

**WT** WORTHING  
THEATRES

# SUMMER OF CIRCUS



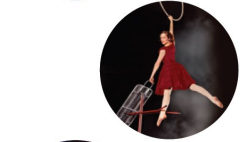
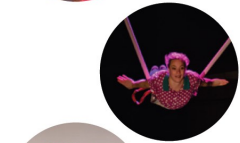
**Worthing Theatres invites you to join us as a sponsor for our exciting new project, Summer of Circus.**

As an exhilarating new event, it is the perfect opportunity to generate awareness of your business and your key messages with the local community across a 22 mile radius.

Join us as we bring spectacle, colour and vibrance to Worthing while aligning your latest campaigns with all the fun, seduction and sparkle of contemporary circus.

## **What is Summer of Circus?**

The spectacular summer festival of circus features renowned non-traditional circus acts, amazing new productions and outdoor pieces from the hottest companies. Launching at the end of May with a free event including circus street performers, themed refreshments and more, attended by industry professionals, local businesses and media, the Pavilion Theatre on Worthing's seafront will become the home of circus, fun and amazement this summer.



- 31 May** **Spectacular seafront launch feat. Pangottic X Circus Geeks' Project\_Vee**  
Circus thrills on a 3-metre-high steel and concrete structure and much more.
- 25 June** **Acrojou's Frantic**  
Love, freedom, blood, sweat and rainstorms acrobatically created on a wheel.
- 8 - 9 July** **Lost in Translation Circus' The Hogwallops**  
Heart-stopping aerial and floor acrobatics create a quirky family show.
- 16 - 17 July** **Trash Test Dummies**  
Hot, new performers showcase jaw-dropping acrobatics, juggling and stunts.
- 28 - 31 July** **Pirates of the Carabina's Flown**  
Delight in the absurdity of contemporary circus and enter the Pirates' daringly beautiful world.
- 27 Aug - 4 Sept** **Gorilla Circus' Flying Trapeze**  
UK's only outdoor flying trapeze school. Watch the spectacle or join the fun!
- 2 Sept** **Les Enfants Terribles' Vaudevillains**  
Everyone's a suspect in this murderous circus whodunit.
- 16 - 17 Sept** **Turtle Key Arts' Ockham's Razor Triple Bill**  
Physically thrilling non-verbal aerial pieces by award-winning company.
- 17 Sept** **Metta Theatre's Blown Away**  
A trio of acrobats bring three penguins to life with magical puppetry and performance.

### Who will you reach?

The local communities of Adur and Worthing with a strong reach in areas ranging from Lewes to Chichester, Horsham to Bognor Regis and Midhurst to Haywards Heath covering everyone from students, families and working professionals to older people, councillors, tourists and media.

### Audience Agency segments:

Commuterland Culturebuffs (12% of local population) Trips and Treats (20% of local population), Dormitory Dependables (18% of local population), Home and Heritage (18% of local population) plus the remaining Experience Seekers, Facebook Families, Up Our Street and Kaleidoscope Creativity segments.

### Each event will provide opportunities to reach diverse groups including:

**Summer of Circus launch:** councillors, council officers, cultural industry professionals, press and media.

**Blown Away, The Hogwallops and Trash Test Dummies:** families, young parents, older grandparents and their friends.

**Flown and Frantic:** older parents and their grown-up children, young/working professionals, couples, single older people and families.

**The Vaudevillains:** older people, music lovers, young professionals, single adults and couples.

**Ockham's Razor:** groups of arty young professionals, single adults, couples, some older people and some families.

**Gorilla Circus:** Experience Seekers who are generally younger with disposable income, families and young/working professionals.

### Expected postcode range (based on current attendance):

BN1, BN2, BN3, BN5, BN7, BN8, BN11, BN12, BN13, BN14, BN15, BN16, BN17, BN18, BN41, BN42, BN43, BN44, GU28, GU29, PO19, PO20, PO21, PO22, RH10, RH11, RH12, RH13, RH15, RH16, RH17.



## How much can I sponsor?

Various amounts to suit your budget, with some additional extras available to create the perfect blend for you and your business.

### ✦ **£2000 ~ Starring Role**

10m of advertising space on Heras fencing at Gorilla Circus

Dedicated segment on Worthing Theatres' website sponsors page (53k visitors per month)

Mentions in social posts (Facebook and Twitter plus Periscope as applicable; minimum 2 x Facebook posts and 3 x Tweets per month until end of festival)

Mentions in Summer of Circus press releases

6 x invites to Summer of Circus launch event

6 x tickets to the Summer of Circus production(s) of your choice

6 x tickets to Gorilla Circus flying trapeze workshops

Pop-up banner in VIP foyer during launch and Summer of Circus shows

### ✦ **£1500 ~ In the Spotlight**

8m of advertising space on Heras fencing at Gorilla Circus

Dedicated segment on Worthing Theatres' website sponsors page (53k visitors per month)

Mentions in social posts (Facebook and Twitter plus Periscope as applicable; minimum 1 x Facebook post and 2 x Tweets per month until end of festival)

Mentions in Summer of Circus press releases

4 x invites to Summer of Circus launch event

6 x tickets to the Summer of Circus production(s) of your choice

### ✦ **£1000 ~ Centre-Stage**

5m of advertising space on Heras fencing at Gorilla Circus

Dedicated segment on Worthing Theatres' website sponsors page (53k visitors per month)

Mentions in social posts (Facebook and Twitter plus Periscope as applicable; minimum 1 x Facebook post and 1 x Tweet per month until end of festival)

Mentions in Summer of Circus press releases

4 x invites to Summer of Circus launch event

4 x tickets to the Summer of Circus production(s) of your choice

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### **£500 ~ Standing Ovation**

3m of advertising space on Heras fencing at Gorilla Circus

Logo featured on Worthing Theatres' website sponsors page (53k visitors per month)

2 x invites to Summer of Circus launch event

4 x tickets to the Summer of Circus production(s) of your choice

### **£250 ~ Stage Door**

2m of advertising space on Heras fencing at Gorilla Circus

Logo featured on Worthing Theatres' website sponsors page (53k visitors per month)

Mentions in social posts (Facebook and Twitter plus Periscope as applicable; minimum 3 x Facebook posts and 3 x Tweets throughout festival)

4 x tickets to the Summer of Circus production(s) of your choice

### **Props Table**

Select any of the following as additional 'props' to a main package or as stand-alone options.

Dedicated information stand at free Gorilla Circus performances (August 27—September 7)  
~ £1050

Pavilion electronic sign space for duration of festival (May 31—September 17)  
~ £725

Logo on Summer of Circus cinema trailers  
~ £585

Logo featured on electronic signage in WT venues including Denton pumps during launch and for duration of festival  
~ £475

There is also the opportunity to sponsor an individual show during Summer of Circus, please enquire for further details.

### **Contact:**

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