



# **SPONSORSHIP OPPORTUNITY**



**ELEVATE YOUR BRAND AS A PATRON OF THE ARTS!**

SHREWSMUSICALS.CO.UK

# ABOUT US

Shrewsbury Musical Theatre Company is Shropshire's longest established musical theatre group. SMTC draws on the very best local talent and employs hugely experienced professional creative teams to bring the world's top musicals to Shrewsbury audiences. With over 100 members based around the county, SMTC is a well-known company with a professional outlook and a reputation for producing spectacular shows. We have been in existence for more than a century, providing entertainment and enjoyment for Shropshire audiences and an outlet for the creative talents and interests of our members. Many of our members have gone on to perform professionally in The West End and beyond.

Originally known as Shrewsbury Amateur Operatic Society (SAOS), we changed our name in 2019 in direct response to comments from our audiences who insist that the quality of our productions is far from amateur. The SMTC logo reflects the loop of the River Severn and the fact that we're proud to perform at the magnificent Theatre Severn.

## MISSION STATEMENT

At Shrewsbury Musical Theatre Company, we are dedicated to creating an inclusive and vibrant community where the transformative power of musical theatre enriches lives and brings people together. Through high-quality performances, creative collaboration, and a commitment to fostering talent, we aim to provide a welcoming space for individuals of all backgrounds and abilities to discover their voice, build confidence, and experience the joy of performance.

Our mission is to engage and inspire both our audiences and volunteers, promoting personal growth, teamwork, and artistic excellence. We believe in the profound impact of the arts on mental and emotional well-being, and we strive to create opportunities that support the development of our cast, crew, and supporters—empowering them to thrive as individuals while contributing to the cultural vibrancy of our community.

By nurturing creativity, celebrating diversity, and fostering a spirit of inclusivity, we aim to build a lasting legacy of artistic achievement, connection, and joy that extends beyond the stage to enrich the lives of all who participate.

In communities like ours, access to the arts isn't a luxury. Our new Mini SMTC Theatre Classes are more than just a place for children to play pretend. They're a lifeline for creativity, confidence, and connection. Offering inclusive, fun, and affordable theatre education that reaches every child, regardless of background.

This is where future voices are shaped and lifelong skills are developed.

Through theatre, kids learn to express themselves, collaborate, and think critically. They find confidence in their stories and pride in their identities. But without community support, many of them will never get that chance.



# HOW DO WE SUPPORT THE COMMUNITY?

SMTC plays a pivotal role in supporting and enriching the community in several ways.

## 1. CULTURAL ENRICHMENT

Community theatre offers a space for creative expression, bringing diverse stories, art, and performances to the local audience. These productions often reflect the culture, history, and values of the community, providing a shared experience that fosters a deeper understanding and connection among individuals.

## 2. ACCESSIBILITY TO THE ARTS

Non-profit theatre groups prioritise affordable access to arts and culture for everyone, regardless of their financial status. By offering lower cost tickets they make the performing arts accessible to people who might not otherwise be able to attend more commercial venues.

## 3. EDUCATIONAL OPPORTUNITIES

SMTC frequently offers workshops, classes, and mentorship for children, teens, and adults. These help to build creative skills, confidence, public speaking abilities, and teamwork, all of which have long-lasting benefits in personal and professional growth.

## 4. LOCAL TALENT DEVELOPMENT

Non-profit community theatre provides a stage for local actors, musicians, directors, and technical crew members, allowing them to gain experience and showcase their talents. It nurtures local performers, many of whom go on to pursue careers in the arts, while also providing a creative outlet for people of all ages.

## 5. FOSTERING COMMUNITY IDENTITY

Through the shared experience of theatre, a community theatre group helps shape the identity and spirit of the area. Theatre becomes a place where local issues can be explored, traditions celebrated, and new ideas debated, all of which help build a stronger sense of belonging.

## 6. ECONOMIC IMPACT

Non-profit, community theatre groups still have a significant economic impact on the local economy. They create jobs, drive tourism for performances and encourage people to spend money at local businesses such as restaurants, parking, and shops before and after shows, whilst also supporting and using local businesses by using their services themselves.

## 7. VOLUNTEERISM & COMMUNITY ENGAGEMENT

SMTC relies on volunteers, allowing members of the community to engage and contribute in meaningful ways. Volunteering fosters a sense of ownership and pride in the cultural vibrancy of the area. It also encourages people to become active participants in the community's artistic life.

