



# Hereford Gilbert and Sullivan Society



Sponsorship & Advertising  
**2016**





# Hereford Gilbert and Sullivan Society

Hereford Gilbert and Sullivan Society (HGSS) is a local theatre group made up of talented performers from the Herefordshire community, and was founded in 1947. Working in partnership with professional directors, costumiers and theatre scenery providers, and performing alongside a professional orchestra, the society delivers high-quality entertainment to an audience from Herefordshire and surrounding counties at the Courtyard each year.

The society's mission is threefold: to entertain the people of Herefordshire; to develop members' performance skills and confidence; and to improve the community as a whole.

Each year, HGSS gives a special matinee performance for local schools, providing workshops in each school prior to the show – spreading the enjoyment of theatre performance to the younger generation.

HGSS is a not-for-profit registered charity. The society is made up of a diverse group, from students to teachers, journalists to designers, retirees to doctors. Alongside performing members, HGSS is supported by a host of volunteers who assist the society throughout rehearsals, backstage, in organizing marketing and social events, and in many other ways.

## Performances

Having won numerous prestigious NODA Awards, HGSS celebrated 65 years of bringing G&S to the people of Herefordshire and surrounding counties in 2012. The society's 2017 show will be the popular 'The Yeomen of the Guard' from 15<sup>th</sup>-18<sup>th</sup> March, and is expected to attract record audiences.

Each year HGSS gives 4 evening performances, plus a Saturday matinee, attracting a varied audience of over 1,000. HGSS also gives hugely popular schools matinee performances, attracting around 400 local primary and secondary pupils.

In 2016, HGSS performed flash mobs across the city of Hereford to promote 'Patience'. These were great fun and generated lots of interest and publicity.

## Find out More

**Website:** [www.herefordgandsociety.org.uk](http://www.herefordgandsociety.org.uk)

**Facebook:** [facebook.com/herefordgands](https://www.facebook.com/herefordgands)

**Youtube:** <http://bit.ly/2ee9YPb>

**Twitter:** @HerefordGASS



## Advertising

**Differentiate yourself from the competition by supporting this exciting, fun and traditionally British style of musical theatre, with a diverse and ever-growing fan base.**

**Don't miss your chance to be part of this local, award-winning and hard-working society.**

### **MAIN SHOW PROGRAMME A4 (5 performances)**

Inside back/front cover: £400  
Full Page: £350  
1/2 page: £250  
1/4 page: £175  
1/8 page banner: £100  
Back cover: £450

### **SCHOOLS MATINEE PROGRAMME A5**

Inside back/front cover: £130  
Full Page: £100  
1/2 page: £80  
1/4 page: £60  
Back cover: £175

### **EARLY BOOKING DISCOUNT**

Book your advertisements prior to 15<sup>th</sup> December 2016 and receive  
**15% off** these prices!

Artwork can be provided as illustrator EPS, high resolution (300 dpi) tiff or high resolution (300 dpi) jpeg. Artwork can be in colour or black and white.

If you would like us to design your advertisement, please contact us for prices.

**To book advertising space, or if you have any queries, please email  
Laura at [herefordgands@yahoo.co.uk](mailto:herefordgands@yahoo.co.uk).**



## **Sponsorship**

**Hereford Gilbert and Sullivan Society strives to give as professional a standard of performance as possible. With costs increasing, each yearly show costs the charity over £25,000. Some examples of our costs are:**

### **VENUE £9000**

HGSS is proud to perform at the Courtyard every year, the only professional theatre venue in Hereford city.

### **PROFESSIONAL ORCHESTRA £5000**

Each HGSS performance is accompanied by a professional orchestra compiled of local musicians, and headed by our guest conductor, Matthew Hunt (named Classic FM's New Music Teacher of the Year in 2011 at Kingstone High School).

### **SCENERY £2000**

### **COSTUMES £1500**

The spectacular scenery and costumes, hired from professional UK companies, help to bring the shows to life.

### **ADVERTISING £1000**

The society needs to place adverts in local media in order to promote the show.

### **PROPS STORAGE £500**

HGSS has collected a range of props and memorabilia over the years, and hires secure storage for this.

### **REHEARSAL ROOMS £400**

HGSS is extremely fortunate to be permitted to hold music rehearsals each week at Hereford Cathedral music school. However, it is necessary to hire larger venues for floorwork rehearsals with the professional director.



# Sponsorship

## Examples of what sponsoring companies would receive:

### **£250 sponsorship**

- company logo featured in 'Sponsors' section of main show programme
- 1/4 page advert in main show programme (worth £175)

### **£500 sponsorship**

- company logo featured in 'Sponsors' section of main show programme
- 1/2 page advert in main show programme (worth £250)
- 2 free VIP tickets to 'The Yeoman of the Guard'

### **£750 sponsorship**

- company logo featured on promotional materials for the show\*
- company logo featured in 'Sponsors' section of main show programme
- full page advert in main show programme, plus 1/2 page advert in schools matinee programme (worth £430)
- 2 free VIP tickets to 'The Yeoman of the Guard'

### **£1000 sponsorship**

- company logo featured on promotional materials for the show\*
- company logo featured in 'Sponsors' section of main show programme
- full page advert in main show programme, plus 1/8 page banner advert, plus full page advert in schools matinee programme (worth £550)
- company logo featured on promotional videos related to the show
- company logo featured on HGSS website for 12 months
- 4 free VIP tickets to 'The Yeoman of the Guard'

## **Ready to sponsor HGSS?**

For further details, please email Laura at [herefordgands@yahoo.co.uk](mailto:herefordgands@yahoo.co.uk).

\* Promotional materials consist of printed posters, flyers, adverts and roadside banners which will be displayed and/or distributed throughout Hereford city and county. To take full advantage of this element, sponsorship packages should be booked by 1<sup>st</sup> December 16.