



**THE STAGE** **DEBUT**  
**AWARDS**

Media Pack



Best West End Debut 2019  
winner Jac Yarrow

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## Thank you for your interest in this sponsorship opportunity to celebrate the next generation of theatre talent in the UK.

The Stage Debut Awards is the only awards programme to celebrate and support the theatre stars of tomorrow. The awards recognise breakthrough theatremakers and help new talent cement their position within the industry.

Together, we tell the stories of outstanding up-and-coming talent and highlight their bright futures. Your business will be positioned as a leading force in the development of new creative talent and aligned with excellence within UK Theatre.

As a sponsor you will feature in a nationwide PR campaign, highlighting your support of breakthrough and emerging creatives.

Thanks to a dedicated communications strategy online and in print, you will receive extensive visibility and strengthen links with an influential audience including leading producers, theatre investors, agents, actors and the theatregoing public.

The Stage will amplify your brand to key audiences making you front of mind for your potential customers and stakeholders. As well as leveraging this unique brand exposure, you will also have the opportunity to network with theatre leaders and VIPs at the event.

## Benefits for your business:

- Be part of a success story – the UK creative economy generates £84.1 billion for the UK economy – almost £10 million per hour.
- The Stage Debut Awards help sustain this growth, by developing home-grown talent and giving the next generation the opportunity to shine.
- Profile your brand as an integral part of the UK's most vibrant and fastest growing sector.
- Develop an even stronger partnership with The Stage and benefit from increased visibility, ensuring your business becomes an even more valued voice in the industry.
- Help create a legacy and offer new talent better opportunities for the future.
- Reach and influence key decision makers, investors, performers, backstage workers, charities, national and local governments and leading theatres.
- Four tickets to The Stage Debut Awards invite-only ceremony in London with access to additional discounted priority tickets.
- Network with a carefully selected group of the most influential figures and VIPs in the entertainment world at this exclusive event.

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**Best Writer 2019 winner  
Jasmine Lee-Jones**



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The Stage Debut Awards 2019  
category presenter Mark Gatiss

**“I completely support, in every aspect, what The Stage is doing. It’s a remarkable opportunity for us to be able to celebrate all the young people starting out in our industry.”**

**Michael Grandage, Olivier and Tony Award-winning director**

## **Join us in building upon the success of The Stage Debut Awards**

- The Stage Debut Awards have been featured on a variety of news sites from BBC News to the British Blacklist.
- Guests at the awards ceremony have included the most influential figures in the performing arts world from Grammy and Olivier Award-winning actress Amber Riley to the director of the National Theatre, Rufus Norris.
- The awards ceremony is live streamed to thousands of eager viewers on Facebook, and in its first year #DebutAwards was trending on Twitter for over 14 hours on the day of the ceremony.
- Following the awards, our winners have gone on to land Olivier nominations, film big-budget BBC dramas, and many have been cast in leading roles in West End shows, including Hamilton, & Juliet, Frozen and The Importance of Being Earnest.



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The Stage Debut Awards  
winners 2019

# Sponsorship Packages

Debut Awards	Sponsorship Benefits	Headline sponsor	Category sponsor	Supporter
Pre awards	'In association with' to appear on all marketing collateral	Yes	X	X
	'Sponsored by' to appear on all marketing collateral	X	Yes	X
	'Supported by' to appear on all marketing collateral	X	X	Yes
	Logo and 100 words on The Stage Debut Awards website	Yes	Yes	X
	Use of The Stage Debut Awards official sponsor/supporter logo	Yes	Yes	Yes
	The Stage to provide comment for your media releases about our partnership	Yes	Yes	X
	Full pages of colour advertising (sponsor supplies artwork)	6 FP	2 FP	HP
	Full-page advertorials (print and online)	2 FP	HP	X
	Number of impressions of a multi-creative online display campaign	200,000	100,000	X
	Access to priority discounted tickets (for the event)	Yes	Yes	X
	Tweets to over 195,000 followers	5	2	1
	Facebook posts to over 80,000 followers	2	1	X
	Instagram posts to over 62,000 followers	2	1	X
	Inclusion as promoted piece in daily newsletter	1	X	X
	Logo on physical invitations to the awards	Yes	Yes	X
	Business name on press release announcing shortlist	Yes	Yes	X
	Comment from you to be included in press release announcing shortlist	Yes	X	X

# Sponsorship Packages

DEBUT AWARDS	Sponsorship Benefits	Headline sponsor	Category Sponsor	Supporter
During the awards	Tickets to The Stage Debut Awards	10	4	2
	Networking opportunity with influential figures	Yes	Yes	Yes
	Logo on The Stage Debut Awards presentation	Yes	Yes	Yes
	Logo on The Stage Debut Awards film	Yes	Yes	X
	Name on the relevant awards trophy	Yes - all	Yes - category specific	X
	Logo on media board at event	Yes	Yes	X
	Message about sponsor read during ceremony	Yes	Yes	X
	Photo with winner and presenter	Yes	Yes	X
	Logo in awards booklet on tables	Yes	Yes	Yes
	Message in awards booklet on tables	Yes	Yes	X
Post Awards	In-paper adverts in winners' edition	FP - outside back cover	HP	X
	50 words and logo in the winners' edition	Yes	Yes	X
	Business name on press release announcing the winners	Yes	Yes	X
	Comment from you to be included in press release announcing winners	Yes	X	X
		1 available	8 available	up to 20
	Media value:	£40,708	£15,426	£4,857
	Cost:	£30,000	£10,000	£3,500



DAVID MONTEITH-HODGE

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## The Categories

- Best Performer in a Play
- Best Performer in a Musical
- Best Director
- Best Designer
- Best Composer, Lyricist or Book Writer
- Best Writer
- Best West End Debut Performer
- Best Creative West End Debut

## Judging Process

The Stage's nationwide network of critics identifies eligible actors and creatives at every show they review. An open nomination process runs alongside this to ensure every debutant can put themselves forward. The eligible nominees are longlisted after consultation with expert advisors. A judging panel then meet to decide the shortlist and winners, who are announced at The Stage Debut Awards ceremony.

## Criteria

Anyone aged 16 or over, making their professional theatrical debut in the UK is eligible. For acting roles this should be a first named role.

## Event details

Date: Sunday, September 18, 2022

Venue: 8 Northumberland Avenue, London

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