## 8. SUPPORTING LOCAL CAUSES

SMTC incorporates charitable causes into its programming. They partner with local organisations, hold fundraising events for community needs, or create productions that highlight social issues, bringing awareness and support to important community causes.

## 9. CREATING A SAFE SPACE

SMTC provides a welcoming, inclusive environment for people of all backgrounds. It's a place where individuals can express themselves freely, whether on stage or behind the scenes.

## 10. BRINGING GENERATIONS TOGETHER

Theatre serves as a bridge between different generations. Parents can bring their children to performances, young actors can work alongside experienced theatre professionals, and older community members can enjoy a form of entertainment that appeals to all ages. This fosters intergenerational bonding and understanding.

**In short, SMTC, a non-profit community theatre group acts as a cultural cornerstone that not only entertains but also unites, educates, and supports the local community. It builds a more cohesive, creative, and engaged environment for all who participate.**



# UPCOMING PRODUCTIONS

SMTC is proud to present a blockbuster season of theatre in 2025/26, filled with laughter, heart, and unforgettable music. From outrageous comedy to powerful storytelling and rock anthems, our upcoming productions promise to entertain, inspire, and bring the community together like never before.

🎭 **SPAMALOT** – A hilarious, irreverent romp through Arthurian legend, this Tony Award-winning comedy delivers nonstop laughs, absurdity, and musical brilliance.

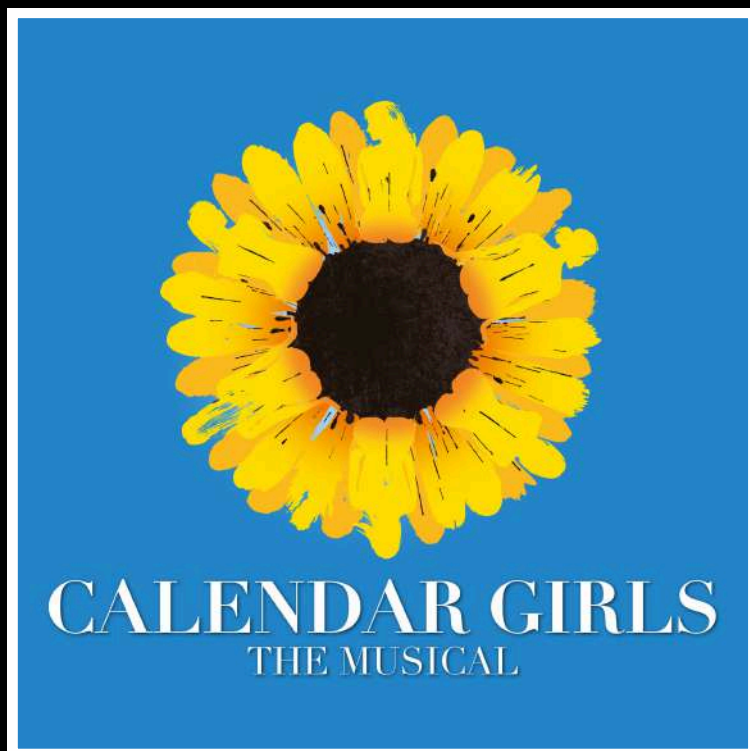
🌻 **Calendar Girls the Musical** – Based on the true story that stole hearts worldwide, this uplifting and cheeky musical celebrates friendship, courage, and the power of everyday women.

🌍 **Come From Away** – A moving, true tale of compassion and humanity, this critically acclaimed musical tells the story of 7,000 stranded airline passengers and the small town in Newfoundland that welcomed them.

🎸 **We Will Rock You** – Featuring the iconic music of Queen, this high-energy rock musical delivers a futuristic adventure packed with rebellion, rhythm, and anthem after anthem.



