

Partnering

with Glen Street Theatre





Photo: Keith Saunders

ABOUT GLEN STREET THEATRE

Glen Street Theatre selects and presents an annual program of Major Australian and international productions. In our 400 seat venue at Belrose last year alone we filled over 35,000 seats to eleven main stage productions and sold a further 40,000 seats to other shows. We have one of the largest subscriber bases in Australia with over 5000 subscribers mainly from the lower and upper North Shore, Manly and extending all the way up to Palm Beach.

The theatre regularly presents productions from Australia's major performing arts companies including Sydney Theatre Company, Company B Belvoir, Bell Shakespeare, Queensland Theatre Company, Melbourne's Malthouse Theatre, Perth Theatre Company, The State Theatre Company of South Australia and other significant independent production companies including Circus Oz and Bangarra Dance Theatre.

Glen Street Theatre also offers a variety of other programmes for their audiences including the ever popular Literary Lunches with renowned authors such as Kathy Lette, Bryce Courtney, Geraldine Brooks, Peter Fitzsimmons and Chester Porter. We also present a season of Music at the Glen with entertainers including Barry Crocker and Toni Lamond. Our new Café Carnivale series offers the best in live world music performances, in our exciting new partnership with Musica Viva Australia. A further attraction for our audiences is the Glen Street Art Gallery which attracts professional artists in the area and enables them to showcase their art in our foyer.

Glen Street Theatre also offers quality children's shows and education programmes attracting many schools from the North Shore, Central Coast and as far away as Penrith. The theatre also enjoys a long association with community organisations and each year between the professional season, the venue is used for local dance and theatre schools for their concerts and productions. In 2006 the theatre also commenced a programme of drama and physical theatre classes for children, in partnership with SWOOP Youth Theatre.

Glen Street Theatre also has a range of unique spaces that are used for corporate events such as company kick-offs, presentations, AGMs, launches and cocktail parties.

Glen Street Theatre is committed to raising the profile of the Northern Suburbs with its distinct beach and bush environment, proving that you don't have to travel to the city to experience the best theatre in Sydney.

Glen Street Theatre offers a natural, leafy environment - an oasis from the city hustle and bustle. We combine the highest quality entertainment with fine dining in Sorlies Restaurant. Parking is free and access is a breeze.

Over 100,000 people enter the world of Glen Street Theatre every year.



WHY SUPPORT GLEN STREET THEATRE AND THE PERFORMING ARTS

We are the only professional theatre on the upper North Shore/Northern Beaches area providing a diverse range of performing arts experiences to the community. Glen Street Theatre enriches the lives of community through enjoyment, education and participation in the stimulation of the performing arts.

Education

Studying and taking part in music drama or dance helps kids throughout their education thereby improving academic performance, imagination and creativity

Building Communities

The key ingredient to successful communities that are dynamic is a vibrant arts sector

Contribution to other Industry Sectors

The business world needs to look to the arts rather than sport for the skill and attitudes required in contemporary business – creative thinking is the centre of industry and commerce

You don't know what you've got til it's gone

Our theatres will fall silent and we will lose our best and brightest talent

Participation and enjoyment

The arts belong to everyone and can be enjoyed by everyone. Participation in the cultural stories of our communities strengthens people's sense of belonging and well being

PARTNERING WITH GLEN STREET THEATRE

Glen Street Theatre offers different levels of sponsorship and partnering to suit the company requirements and budget. Each level of partnering can incorporate a combination of cash and/or in-kind payment. Benefits are tailored to suit the particular requirements of each business. Some focus on branding opportunities, whilst others concentrate on corporate entertainment, staff rewards and retention schemes. Others use the theatre's many venues for their own events and meetings. We also run Business Networking events for our sponsors to meet with a wide range of successful local businesses.

Glen Street Theatre is happy to create individual company staff reward programmes and incentive packages for your high achieving staff. We know these packages are highly regarded by a wide range of employees.

Some of our current partners include Manly Daily, Forest Coachlines, Ovation TV Channel, Select Hotels and Resorts International, Brookvale Insurance Brokers, Gordon & Gotch and Hanging Rock Winery.

A summary of the possible benefits include:

- Invitations to opening night and the post show party
- Invitations to an exclusive Sponsor Preview of Glen Street productions
- Invitations to midweek or weekend performances of productions
- Staff reward and retention schemes
- Opportunity to host an exclusive post show event attended by the cast
- Brand and Logo Acknowledgment on the prominent foyer sponsor board
- Acknowledgment in Glen Street Theatre marketing collateral including advertising, newsletters and season books
- Acknowledgment in Glen Street Theatre Web Site and links to your company site
- Private use of theatre venue space for events and meetings
- Complimentary and/or discounted tickets for staff and clients
- Drink Vouchers
- Private Cocktail Parties or Interval Drinks
- Invitations to our Literary Lunches and Music at the Glen concerts



SPONSORSHIP AND PARTNERING OPPORTUNITIES

Glen Street Theatre is a not for profit organisation operating on an annual subsidy from Warringah Council. Glen Street Theatre relies on partnering with companies in order to achieve its goal of servicing the Northern Beaches and North Shore communities here in Sydney. Many of our partners use the sponsorship with us as part of their corporate social responsibility charter. There are many opportunities to partner with Glen Street Theatre starting from an investment of \$500. Please consider becoming a partner of Glen Street Theatre and helping us to continue to bring great theatre to the community we live and work in.

