



THEATRE
ALBI

AN OPPORTUNITY TO SPONSOR THE FESTIVAL OF ST THOMAS STORIES

Sponsor a large scale community event in Exeter



Photos: St Thomas Stories; On Your Doorstep

From the 8th-10th July 2022 Theatre Alibi will be hosting The Festival of St Thomas Stories, a vibrant community festival with live events popping up all over St Thomas in the streets, cafes, library, churches and parks, creating a real celebration of this special part of the city.

So far, events planned as part of the line-up for the festival include: Yarn bombing with Wool on the Exe, Morris Dancing, jazz singing, an open mic night, a fete at St Thomas Primary School, workshops, exhibitions and much more...

And to top it all off, from the 30th June - 10th July Theatre Alibi will be performing an unmissable new piece of theatre inspired by the stories we've heard from St Thomas people, which will take place in our home, Emmanuel Hall.



Photos: St Thomas Stories; On Your Doorstep

Sponsoring this community event will bring a large amount of coverage to your business throughout Devon. Not only will the Festival gain a lot of interest from local radio and news but our ongoing work in St Thomas has been wholeheartedly embraced by the community since 2019 reaching thousands of people within the area. This 'grand finale' event is bound to generate a huge amount of buzz.

Our performance alone will show to an audience of 1100 people during its run and we anticipate the wider Festival could reach a further 3000+ people. This is an opportunity for an Exeter business to fulfil its corporate responsibility and support a large-scale community initiative which will benefit and nurture the city.

We can't wait to involve you in the excitement that surrounds this brilliant community project. Some sponsorship and advertising options can be found on the next page along with other benefits of supporting the Festival, but if you have any other thoughts or suggestions of how you can support us - please do let us know.

Photo: St Thomas Story Tours



Photo: St Thomas Stories: A Pop-Up Exhibition

Sponsorship & Advertising Options

OPTION ONE

Be a HEADLINE SPONSOR of the Festival - £1500

Benefits:

- 1. A full page advert in our specially designed newspaper distributed throughout Exeter and dropped through 5000 letterboxes in St Thomas.**
- 2. Use of Official Sponsor strapline and logo on the website, emails and other materials.**
- 3. Official press release revealing the Festival's main sponsor.**
- 4. Your business logo featured on our posters at two bus stops in St Thomas for two weeks.**
- 5. Lead position on the Festival webpage and link to your website.**
- 6. Your business logo featured on A4/A3 posters throughout St Thomas and Exeter.**
- 7. Five complimentary tickets for you and your staff or business partners to enjoy on the opening night.**

OPTION TWO

Buy ad space in our main marketing asset - £150 or £100

Feature your advert in our beautifully made St Thomas newspaper which will be distributed to over 5000 letter boxes in St Thomas, as well as the wider Exeter area.

The newspaper will be a keepsake from the festival containing stories and highlights of the process, professionally designed, and will act as a memento for audiences for years to come.

Please do get in touch if you have any other sponsorship thoughts or ideas.

Half Page
£150

Quarter Page
£100

Contact Debbie Bucella, Executive Producer of Theatre Alibi, on 01392 217 315 or email debbie@theatrealibi.co.uk to chat through how you might like to sponsor the Festival.

About the Organisers

Theatre Alibi is an established arts organisation which has been making work from its base in St Thomas since 1982. We pride ourselves on producing high quality work which reaches all ages and is given the same value whether it's on a West End stage, in a village hall or in a classroom. Each year we tour extensively to primary schools, reaching around 13,000 children and for many of those children an Alibi show will be their first experience of theatre. More recently, we have also been working directly with people within our community in St Thomas, gathering stories and creating work in response. The culmination of this work is the Festival of St Thomas Stories, an event that will bring together three years of working with local people, collecting over seventy stories, and various off-shoot projects, some of which you can see in pictures throughout this pack.

"Theatre Alibi is one of Britain's most inventive Theatre Companies"
The Guardian



Photo: We Are St Thomas
A photographic exhibition celebrating the people of St Thomas



Photo: St Thomas Stories: A Pop-Up Exhibition

Some Alibi Best Bits...



"An inventive delight"
The Guardian on Goucher's War



"An evening of thrilling theatre"
The Guardian on Why the Whales Came

"It was beyond excellent. 330 pupils watched the performance and you could have heard a pin drop. It will be talked about all year... Best theatre group I have seen in a school in over 20 years of teaching"

St Paul's Junior School

"Here is a wonderful theatre company devoted to bringing the best of theatre to those who have experienced it least. See an Alibi production and the seed is sown, a theatre goer is born, a life enhanced"

Michael Morpurgo

Photo: Falling



Photo: Goucher's War



Photo: The Boy Who Climbed Into The Moon



Photo: Apple John



To chat through sponsorship and advertising options please don't hesitate to get in touch.

**You can contact Debbie Bucella,
Executive Producer of Theatre
Alibi, on 01392 217 315 or email
debbie@theatrealibi.co.uk**



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**ARTS COUNCIL
ENGLAND**



Garfield Weston
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Exeter
City Council

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Photos taken by Ben Borley and Steve Tanner.



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