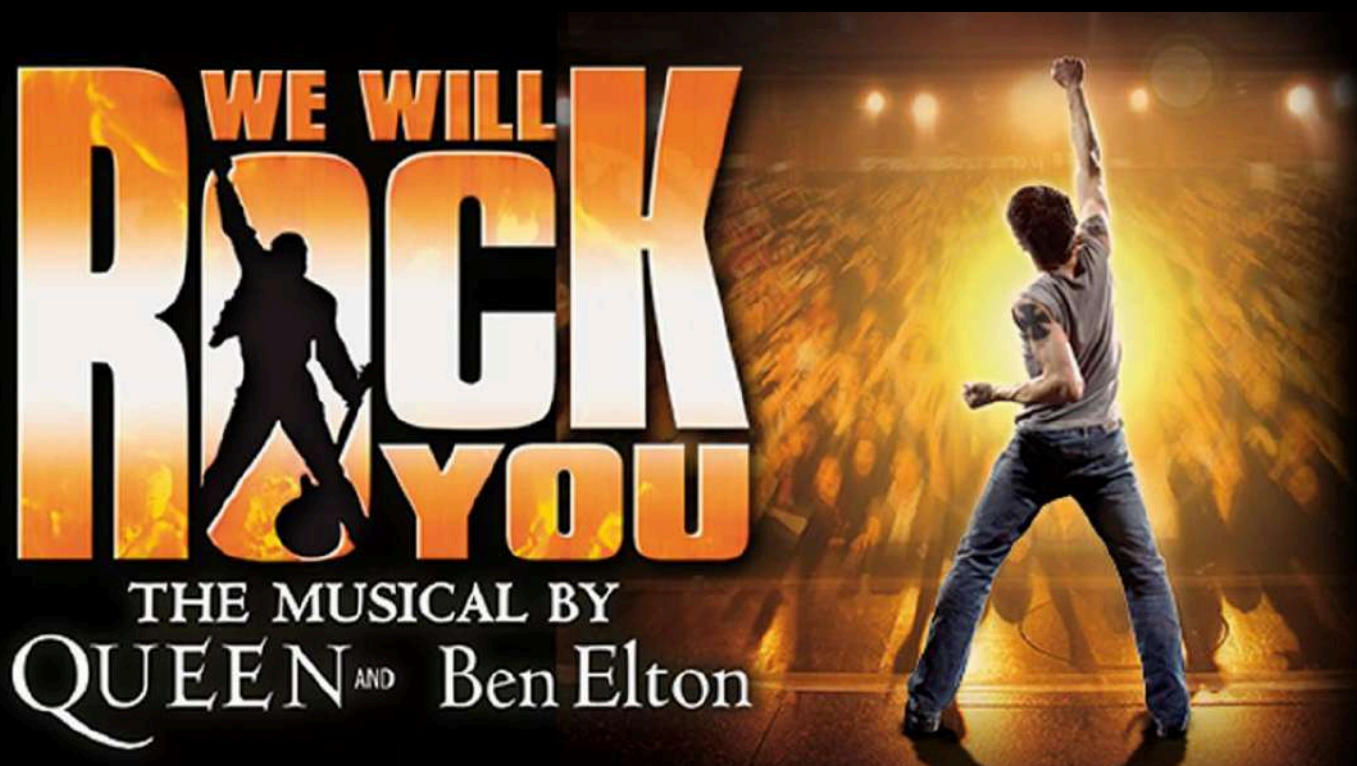
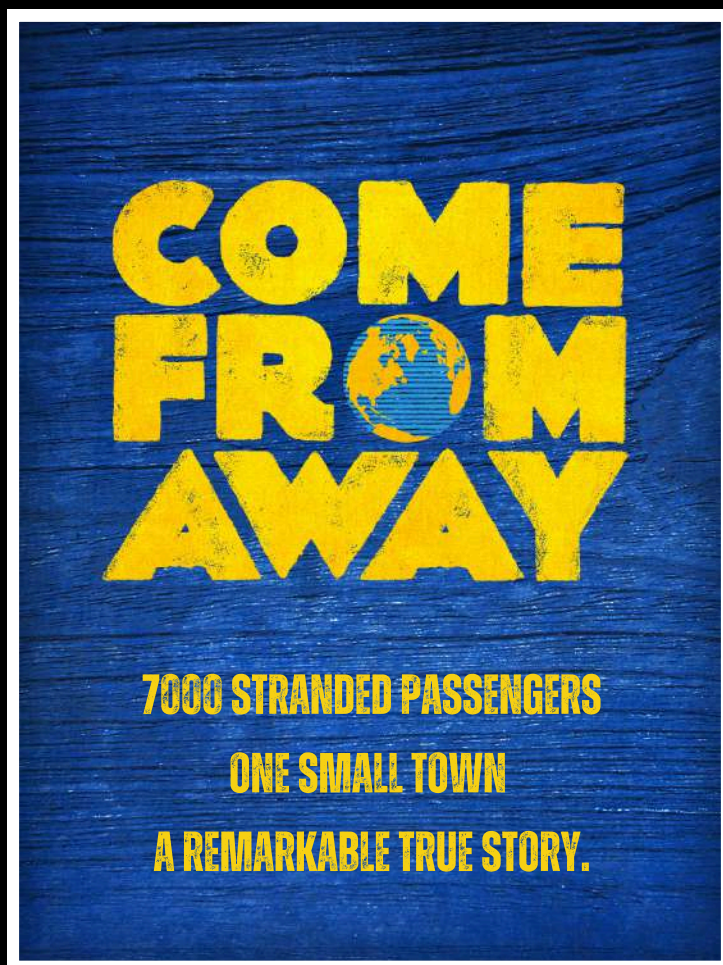
**OCTOBER 9<sup>TH</sup> TO 11<sup>TH</sup> 2025**  
**THEATRE SEVERN**  
**MAIN AUDITORIUM**



