

SPONSORSHIP OPPORTUNITY

A Century of Stage. A Lifetime of Impact. As Shropshire's longest-established musical theatre group, SMTCo has spent 100+ years building a vibrant, inclusive community.

Partner with us to enrich local lives through the transformative power of the arts



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.



PROGRAMME ADVERTISING

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

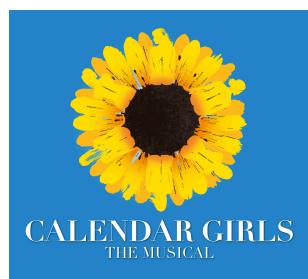
- Full-page advert: £120
- Half-page advert: £80
- Quarter-page advert: £50
- Business card size: £30

SHOW BY SHOW SPONSORSHIP

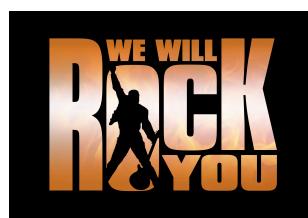
EXCLUSIVE HEADLINE SPONSOR (£800)

- “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).

2026 SHOWS



CALENDAR GIRLS
THE MUSICAL



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.

SPONSOR MINI SMTC/SEMITONE CREW

ANNUAL SPONSOR (£1000)

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

MINI SMTC CLASS SPONSOR (£25)

Our Mini SMTC Kids Club meets weekly during term time to build confidence and creativity through music. We are looking for community-minded sponsors to support our upcoming sessions. In return for your sponsorship, we'll feature your business in a dedicated social media shoutout, highlighting your commitment to local youth and the arts to our engaged community



SEMITONE CREW GIG SPONSOR (£50)

The SeMiTone Crew is hitting stages across Shropshire, from high-energy local bars to community festivals. We're looking for local partners to join the journey. Sponsor a gig and we'll put your brand in the spotlight with dedicated social media shoutouts, live stage mentions, and premium banner placement. Let's support local talent together!

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