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VILLAGAIETY



Corporate Partnership Programme



Introduction to VillaGaiety



The Villa Marina and Gaiety Theatre (VillaGaiety) are the Island's national venues for arts and entertainment. They represent the largest performance spaces for the community and in 2023-24 welcomed 211,904 attendances via audiences, visitors and participants.

Situated prominently on Harris Promenade in the Island's capital, the venues host a varied and ambitious programme of events annually; from internationally acclaimed artists such as Paolo Nutini, high quality theatre shows created by the community and popular contemporary talks and comedians. VillaGaiety is also the home to numerous highlights in the Manx tourism and cultural calendar, including IOM Darts Festival, IOM Young Farmers Concerts, CAMRA Beer Festival, Media IOM's Awards for Excellence, Isle of Man Festival of Choirs and the annual pantomime.

VillaGaiety are owned by Isle of Man Government, and managed and operated by Culture Division within the Department of Education, Sport and Culture. Our committed and experienced team on site are guided by the Vision, Mission and Values for Culture Division:

Vision

Our vision is to create a thriving Island community through inspiring our nation to participate, engage and access a lifetime of arts, entertainment, and creativity.

Mission

Responsible for the national development of the arts and managing the island's flagship venues we facilitate and make culture accessible for all.

Values

Quality – we aim to give the best experience possible to our audiences, artists, and the public, and promote professionalism and workplace pride within our team.

Sustainable – we seek to operate sustainably with our resources and recognise our vital role in considering the impact of our work on the environment.

Enjoyment – we want to enrich the everyday lives of our community through animating our nation with memorable shared experiences. We offer a rewarding professional context for our team to work in.

Openness – we are collaborative in our approach and we communicate openly about how we work. We listen to our community, collaborators and team through a culture of feedback.

Representation – we deliver and facilitate activity which is relevant, reflective and inclusive for everyone in our Island community.

About the Corporate Partnership Programme



Building on the success of the longstanding advertising spaces on the prestigious Gaiety Theatre Safety Curtain, the launch of the Corporate Partnership Programme will enable Island businesses to gain exposure in other high footfall areas of the VillaGaiety site including the externally facing Colonnade windows, Broadway Cinema screen, advertising screens in the foyer space of the Villa Marina and a credit on the VillaGaiety website and brochure.

Why become a VillaGaiety Corporate Partner

Corporate Partnership offers businesses the opportunity to elevate brand awareness by aligning your brand and services with the Island's national venues for arts, culture and entertainment. Your business logo/branding will be visible in prominent places across the VillaGaiety sites which will be visible to the thousands of visitors that choose to attend VillaGaiety every year to engage with our ambitious and varied programme of live events and activity across our venues.

Partners will make a valuable contribution to the sustainable operations of the VillaGaiety buildings, enabling us to continue to welcome community groups, grow our programme offering and enable us to nurture and maintain what are much loved, unique venues that are steeped in our nation's history and culture.

Corporate Partners can also improve company staff engagement and wellbeing as each partner will gain access to a special ticketing rate for our annual festive pantomime. In addition to this, VillaGaiety can offer each Corporate Partner a complimentary tour of the Gaiety for staff and/or clients, up to a maximum of 30 guests, subject to availability of the date and time requested (other conditions will apply).



Tier one: Platinum

Offers in the region of £10,000 per annum

As the Platinum Sponsor, your organisation becomes the premium supporter of VillaGaiety. Allowing your name to be centre of our advertising spaces.

This package includes:

- ◆ Centre and largest space on the Gaiety Theatre Safety Curtain as shown in Gold
- ◆ Two individual advertisements on the external Colonnade windows
- ◆ One spot on our group advertisement on the Colonnade Window
- ◆ One 30 second still image of your organisation's logo on our Broadway Cinema screen prior to each screening
- ◆ Your logo in our brochure Corporate Partners page (*from April 2025 onwards) and VillaGaiety website
- ◆ Special ticket rate for our annual Pantomime



Tier two - Gold

Offers in the region of £4,500 per annum

This package includes:

- ◆ One space from positions four to 14 on the Gaiety Theatre Safety Curtain as shown in the image
- ◆ One individual advertisement on the external Colonnade windows
- ◆ One spot on our group advertisement on the Colonnade Window
- ◆ One 20 second image of your organisation's logo on our Broadway Cinema screen prior to each screening
- ◆ Your logo in our brochure Corporate Partners page (*from April 2025 onwards) and VillaGaiety website
- ◆ Special ticket rate for our annual Pantomime



Tier three - Silver

Offers in the region of £2,100 per annum

This package includes:

- ◆ One space from positions one or 15 on the Gaiety Theatre Safety Curtain as shown in the image
- ◆ One spot on our group advertisement on the Colonnade Window
- ◆ One 10 second image of your organisation's logo on our Broadway Cinema screen prior to each screening
- ◆ Your logo in our brochure Corporate Partners page (*from April 2025 onwards) and VillaGaiety website
- ◆ Special ticket rate for our annual Pantomime



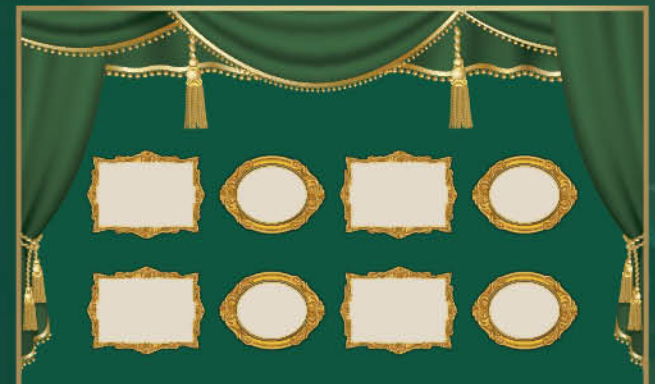
Broadway Cinema Screen



Intro – Introducing our Corporate Partners
Showing for 3 seconds



Company Logos x 3 – Showing for 6 seconds



Company Logo's x 8 – Showing for 8 seconds



Company Logo 1 – Showing for 10 seconds



Thank you message - Final 3 seconds

Colonnade



Further Information

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