**APRIL 15<sup>TH</sup> TO 18<sup>TH</sup> 2026**  
**WALKER THEATRE,**  
**SHREWSBURY**

**OCTOBER 15<sup>TH</sup> TO 17<sup>TH</sup> 2026**

**THEATRE SEVERN  
MAIN AUDITORIUM**



**OCTOBER 29<sup>TH</sup> TO 1<sup>ST</sup> NOVEMBER 2026**  
**CENTENARY THEATRE, WELLINGTON, TELFORD**



# RECENT SHOW REVIEW

## Beautiful The Carole King Musical

**Amateur Cast Moves Reviewer to Emotional Tears and Tears of joy! Beautiful!**

As a reviewer one's job is to sit there stern faced, noting all the goods and bads of the show one needs to review. One stays objective, impartial, focused, and without fear or favour one analyses and filters what one has just seen to provide a constructive objective review. My initial approach was hijacked by pure excellence.

Oh My, this show. This reviewer needs to say from the onset, this is the best amateur performance of a show, that one has ever been fortunate enough to enjoy. Yes, I said enjoy, I enjoyed it in a very subjective way.

The songs were so relevant to my life, I laugh, I cried, and was completely immersed in this utterly top-notch drama from the 100-year-old Shrewsbury Musical Theatre Co. They always set themselves a high bar. One imagines it might take a pole vault to ever match the excellence of this show and to climb higher. This is how the show was intended to be done and it is amazing.

One is always aware of first night gremlins and an area that the company must look at is sound cues. One imagined that the show was being called, that means in simple terms, someone sits beside the sound engineer following the script and calling the sound or lighting cues. The lighting was amazing, and it didn't miss a change; the sound however, sadly a few cues were late, and the mic was slow to open. It was a first night tonight and of course things will tighten up, one is sure.

The set was pleasingly minimalistic and the scene changes were seamless however, the movable door that was used to represent the different spaces of the narrative, was a bit pointless. One felt it gave the scene shifters one more job to do and it added nothing in fact it distracted slightly. One is aware the door gave another entrance/exit upstage centre but the scaffolding they used for two different levels provided that entrance, so the show would not suffer any for the loss of the door. Other than that design was superb, and the stage looked great.

Directorially one found this play stunning, the director and choreographer have every right to feel proud. Every emotion, every nuance and every subtly was brought out so beautifully by the velvet hands of the director. One would offer the same remark to the choreographer, just gorgeous. This cast is such a strong and amazingly they bring a collective pair of safe hands. The available talent brought the best out of the director/choreographer and vice-versa.

Musically the live band also played extremely well and the earthy sound of a real orchestra so enhances the performance.

Performers far too many to mention are simply astonishing, there isn't a weak link and all the vocals are just incredible however: The voice of Carole King, (Amelia Wildmore-Evans) Was just so sublime, she took us all on an incredible voyage of vocal dexterity and one was deeply moved. The voice of Cynthia Weil (Jess Knowles) was also incredibly lovely and so easy to listen to, it was like watching chocolate covering an already enticing sweet leaving one hungry for more.

