



Sponsorship Opportunity **Stratford East Singers, as featured on BBC**

Stratford East Singers, Theatre Royal Stratford East's outstanding community choir, is currently featured on the BBC series *The Naked Choir* this autumn. The choir will be performing on our stage for a special concert on 31st January 2016 and will have a packed programme throughout the year. This high profile coverage means that there has never been a better time to support this group.

Stratford East Singers is made up of people of all ages and abilities from the East London community. It is led by the inspirational educational mentor and soul singer Byron.

Since they formed in October 2011, Stratford East Singers have gone from strength to strength with over 150 people taking part so far. They have performed on the television hit show the X-Factor and to over 20,000 people at a wide variety of different events. These include the Southbank Choir Festival, as part of the East London Dance production of *The River* at Canary Wharf, BABEL (part of World Stages London), BT River of Music, at Open East in the Olympic Park and on the theatre's main stage. Their uplifting and expansive repertoire includes pop classics, soul, RnB and music from across the globe.

The choir also performs extensively at events across east London. Recent performances include Rathbone Market Community Festival at Canning Town, in the Stratford Centre as part of our summer production *The Streets* and at the Newham Mayor's Show at East Ham.

'I really enjoy the choir and singing many different genres of songs. The time, effort and support given by the Stratford East Singers team has been excellent. Team spirit and community cohesion have developed because of this and should remain! – choir member.

Theatre Royal Stratford East places itself at the heart of the community and prides itself in making a positive difference to people's lives. Stratford East Singers is just one of many ways people can take part in the life of the organisation, meet new friends, develop their singing skills and enjoy a wide range of performing opportunities.

Annual Sponsorship

By supporting the Stratford East Singers you will make significant contribution to a vibrant and creative community group. Sponsorship offers the potential for strong brand profile as well as hospitality and engagement opportunities for you clients and staff.

Sponsorship benefits could include:

Hospitality at our 31st January 2016 concert

- Pre-show drinks reception for you and your guests
- 20 tickets for your clients and staff to enjoy the show
- The opportunity for you and your guests to meet choir members after the show and take pictures for you to use in your channels

Other staff engagement

- A visit to rehearsals for your staff
- A singing workshop led by Byron with members of our choir for your team
- A performance by the choir at your offices

Brand Profile throughout the year

- A credit on our Box Office screen advert in January 2016
- Your logo and URL on the front of our programme for the January concert
- Press announcement of the concert to include announcement of your support
- Your logo and URL on all Stratford East Singers marketing materials / adverts
- Your banner stands at all Stratford East Singers events
- Social media mentions on TRSE's Twitter (over 25K active followers) and Facebook (reach up to 120K) and in Stratford East Singer's social media during the year
- Your logo and URL on TRSE's website (with an average of 42,792 visits per month) and on Stratford East Singer's website across the year
- Listing on supporters board front of house at the theatre
- Acknowledgement of your support in our Annual Review which is sent to a broad set of influential stakeholders

The cost of sponsorship is dependent on the package agreed.

If you would be interested in discussing this, please call Sal Goldsmith on 0208 2791176.

