

# SAVE ABERDEEN ARTS CENTRE



# Sponsorship Opportunities

Keep the spotlight shining on  
your creative community

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# Where Creativity, Community and Careers Begin

In May 2025, Castlegate Arts Ltd launched the **Save Aberdeen Arts Centre** campaign.

An outpouring of community and corporate support has kept the doors open for another year. Now, the Arts Centre is *safer...* but not *safe*.

**We need your continued support** to ensure the Arts Centre remains open for future generations as we move towards sustainability and stability.

## 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.



92.2% of audience members said Aberdeen Arts Centre is an important part of Aberdeen's cultural offering.



# 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 (10k+ 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 (10k+ 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)

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

### 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.

# Pantomime Sponsorship

## Dame's Darlings

Investment: £5,000+

### Benefits:

- 20 tickets to VIP opening night
- Ad on slideshow in auditorium, Cafe Bar, foyer and box office
- Custom video from panto dame
- 10% off tickets (up to 20 tickets)
- Video/multimedia ad in digital programme
- Logo in digital programme and free printed cast sheet
- Logo and link on website
- Logo on social media thanks post
- Logo on thanks slide on venue screens
- Signed poster from cast
- Included as sponsor in press releases

## Principal's Pals

Investment: £2,000-£4,999

### Benefits:

- 10 tickets to VIP opening night
- Ad on slideshow in Cafe Bar, foyer and box office
- Custom video from panto dame
- 5% off tickets (up to 10 tickets)
- Ad in digital programme
- Logo in digital programme and free printed cast sheet
- Logo and link on website
- Logo on social media thanks post
- Logo on thanks slide on venue screens
- Signed poster from cast

## Comic's Crew

Investment: £500-£1,999

### Benefits:

- 5 tickets to VIP opening night
- Name listed in digital programme and free printed cast sheet
- Logo and link on website
- Logo on social media thanks post
- Logo on thanks slide on venue screens
- Signed poster from cast

**Sponsoring our 2026 pantomime - The Snow Queen - offers a unique opportunity to support a beloved local event that brings joy to families and theatre-goers across the city.**

With a large and diverse audience, your business will gain significant exposure through various promotional channels, helping to raise your profile within the community.

By backing your local panto, you demonstrate a commitment to local culture and creativity, while enjoying the chance to connect with customers, clients, and other sponsors through exclusive hospitality and networking events.

**Don't see a package that suits your budget? Contact Julia to discuss bespoke opportunities.**

# 6,806

**Audience members  
in 2025**

# 36+

**Performances  
in 2026**

### Terms & Conditions

Tickets subject to availability. All prices exclusive of VAT.

# ABERDEEN ARTS IN NUMBERS CENTRE

35 

Local performing groups supported

13.3k

 Active website users per month

15.5k

Followers on social media 

163

Public performances in 2025

 545

Tickets sold for 2025 Creative Learning programme

 10k

Email mailing list subscribers

12 

Professional artists supported in 2025

33k

Tickets sold in 2025 