The support Cast/Greek chorus offered amazing support. The Drifters and The Shirelles were such a great surprise and one felt really invested in the whole show.

One has never felt time fly so fast with this two-hour spectacular. It was over way too soon. You may recall I started this review with the description of how I execute my duties, objectively and Impartial. However, on this occasion I am not afraid to leave you with this one question, who was first to their feet when the inevitable ovation occurred? Yours truly, Miss Impartial reviewer herself. One had no option to be moved by this excellent piece of drama.

It seems inevitable that...

**This is a five Star Review.**

Sofia Lewis

Thu, 13/06/2024 - 23:27



# AUDIENCE REVIEWS



- It was EPIC!
- Everyone was brilliant!
- This show was totally awesome!
- Absolutely fantastic production! Buzzing....
- Impressive, unforgettable and simply fascinating!
- Well done to all, brilliant show, West End next.....
- Fantastic show. You guys are amazing, well done.
- All the cast could be stars of the West End
- Me and my Son both loved it, you were awesome!
- A truly phenomenal show with so much talent on display! We thoroughly enjoyed ourselves.
- My daughter and I absolutely loved it, well done to everyone involved - you put on a brilliant show and should be very proud.
- Congratulations to all. The show was fabulous and everyone was amazing, especially the children, this coming from someone whom didn't particularly like the film!

## YOUR SUPPORT FUELS SMTC'S FUTURE AND ENRICHES OUR COMMUNITY

Supporting a non-profit theatre group like SMTC offers businesses a range of valuable benefits, both tangible and intangible. Here's a breakdown of the key advantages for businesses that choose to sponsor or support community-based theatre:

### 1. INCREASED BRAND VISIBILITY

Sponsoring a community theatre group provides businesses with widespread exposure across various platforms. Your brand can be featured in:

- Programmes, posters, and flyers distributed at performances
- Digital media, including social media, websites, and email newsletters
- Event signage at performances and local events
- Printed materials, like tickets and brochures

This kind of visibility helps increase awareness of your business and demonstrates your support for the local arts scene.

### 2. STRENGTHENING COMMUNITY ENGAGEMENT

Supporting a local non-profit like SMTC shows that your business cares about community well-being. It positions you as an active participant in building a vibrant, culturally rich environment, which resonates deeply with customers who value local involvement. Your business becomes known for contributing to the cultural fabric of the area.

### 3. BUILDING POSITIVE BRAND ASSOCIATIONS

When a business supports a well-loved local theatre company, it becomes aligned with positive community values—creativity, culture, inclusivity, and education. Customers and clients are more likely to trust and support businesses that are known for giving back and being part of something meaningful. This alignment can help create a strong emotional connection between your brand and the community.



#### 4. TARGETING A NEW AND DIVERSE AUDIENCE

Theatre audiences often span a wide demographic, which can help businesses expand their reach. Whether you're attracting:

- Families who attend with children
- Arts enthusiasts and regular theatre-goers
- Local professionals who may be drawn to networking opportunities or sponsor events
- Sponsoring a theatre company allows businesses to tap into these groups, which could translate into new customers, clients, and connections.

#### 5. DEMONSTRATING CORPORATE SOCIAL RESPONSIBILITY (CSR)

More than ever, consumers and clients are looking for businesses that are committed to making a positive impact in their communities. Supporting a non-profit theatre group is an excellent way to showcase your corporate social responsibility and demonstrate your company's values. It signals that your business is socially conscious and invested in the future of the local community.

#### 6. ATTRACTING AND RETAINING EMPLOYEES

Many employees (and potential hires) are drawn to companies that have a strong community presence. Supporting the arts, in particular, can attract creative, forward-thinking talent who value innovation and a cultural commitment. Additionally, being involved with a respected theatre company can boost employee morale, foster pride in the workplace, and create opportunities for team-building activities.

#### 7. EXCLUSIVE MARKETING OPPORTUNITIES

Sponsoring a well-established theatre company like SMTC offers unique marketing opportunities. These might include:

- Co-branded advertising and promotions (e.g., special offers or giveaways tied to performances)
- Ticket giveaways or promotions to engage customers and create buzz
- Pre-show and intermission announcements for additional brand exposure

These opportunities allow businesses to showcase their products and services in front of engaged, loyal audiences who are passionate about supporting local arts.

