



# Media Pack 2024



**THE  
STAGE  
AWARDS**

**THE STAGE AWARDS 2023**  
IN ASSOCIATION WITH TYERS

SPONSORED BY  
Cabbells

**THEATRE  
OF THE YEAR**

# 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 14th year, The Stage has awarded over 100 winners with its prestigious accolades, from national theatres and large-scale organisations to tiny theatres above pubs and individual unsung heroes, which include front of house staff, casting directors and stage door keepers.

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 2024 will take place on January 29.**



IN ASSOCIATION WITH

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



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

# Categories for 2024

Theatre of the Year  
Fringe Theatre of the Year  
Producer of the Year  
Theatre Building of the Year  
Innovation Award  
Digital Project of the Year  
Community Project of the Year  
International Award  
Unsung Hero

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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.

# Become a sponsor



## 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.

## Contact us

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

**Sarah DuMay**  
**Sales manager**

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0207 939 8467

**Grace Lewis**  
**Events manager**

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## THE STAGE AWARDS

	Supporter	Category (8 available)	Headline (1 available)	
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	●		
	Logo and 100 words on The Stage Awards section of the website	●	●	●
	Use of The Stage official sponsor logo in your company advertising (as provided)		●	●
	In-paper adverts in shortlist edition (sponsor supplied artwork)		½ page	1 page
	Full pages of colour advertising (sponsor supplied artwork)		1 page	2 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	35,000	75,000	150,000
	Complimentary tickets to The Stage Awards	2	4	8
During event	Logo on The Stage Awards presentation slides	●	●	●
	Logos on pop-up banners & marketing collateral	●	●	●
	Credit on the awards trophies			●
	Credit on category awards trophy		●	
After event	In-paper adverts in the Winners' Edition (sponsor supplied artwork)	¼ page	½ page	Back page
	50 words and logo in the Winners' Edition		●	●
	Inclusion in press release announcing award winners		●	●
	Social media post		●	●
Media value	£3,090	£13,460	£19,459	
Cost	£1,500	£7,500	£16,500	



**Deborah Shaw**  
Chief executive  
of Theatre of the  
Year 2022, the  
Marlowe Theatre

“I want to thank  
The Stage and  
everyone on the  
shortlist for the  
amazing work...  
It takes a village”





# THE STAGE