knitting, painting, sheltered housing, church group or community library

Source: Audience Agency, Audience Finder 2017/18



Last year's Christmas Show (2018)

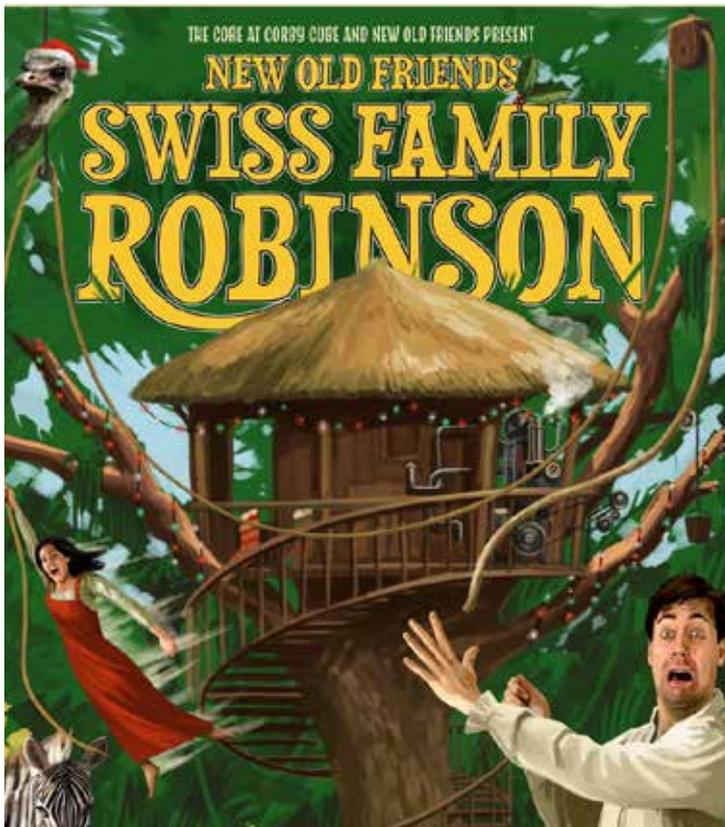
**Beauty And The Beast**  
**Fri 7 - Sun 30 December**

**"MAGICALLY BROUGHT TO LIFE... A MUST-SEE FOR ALL THE FAMILY"** Northants Telegraph

Following on from the fantastic success of *The Wind In The Willows* last year, we are excited to be staging another well-loved favourite for The Core this Christmas.

**New International Encounter** create a rustic re-telling of the French classic fairy tale, full of live music, fun and magic direct from a three week run in New York. Featuring a daring heroine and a beast with impeccable table manners, *Beauty And The Beast* has played to over 22,000 people with rave reviews and packed houses.

**"A HEARTWARMING SHOW FOR CHRISTMAS"**  
Martin Borley, BBC Radio Northampton



This year's Christmas Show (2019)

**Swiss Family Robinson**  
**Fri 6 - Sun 29 December**

This Christmas, multi-award-winning comedy theatre company **New Old Friends** return to Corby with an exciting new retelling of the classic family tale **Swiss Family Robinson**.

When a family find themselves shipwrecked on a deserted island they have to use all of their wits, strengths and skills to build a new home. As well as finding shelter and safety on the island, they (and their dog) must also make friends with the local inhabitants who are all manner of creatures, some friendly and some not.

Delivered by a cast of just four talented performers, the show will feature stunning ship-wrecks, wonderful wild animals, glorious gags, marvellous machines, stupendous songs and witty wordplay.

See overleaf for your chance to sponsor this production.

## Raise Your Brand Awareness Locally

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Become a sponsor of **Swiss Family Robinson** and enjoy six months of recognition alongside Corby's most popular Christmas show. Know that your company will reach families across the town and region whilst associating your brand with The Core. Share your services through various direct marketing opportunities to The Core's audiences. You can also entertain your staff or clients and enjoy superb hospitality at a very special time of year.

### **Benefits**

Sponsorship of *Swiss Family Robinson*, will entitle you to the following benefits:

#### **High profile advertising**

Your logo as 'sponsored locally by' on material such as:

- 20,000 x A5 flyers
- 300 x A3 posters
- Front of house pull up banners
- 6 sheet posters and other outdoor advertising
- Floor vinyl in The Core
- Corby season brochures in July and November (20,000 copies mailed or distributed per brochure)
- Solus newspaper and magazine advertising
- Website show pages and e-flyers
- All direct mail activity

You will also receive:

- A free programme advert (full page)
- The opportunity to display branding material in The Core's foyer during the run of *Swiss Family Robinson*
- The opportunity to exit leaflet audiences

#### **Other benefits**

- 40 free tickets for your staff or invited guests to attend a mutually agreeable performance. There is also an opportunity to hold a gala event at The Core in conjunction with these free tickets. Costs of catering will be borne by the sponsor.
- Invitations to other events across the year

#### **Suggested Financial Commitment: £5,000**

**With your kind support we can unlock further funding to enable us to deliver life changing projects in our community. Arts Council England are match funding contributions from generous businesses like yours meaning that your sponsorship is actually valued at £10,000.**

Contact our Development Manager, Laura Serbyn, for further details.  
email [laura.serbyn@namtrust.co.uk](mailto:laura.serbyn@namtrust.co.uk) or call **01604 655735**.