#### 8. LONG-TERM COMMUNITY RELATIONSHIPS

Supporting a local non-profit theatre group builds goodwill and long-term relationships within the community. As the theatre group grows and continues to thrive, your business can be recognised as a key supporter in that growth. This establishes a strong, enduring connection that enhances your reputation and influence within the local area.

#### 9. ENHANCING BRAND LOYALTY

By supporting causes that people care about—like the arts—your business can increase brand loyalty among existing customers. When people see your company supporting something they value, they're more likely to return to your business and recommend it to others, creating a stronger customer base.

**By supporting SMTC businesses don't just advertise they invest in the heart of the community. It's an opportunity to align with a respected cultural institution, foster relationships with a diverse audience, and create a lasting impact while enhancing your brand's visibility, credibility, and community reputation.**





# WHY?

Your Sponsorship Will Help Us Fund:

At Shrewsbury Musical Theatre Company, we are passionate about making high-quality theatre accessible to everyone. However, as a non-profit community theatre, we rely on the generosity of sponsors like you to make our productions and community outreach possible. Your support ensures that we can continue to create memorable experiences for audiences of all ages.

## PRODUCTION COSTS

- **Set Construction & Design:** We create immersive, high-quality sets to transport our audiences into the heart of every story. Your support helps us purchase materials and cover construction costs.
- **Costumes & Wardrobe:** Theatre magic is in the details! With your contribution, we can provide beautiful, functional costumes that enhance every performance.
- **Props:** From swords to books to everyday objects, props play a crucial role in bringing our shows to life. Your sponsorship ensures that we can acquire and maintain the props necessary for each production.
- **Technical Equipment:** To ensure a polished production, we need sound and lighting equipment that brings our performances to life. Your sponsorship helps us have access to hire the very best equipment.
- **Live Pit Band:** A live orchestra is a key part of our productions, creating an unforgettable atmosphere for each performance. By sponsoring us, you'll be supporting local musicians who bring their talent and passion to the stage, ensuring the authenticity and energy of a live musical experience. Your contribution helps us hire, equip, and compensate local musicians who are the heartbeat of our shows.

## YOUTH EDUCATION & ENGAGEMENT - MINI SMTc

We believe in nurturing young talent. Sponsorship will help to fund workshops, drama classes, and youth productions that will teach valuable life skills, from confidence to collaboration.

## COMMUNITY ACCESSIBILITY

**Free & Discounted Tickets:** Your support could make it possible for us to offer tickets to local schools, underprivileged families, and community groups, ensuring that theatre is accessible to everyone, regardless of income.

## MARKETING & PROMOTION

Funding allows us to reach a broader audience through advertising, promotional materials, and social media. By raising awareness of our shows, we can attract more attendees and create stronger connections within the community.

## ONGOING OPERATIONS

**Space:** Whether for rehearsals, performances or storage, rental costs can add up quickly (did you know it costs around £15,000 to hire Theatre Severn for a week?). Your sponsorship helps us secure these essential locations.

**Insurance and Administration:** Running a non-profit comes with a range of administrative and insurance costs that allow us to safely and effectively produce our shows.

**Licensing:** We may bring the best West End show titles to Shrewsbury but these amazing opportunities come at a premium of up to 17% of the ticket price (plus VAT), up to around £10,000.

**Overall a production with a volunteer cast and production team performed on the main stage at Theatre Severn can cost between £40,000 and £50,000.**

## WHY YOUR SUPPORT MATTERS:

As a sponsor, your contribution directly impacts every aspect of our productions, from the development of local talent to the final performance on stage. Your generosity ensures that the arts continue to thrive in our community, enriching lives and providing a platform for creativity.

By helping fund these key areas, you play a critical role in maintaining the accessibility and sustainability of Shrewsbury Musical Theatre Company. Together, we can make the arts a vibrant and integral part of our community for years to come.

# SPONSORSHIP PACKAGES

Our complimentary A5 programmes are distributed to every audience member, ensuring high visibility and a wide readership. Making this a uniquely valuable promotional opportunity.

Complimentary tickets can be enjoyed by you, your staff, or offered as thoughtful gifts to valued customers.

