



**THE  
STAGE  
AWARDS**

**Media Pack 2023**

**THE STAGE**

# About The Stage Awards

The Stage Awards are the highest profile awards celebrating theatre across the whole of the UK and beyond.

When we launched The Stage Awards, we wanted a ceremony that recognised the full scope of British theatre. Now in its 13th year, The Stage has awarded over 90 winners with its prestigious accolades, from national theatres and large-scale organisations to tiny theatres above pubs and individual unsung heroes.

In the last couple of years, productions large and small, from regional and West End premieres, major revivals and tours, to festivals and community projects, have shown just how talented, determined, innovative and resilient the theatre industry is.

We are delighted to be hosting The Stage Awards to celebrate excellence in British theatre.

Through sponsorship, The Stage Awards offers a unique opportunity to highlight your company to theatre leaders, artistic directors and chief executives from across the UK, and for you to become an integral part of showcasing the theatre sector's achievements to a wide audience.

**The Stage Awards 2023 will take place on January 30.**





ALEX BRENNER

*“The award recognises the work being done behind the scenes to create a fair and inclusive industry.”*

**Artistic Directors of the Future**  
Winners of the Innovation Award 2020

## The award categories for 2023 are:

Theatre of the Year  
Fringe Theatre of the Year  
Theatre Building of the Year  
Producer of the Year  
International Award

Innovation Award  
Digital Project of the Year  
Community Project of the Year  
Unsung Hero

*“I want to thank The Stage for the award and everyone who was on the shortlist for the amazing work that has been done. It takes a village, and our main thing has been about collaboration.”*

**Deborah Shaw**  
Chief Executive of the Marlowe Theatre, winner of Theatre of the Year 2022



# Become a sponsor

We have a number of sponsorship packages available at The Stage Awards to suit all organisation types and sizes; from sole sponsorship of a specific award category through to a supportive role for the awards as a whole. All contributors will help to create a truly special experience for nominees and guests.

## Benefits to your business

- Profile your brand as an integral part of the UK's most vibrant and fastest growing sector.
- Network with a carefully selected group of the most influential figures in the entertainment industry at this exclusive invite-only event.
- 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.



THE STAGE AWARDS 2022 PRESENTED AT THEATRE ROYAL DRURY LANE, LONDON, PHOTOS BY DAVID MONTEITH-HODGE



## Contact us

If you are interested in becoming a sponsor in 2023, please get in touch.

## Emma Lowe

Director of business relations  
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# Packages

(8 available)

(1 available)

| SPONSOR BENEFIT   |  | Supporter     | Category      | Headline       |
|---|--|---------------|---------------|----------------|
| Before event  | 'In association with' to appear on marketing collateral                          |               |               | ●              |
|   | 'Sponsored by' to appear on marketing collateral                                 |               | ●             |                |
|   | Your company referred to as 'The Stage Awards supporter' on marketing collateral | ●             |               |                |
|   | 100 words on The Stage Awards section of the website                             |               | ●             | ●              |
|   | Logo on The Stage Awards section of the website                                  | ●             | ●             | ●              |
|   | Use of The Stage official sponsor logo in your company advertising (as provided) |               | ●             | ●              |
|   | Full pages of colour advertising (sponsor supplied artwork, any configuration)   | 1/4 page      | 2 pages       | 3 pages        |
|   | Logo on email, online and in-paper promotions for the awards                     |               | ●             | ●              |
|   | Company name mentioned on shortlist announcement press release                   |               | ●             | ●              |
|   | Logo on invitations to The Stage Awards  |               | ●             | ●              |
| Impressions on a multi-creative online display advertising campaign | 10,000   | 60,000        | 100,000       |                |
| Complimentary tickets to The Stage Awards                           | 2  | 4             | 4             |                |
| During event  | Logo on The Stage Awards presentation slides                                     |               | ●             | ●              |
|   | Logos on pop-up banners  | ●             | ●             | ●              |
|   | Name on the awards trophies  |               | ●             | ●              |
| After event   | In-paper adverts in the Winners' Edition   |               | Halfpage      | Backpage       |
|   | 100 words & logo in the Winners' Edition   |               | ●             | ●              |
|   | Inclusion in press release announcing award winners                              |               | ●             | ●              |
| <b>Media Value</b>  |  | <b>£3,028</b> | <b>£12,55</b> | <b>£18,459</b> |
| <b>Cost</b>   |  | <b>£650</b>   | <b>£7,000</b> | <b>£15,000</b> |

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