



THE STAGE

**DEBUT
AWARDS**

Media Pack

2024



Thank you for your interest in this sponsorship opportunity to celebrate the next generation of theatre talent in the UK.

The Stage Debut Awards is the only awards programme that dedicates celebrating and supporting the theatre stars of tomorrow. The awards recognise breakthrough theatremakers and help new talent cement their position within the industry.

Together, we tell the stories of outstanding up-and-coming talent and highlight their bright futures. Your business will be positioned as a leading force in the development of new creative talent and aligned with excellence within UK theatre.

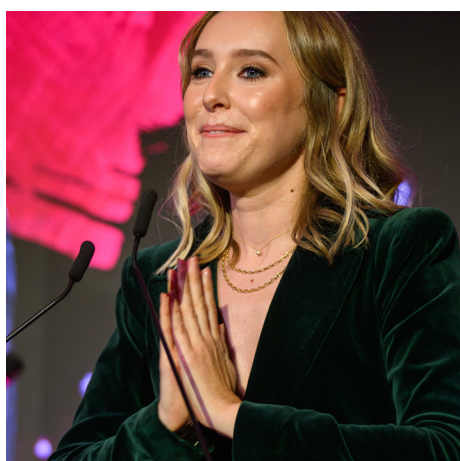
As a sponsor you will feature in a nationwide PR campaign, highlighting

your support of breakthrough and emerging creatives.

Thanks to a dedicated communications strategy online and in print, you will receive extensive visibility and strengthen links with an influential audience including leading producers, theatre investors, agents, actors and the theatregoing public.

The Stage will amplify your brand to key audiences making you front of mind for your potential customers and stakeholders. As well as leveraging this unique brand exposure, you will also have the opportunity to network with theatre leaders and VIPs at the event.

Benefits for your business



- **Be part of a success story** – the UK creative industry generates £84.1 billion a year for the UK economy – almost £10 million per hour.
- **The Stage Debut Awards help sustain this growth**, by supporting home-grown talent and giving the next generation the opportunity to shine.
- **Profile your brand** as an integral part of the UK's most vibrant and fastest growing sector.
- **Develop a stronger partnership with The Stage** and benefit from increased visibility, ensuring your business becomes an even more valued voice in the industry.
- **Help create a legacy** and offer new talent better opportunities for the future.
- **Reach and influence key decision makers**, investors, performers, backstage workers, charities, national and local governments and leading theatres.
- **Four tickets to The Stage Debut Awards** invite-only ceremony in London with access to additional discounted priority tickets.
- **Network with a carefully selected group** of the most influential figures and VIPs in the entertainment world at this exclusive event.

Testimonial

**“I want to salute
The Stage for
creating these
awards which do
that vital thing of
revitalising and
encouraging the
revitalisation of our
fantastic industry”**

Rufus Norris

Artistic Director of the National Theatre

Join us in building upon the success of The Stage Debut Awards

- The Stage Debut Awards have been featured on a variety of news sites from BBC News and the Evening Standard to the British Blacklist.
- Guests at the awards ceremony have included the most influential figures in the performing arts world from Grammy and Olivier Award-winning actress Amber Riley, director Jamie Lloyd, to the director of the National Theatre, Rufus Norris.
- Following the awards, our winners have gone on to land Olivier nominations, film BBC dramas, design for the National Theatre, direct at The Royal Exchange, and many have been cast in leading roles in West End shows, including Hamilton, & Juliet, Dear England and Frozen.



Testimonial

“I completely support, in every aspect, what The Stage is doing. It’s a remarkable opportunity for us to be able to celebrate all the young people starting out in our industry.”

Michael Grandage

Olivier & Tony Award-winning director

Our 2023 winners

Pictured, clockwise from top left:
Rob Madge, Tingying Dong,
Rose Ayling-Ellis, Anoushka Lucas,
Emily Ling Williams, Jessica Lee,
Michael R Jackson, Elan Davies
and Isobel Thom



Sponsorship packages

	Sponsorship Benefits	Headline sponsor	Category sponsor	Supporter
		(1 available)	(8 available)	(up to 20)
Pre awards	'In association with' to appear on all marketing collateral	●		
	'Sponsored by' to appear on all marketing collateral		●	
	'Supported by' to appear on all marketing collateral			●
	Logo and 100 words on The Stage Debut Awards website	●	●	
	Use of The Stage Debut Awards official sponsor/supporter logo	●	●	●
	The Stage to provide comment for your media releases about our partnership	●		
	Full pages of colour advertising (sponsor supplies artwork)	5	1	
	Full-page advertorials (print and online)	2		
	Number of impressions of a multi-creative online display campaign	200,000	75,000	
	Tweets to more than 200,000 followers	5	2	1
	Facebook posts to more than 90,000 followers	2	1	
	Instagram posts to more than 80,000 followers	2	1	
	Inclusion in The Stage's daily newsletter as a promoted piece, running for one week	1		
	Logo on physical invitations to the awards	●	●	
	Business name on press release announcing shortlist	●	●	
Comment from you to be included in press release announcing shortlist	●			
During the awards	Tickets to The Stage Debut Awards	10	4	2
	Networking opportunity with influential figures	●	●	●
	Logo on The Stage Debut Awards presentation	●	●	●
	Logo on The Stage Debut Awards film	●	●	
	Name on the relevant awards trophy	All	●	
	Logo on media board at event	●	●	
	Message about sponsor read during ceremony	●	●	
	Logo in awards booklet on tables	●	●	●
	Message in awards booklet on tables	●	●	
Post Awards	In-paper adverts in winners' edition	Outside back	1 page	¼ page
	50 words and logo in the winners' edition	●	●	
	Business name on press release announcing the winners	●	●	
	Comment from you included in press release announcing winners	●		
Media value	£57,619	£16,926	£3,114	
Cost	P.O.A.	£13,000*	£2,250	

*Additional marketing supplement for Best West End Debut Performer for £5,000

Event details

Date Sunday, September 29, 2024

Venue 8 Northumberland Avenue, London

Categories

**Best Performer
in a Play**

**Best Performer
in a Musical**

Best Director

Best Designer

**Best Composer,
Lyricist or Book Writer**

Best Writer

**Best West End
Debut Performer***

**Best Creative
West End Debut**

*Additional marketing supplement with this category



Judging Process

The Stage's nationwide network of critics identifies eligible actors and creatives at every show they review. An open nomination process runs alongside this to ensure every debutant can put themselves forward. The eligible nominees are longlisted after consultation with expert advisors. A judging panel then meet to decide the shortlist and winners, who are announced at The Stage Debut Awards ceremony.

Criteria

Anyone aged 16 or over, making their professional theatrical debut in the UK is eligible. For acting roles this should be a first named role.





For all enquiries relating to
The Stage Debut Awards, contact:

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