COMMUNITY PARTNER

A community partnership is a great way for Companies to show their support for the arts in their community. This requires a relatively small contribution over two years and businesses use the benefits for predominantly staff rewards and prizes and company entertainment.

CORPORATE PARTNER

A more prominent Business partnership with a higher level of support which also provides more benefits, in return for your investment.

CATEGORY OR EVENT SPONSOR

A Category Sponsorship occurs when a business is named after the product they supply. For example; Hanging Rock Winery is our WINE SPONSOR and Manly Daily and Ovation TV Channel are our MEDIA SPONSORS. A category may have more than one sponsor as long as there is no business conflict. An Event Sponsorship occurs when a business sponsors an event or series of programs and has exclusive naming rights to that particular event.

PROMOTIONAL PARTNER

This is an opportunity for a company to support the theatre by promoting their product and services to our patrons through branding and promotion.

GLEN STREET SUPPORTER

This is a Business Donor where a business becomes a donor to the theatre with a cash contribution of \$1000+.

SEAT ENDOWMENT PROGRAM

We also invite local businesses to sponsor a seat and become part of Glen Street Theatre history by making a donation to the Seat Endowment Program. Companies or Individuals will be acknowledged by having their names engraved on a seat plaque in the theatre. Your staff and clients will be able to come to the theatre and see your contribution to your local theatre company. Seats can be sponsored at \$500 for each seat.



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ROOM DESCRIPTIONS

Main Auditorium

The main auditorium has 400 tiered seats configured in a slight fan-shape, which allows excellent sight lines for every audience member. The stage is framed by a traditional proscenium arch and includes an orchestra pit, which is usually covered to provide a thrust stage. The theatre is equipped with substantial lighting and sound facilities.

Sorlies

Sorlies is a fully licensed 110-seat multi purpose room and restaurant. The events that it is regularly used for are pre-show dining, cabaret, literary lunches, stand-up comedy, meetings and functions. The room is set up in a cabaret style, but can be reconfigured on request. The restaurant is equipped with substantial lighting and sound facilities as well as a baby grand piano.

Crown Room

The Crown Room is a large rehearsal space and is located on the mezzanine level of the venue. It features a sprung dance floor (14.8m wide by 8.5m deep) with a ceiling height of 4.15m. The room has also been used for meetings and can seat 150 people in theatre style.

Foyer

The spacious foyer is an open-plan design and is popular for pre and post show socialising. It has a fully licensed bar and kiosk.

Boardroom

The Boardroom is located off the venue's foyer, and has comfortable seating for 12, and space for 25 standing. It has a large polished wooden table perfect for meetings and presentations.

Rooms	Theatre Style Seating	Banquet Style Seating	Cocktail Function	Rehearsal
Auditorium	400	n/a	n/a	n/a
Sorlies	110	110	110	25
Crown Room	150	n/a	200	50
Foyer	n/a	n/a	100	n/a
Boardroom	n/a	12	25	n/a

SETTING THE SCENE FOR YOUR FUNCTIONS EVENTS

Glen Street Theatre is an ideal venue for a wide range of functions or events. Plenty of free parking, a range of diverse spaces and a team of professional catering and event staff, ensuring a unique event can be created to match your expectations and budget.

Glen Street Theatre has a fully equipped industrial kitchen and two bars. This means we can cater for any event from a small business lunch through to fine dining for up to 100 people.

At Glen Street Theatre we are experienced in staging a wide variety of theatre and events, so we can easily set the scene for your conference or function. Many companies use our spaces for a mixture of staff and business events. Whether it is a business meeting in our boardroom, a cocktail party in the foyer or crown room, a staff meeting or even a Christmas party in Sorlies we can create whatever you need to impress your guests or staff.

We have dining and cocktail packages available for all these occasions. We also have professional technical equipment to stage small and large events. We can organise any equipment that may be required for conferencing, functions and events. Glen Street Theatre's in-house technical team are available for advice and support to ensure the success of your special event.



TESTEMONIALS

"Forest Coach Lines have been operating buses and coaches in the Northern Beaches region of Sydney for over 75 years. Forest have a long association with the local area and the community facilities within the region, and are therefore proud to support a wonderful facility such as Glen Street Theatre. We regularly use our sponsorship with Glen Street Theatre to entertain clients, and as a reward for staff and these evenings are always extremely popular".

David Royle, Director - Forest Coachlines

"It is essential to The Manly Daily as a local newspaper that we are aligned with businesses which aim to enrich and educate our local community. This is why we partnered with Glen Street Theatre as they actively encourage the arts within our community. To date we have found our sponsorship with Glen Street Theatre very successful and we use it for developing client relationships as well as work shops and incentives for our staff. The Manly Daily looks forward to a long term and mutually prosperous partnership with Glen Street Theatre."

Belinda Repton, Advertising & Sales Manager - Manly Daily

Select Hotels & Resorts International is a dynamic Australian hotel marketing network which is looking to work with synergistic arts and community groups. Glen Street Theatre is an excellent partnership choice for Select to increase our exposure to our common target markets through mutually beneficial marketing initiatives. We are delighted to be associated with such an innovative and well established theatre."

Ralph Kelly, MD. Select Hotels & Resorts International

"For the last 40 years Getronics in Australia have always connected with the local community through charity and the arts. In Belrose we are delighted to be a Community Business Partner with Glen Street Theatre. We successfully use our partnership to strengthen our relationships with customers and as an important part of our internal reward and recognition scheme for staff".

Ian Moore, Director – People & Culture. Getronics



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