

# Where Creativity, Community and Careers Begin

**Aberdeen Arts Centre is at risk** – not because of failure, but because of fragility. A lack of financial reserves meant we could no longer meet the criteria for public funding, despite our proven impact. As a result, recent applications for Aberdeen City Council funding were unsuccessful, exposing a vulnerability that now demands urgent action.

**Even before this, we were in the process of implementing a robust plan.** Stronger financial oversight, a refreshed governance structure, and a long-term, diversified income strategy are already in motion. Your sponsorship won't be papering over cracks; it will be fuelling a **sustainable, future-facing arts hub with deep roots in the community.**

## So why should you invest in the arts?

Because places like Aberdeen Arts Centre are shaping the workforce of tomorrow. Through creative programmes, young people develop the skills businesses value most: **communication, resilience, adaptability, leadership, and confidence.**

These are not just performance skills – they're life skills, foundational to success in any industry. Participants leave our workshops not just with memories of performance, but with **the ability to speak up, work in teams, solve problems creatively, and manage pressure** – qualities employers seek across every sector, from energy to education, hospitality to healthcare.

By supporting Aberdeen Arts Centre, you are investing in **a pipeline of prepared, passionate and capable individuals** ready to contribute to the region's economic and social future.

This is more than a venue. It's a launchpad for potential, a home for creativity, and a training ground for life.

Keep the spotlight shining on your creative community. **#SaveAberdeenArtsCentre**



**93% of local performing groups said their work at Aberdeen Arts Centre led to increased confidence amongst participants.**



# SAVE ABERDEEN ARTS CENTRE

# Sponsorship Packages

## Act One

*Investment:*  
£2,000-£4,999

### Benefits:

- Make an impact on your local community & the Save Aberdeen Arts Centre campaign
- Name & link on SAAC webpage
- Social media posts (1pa)
- Venue slideshow – name on thank you slide
- Half page ad in what's on guide (1pa)
- Free ice creams (5pa)

## Act Two

*Investment:*  
£5,000-£9,999

### Benefits:

- Make an impact on your local community & the Save Aberdeen Arts Centre campaign
- Name & link on SAAC webpage
- Social media posts (2pa)
- Venue slideshow – logo on thank you slide
- Half page ad in what's on guide (3pa)
- Use of Meeting Room, free half day hire (1pa)
- Free ice creams (10pa)

## Finale

*Investment:*  
£10,000-£19,999

### Benefits:

- Make an impact on your local community & the Save Aberdeen Arts Centre campaign
- Backstage tour for up to 10 guests including sparkling reception
- Logo & link on SAAC webpage
- Social media posts (3 pa)
- Venue slideshow ad
- Venue slideshow – logo on thank you slide
- Full page ad in what's on guide (3 pa)
- Blog & feature including logo in e-newsletter (9.5k+ subs)
- Use of Meeting Room, Gallery, Conference Room or Café Bar, free half day hire (2 pa)
- Free ice creams (10pa)

## Curtain Call

*Investment:*  
£20,000+

### Benefits:

- Make an impact on your local community & the Save Aberdeen Arts Centre campaign
- Backstage tour for up to 20 guests including sparkling reception
- Logo & link on SAAC webpage
- Social media posts (4 pa)
- Venue slideshow ad
- Venue slideshow – logo on thank you slide
- Double page ad in what's on guide (3 pa)
- Blog & feature including logo in e-newsletter (9.5k+ subs)
- Use of Meeting Room, Gallery, Conference Room or Café Bar, free full day hire (2 pa)
- Free ice creams (10pa)

## Spotlight Sponsor

*Investment:* £100-£1,999

Give what you can to keep the spotlight shining on your creative community.

### Benefits:

- Make an impact on your local community & the Save Aberdeen Arts Centre campaign
- Name on SAAC webpage
- Venue slideshow – name on thank you slide

## Add-Ons

Customise your package with these optional extras:

- Backstage tour for up to 10 guests including sparkling reception - £1,000
- Backstage tour including technical talk from Granite City Events for up to 10 guests including sparkling reception - £1,500
- Branding in Café Bar including logo - £5,000
- Branding in box office - £2,000
- Thank you in online ticket shop for all shows - £5,000
- Logo on all tickets - £5,000
- Employee volunteering days (complimentary social media post included)
- Advertising on venue screens/what's on guide – from £250

**If you have a fixed budget in mind, please talk  
to us about bespoke packages.**

**Julia Smith, Fundraiser // [julia@aberdeenartscentre.com](mailto:julia@aberdeenartscentre.com) // 01224 635208**

### Terms & Conditions

Based on 12 month sponsorship. All tours & room hires subject to availability. Room hires exclude catering or delegate packages. All prices exclusive of VAT.