



SPONSORSHIP PROPOSAL

**BRITISH
YOUTH
MUSIC
THEATRE**

CELEBRATING
20 YEARS
ON THE STAGE

**THE HEART AND SOUL
OF TOMORROW'S
MUSIC THEATRE**



“My experience with British Youth Music Theatre was a good one. I made some friends that I still keep in touch with now. The experience has helped me with what I’m doing now through confidence, I think. You come to know about getting up in front of people. Now I can step on stage in front of tens of thousands.”

ED SHEERAN

UK’s Official Number 1 Artist of the Decade



British Youth Music Theatre is a national performing arts charity that specialises in creating brand new music theatre with young people.

2024 marks the company’s 20th Season, a fantastic opportunity to celebrate our achievements and raise our profile across the UK.

This brief proposal tells you a bit more about us and how you can support the vital work that we do, and benefit from association with our brand without breaking the bank.

We would love your company to be a part of our celebration.

WE ARE BRITISH YOUTH MUSIC THEATRE

ABOUT US

British Youth Music Theatre [BYMT] is a performing arts charity - an Arts Council England National Portfolio Organisation; one of 15 National Youth Music Organisations. We specialise in creating brand new music theatre with young people. Our aim, to develop and showcase original UK musicals; maintain the pipeline of talent for the industry and improve access for underrepresented groups.

A TRULY NATIONAL COMPANY

Delivering activities across the UK in 30+ towns and cities each year

Participants from 78% of UK local authorities

80% participants come from state schools

Working with 2000+ children & young people each year (600 intensively)

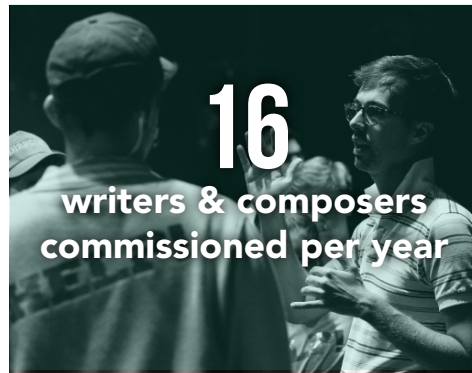
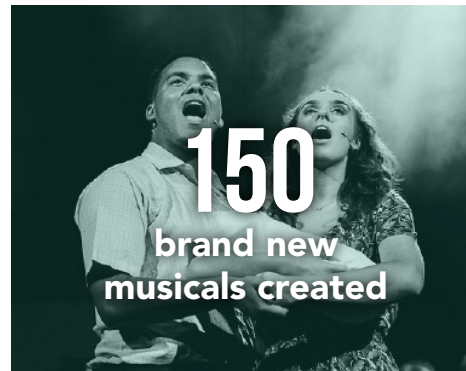
VITAL FOR THE SECTOR

The UK theatre sector contributes over £11 billion to the economy and musicals represent around 50% of all theatre tickets sold. BYMT is vital to this ecology and is well-placed to find and nurture the diverse young people who will be both creators and consumers of future music theatre.

- The **largest commissioner** of new musicals in the UK
- **8 original theatre** productions + **8 development projects** each year
- **40 performances each year**; 150 seat black box theatres to 500 seat touring houses
- **75%** of the people we work with progress on to **further training and/or a career in theatre**
- Alumni include: **Ed Sheeran**, **Sam Smith** and **Grace Mouat**
- Employing **150 creatives and technical staff** each year, generating £200K in earnings
- The only youth theatre company with an **Olivier nomination** (best new musical)



IMPACT AND ACHIEVEMENTS



REACH AND ENGAGEMENT



18,554 followers



7,100 followers



10,215 followers



1,160 followers



1,019 followers



Marketing Database:
40,513 subscribers



BYMT'S 20TH SEASON CELEBRATION

2024 marks the company's 20th Season; an opportunity to celebrate our achievements, showcase our work and raise the profile of the brand across the UK. Theatre venues this year include: **Octagon Bolton, Birmingham Hippodrome, Southwark Playhouse, Exeter Northcott Theatre, New Wolsey Theatre Ipswich and Lyric Belfast**. We are also holding a Gala event in London in July with high profile alumni performing songs from some of BYMT's greatest shows.

We would love your company to be a part of our celebration.

FUNDS NEEDED

We sustain the organisation and deliver activities through a mixture of income sources, including participant fees, ticket sales, Theatre Tax Relief, grants, donations and sponsorship.

- **£1,000** provides a day of **outreach activities** for up to 100 young people
- **£5,000** pays for **pastoral staff** on one of our theatre productions
- **£10,000** enables **15 underrepresented young people** to take part in one of our life-changing projects

FAIR AND REPRESENTATIVE

BYMT leads the way in addressing **Equality, Diversity and Inclusion** within the theatre sector:

- Advocates for **inclusive practice**; providing a safe and supportive environment for young people
- BYMT **participants** from underrepresented groups increased from **12% to 33%** in the last 3 years
- BYMT **practitioners** from underrepresented groups increased from **10% to 25%** in the last 3 years



SPONSORSHIP

We recognise that budgets are tight, and we want to help partners who have a bond with our cause to be able to come on board and work with us in an easy and light-hearted way.

So, we offer a range of sponsorship packages that allow our partners to benefit from the power of association with our brand, events and audience and collaborate with us without breaking the bank or creating unnecessarily tricky activation structures.

2024 offers our sponsors even greater exposure, through our **Gala event** and an ongoing press campaign, highlighting our achievements over 20 years, within a broader message about the theatre industry; working with a host of **high profile alumni and patrons** to tell our story.

BRAND ASSOCIATION

- Benefit from nation-wide exposure and extensive **marketing activity worth over £100K**.
- Brand name and logo included as an official supporter of BYMT programmes on website, marketing material and other outputs where our partners appear.
- Licence to use the BYMT name, images and supporting announcement across own brand comms, subject to creative agreement.

DIGITAL / MEDIA

- A credit + post / retweet for your brand in all Online Communication (Twitter, Instagram, Facebook).
- Special photoshoot with product or staff at BYMT for use in social media or other promo.

TICKETS

Allocation of complimentary tickets to performances from BYMT.

Please speak to us if you are interested in being our **Headline Sponsor for 2024 or if you would prefer to make a **corporate donation** instead. There are many ways we could work together as **partners**, we are always open to new ideas.**

SPONSORSHIP PACKAGES

- 20th Celebration Gala - **£2,500**
- Gala reception - **£1,000**
- 2024 Season (7 shows) - **£2,000**
- BYMT Show - **£500**



OUR PARTNERS

PAST AND PRESENT

Supported using public funding by



ARTS COUNCIL
ENGLAND



THE BORIS KARLOFF
CHARITABLE FOUNDATION

John Ellerman
Foundation



PRS
Foundation

NASUWT
The Teachers' Union

BackstageTrust

NOËL COWARD
FOUNDATION

THE
MACKINTOSH
FOUNDATION

LEVERHULME
TRUST



FOYLE FOUNDATION

Jane Goodman Charitable Trust

Coral Samuel

St James' Trust





JOIN THE CELEBRATION AND MAKE A DIFFERENCE

**For sponsorship enquiries contact:
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www.britishyouthmusictheatre.org**