## ANNUAL SPONSORSHIP

### EXCLUSIVE PLATINUM SPONSOR (£3,000)

- Logo on all promotional materials, social media, website and merchandise.
- Full-page advert in show programmes.
- 10 complimentary tickets with drinks per production.
- Verbal acknowledgment during each performance.
- Option to display a branded banner in the theatre foyer.
- Invitation to rehearsals and events.
- Meet-and-greet, behind the scenes or photo opportunity with cast (if desired).
- If you wish we could perform a live music set at one event you host per annum.
- Where possible we could brand a piece of set, a prop or name drop the business into our productions.

### GOLD SPONSOR (£1,500)

- Half-page advert in show programmes.
- 8 complimentary tickets with drinks per production.
- Logo on website and a social media shoutout.

### SILVER SPONSOR (£750)

- Quarter-page advert in programmes.
- 4 complimentary tickets with drinks per production.
- Logo on website and a social media shoutout.

### BRONZE SPONSOR (£300)

- Logo included in programme acknowledgments.
- 2 complimentary tickets per production.

## SHOW BY SHOW SPONSORSHIP

### EXCLUSIVE HEADLINE SPONSOR (£800)

- “Presented in association with [Sponsor Name]” featured on all promotional artwork.
- Prominent logo on posters, flyers, banners, website, and social media.
- Full-page advert in the show programme.
- 8 complimentary tickets with drinks.
- Verbal acknowledgment during each performance.
- Option to display a branded banner in the theatre foyer.
- Meet-and-greet or photo opportunity with cast (if desired).

### GOLD SPONSOR (£400)

- Logo on website and selected printed materials.
- Social media shoutout.
- Half-page programme advert.
- 4 complimentary tickets with drinks.
- Verbal and written acknowledgement during the show run.

### **SILVER SPONSOR (£200)**

- Quarter-page programme advert
- 2 complimentary tickets with drinks.
- Social media and programme mention.

### **BRONZE SPONSOR (£100)**

- Logo included in programme acknowledgments.
- 2 complimentary tickets.

# **PROGRAMME ADVERTISING**

Promote your business to thousands – advertise in our free show programmes and reach a wide, engaged audience!

- Full-page advert: £120
- Half-page advert: £80
- Quarter-page advert: £50
- Business card size: £30



# **SPONSOR MINI SMTC**

Support the next generation of musical theatre stars!

We're inviting you to become a proud sponsor of our Mini SMTC Workshop – a dynamic and inclusive program offering musical theatre classes for children aged 4 to 15.

In a fun, affordable, and welcoming environment, we nurture young talent and ignite a passion for performance. With your support, we can continue to:

- Provide professional-quality training to all children, regardless of background
- Keep us accessible and low-cost for families
- Develop confident, creative, and skilled performers
- Support the future of SMTC with our very own rising stars

This is your chance to invest in community, creativity, and the future of theatre. Let's create something amazing, together!

### **ANNUAL SPONSOR (£1000)**

- Logo on website, merchandise and social media marketing materials.
- Sponsor highlight social media feature.
- Invitations to Mini SMTC showcases alongside a verbal acknowledgement.
- Option to display a branded banner at Mini SMTC showcases.

### **CLASS SPONSOR (£25)**

Classes run weekly during term time. When you sponsor a specific class we will post a social media shoutout publically thanking you for your support.

**LOOKING FOR SOMETHING SPECIFIC? BESPOKE PACKAGES ARE AVAILABLE  
- JUST ASK!**



**GET IN TOUCH**

smtcsponsorship@gmail.com

07832 111665

Community Interest Company: 14091709



# TESTIMONIALS



[www.vanmonkey.co.uk](http://www.vanmonkey.co.uk)  
01384 279471

**SPONSORS OF OUR 2022 PRODUCTION THE  
WIZARD OF OZ, 2023'S SCHOOL OF ROCK, 2024'S  
BEAUTIFUL & 2025'S NATIVITY!**

Van Monkey got involved to support Local Arts in the Midlands and felt the sponsorship was a great way to increase our brand profile in the Shropshire area while having a great afternoon out with the family.

Everyone at SMTC were very friendly and made us feel welcome backstage, which our kids loved.

The show was fantastic, and we achieved everything we set out to do as a business. We highly recommend the Sponsorship packages to any local businesses who want to grow their profile and support the Arts.

From the Van Monkey Team and I – Thank You!

Kind Regards

Carl Smith  
Managing Director



## CURRENT/PAST SPONSORS

