NEW SPONSORSHIP PARTNERS FOR THE NEW WOLSEY THEATRE

Tuesday 17 June, 2014

The New Wolsey Theatre is pleased to announce that it has recently partnered with three Suffolk businesses for **2014-2015**, whose corporate sponsorship will allow the theatre to increase their youth and community work, create more accessible performances, nurture new and emerging talent, and create an eclectic programme of productions year after year. These businesses are **Ipswich Building Society**, chartered accountants **Larking Gowen**, and new Ipswich-based venture **SwapMyRewards.com from Digaleo Digital**.

As a not-for-profit charitable organisation, the New Wolsey relies on a variety of income streams to continue its work, such as part funding from Arts Council England, Suffolk County Council and Ipswich Borough Council, as well as the generosity and support of a number of individual givers and local businesses. The New Wolsey's Culture Club, Corporate Partners and Sponsor schemes are designed to offer local businesses a chance to align their brand with their local theatre, providing an exciting platform for businesses to raise their profile and highlight their recognition of the New Wolsey's community work.

Ipswich Building Society, who are currently Corporate Partners for the Autumn 2014 Season, will become sponsors of New Wolsey's ever popular Rock 'n' Roll Pantomimes from February 2015 for three years.

Michelle Monck, General Manager (Marketing) at Ipswich Building Society says: *"We are delighted to have entered into a corporate partnership with the New Wolsey Theatre for their Autumn 2014 season. We look forward to supporting the development of the theatre over this period, as well as being able to offer our members and staff exclusive access to an exciting programme of events. And all of this is before we then launch into a 3 year sponsorship of their ever popular Rock 'n' Roll Pantomimes in February 2015. It is an exciting time for us both and we look forward to working together over the next three years."*

Chartered accountants, **Larking Gowen** are pleased to become Corporate Partners with the theatre.

Julie Grimmer, Larking Gowen Partner and head of the Not for Profit team, commented: *"There are some exciting and innovative productions coming up, and we look forward to hosting clients, contacts and employees at the theatre over the coming months.*

"As charity accounting specialists, Larking Gowen is delighted to support the New Wolsey Theatre. The theatre has an important place within the local community, and there is a really exciting schedule of productions planned for 2014/15. Our support of the theatre forms part of our ongoing commitment to support community initiatives including the arts, charity, education and sport."

New business **SwapMyRewards.com from Digaleo Digital** will be sponsoring the New Wolsey's monthly What's On eflyer.

Ipswich-based founder Solomon Enenmoh says: *"We're a young but ambitious company and have a vision for creating a powerful online community for shoppers, to help them make the most of the rewards they earn. There's plenty more to come as we continue our journey, so the New Wolsey Theatre - as a community hub in itself - seems like a great place to start. We're delighted to partner and lend our support in what will be an exciting year. SwapMyRewards.com from Digaleo Digital is a name that we hope will become synonymous with getting the most from loyalty schemes and championing consumer choice."*

Savvy shoppers can expect to hear plenty more about SwapMyRewards.com over the coming months, with the launch of a new website, hot shopping tips, the latest loyalty news, and an online scheme for managing and trading your points and rewards.

If you are a local business and would like further information about how you can get involved, contact the New Wolsey Theatre's Development and Marketing Officer Elise Golbourn on 01473 295902 or email development@wolseytheatre.co.uk

ENDS

Media:





CHARTERED ACCOUNTANTS

swap my rewards.com



Related Sectors:

Business & Finance :: Entertainment & Arts ::

Related Keywords:

Arts Funding :: Ipswich :: Suffolk :: New Wolsey Theatre :: Ipswich Theatre :: Sponsor :: Sponsorship :: Wolsey Theatre ::

Scan Me:

For more information, to request interviews, or for picture opportunities, please contact Jeni Raw Press and Marketing Officer on 01473 295924 / jraw@wolseytheatre.co.uk

NOTES

- **Culture Club** - Culture Club membership with the New Wolsey Theatre starts from £500 and is designed to offer local businesses opportunities to highlight their recognition of the New Wolsey's community work through a variety of innovative brand enhancement opportunities. Current Members: Core Publishing/ The Hub Business Centre Ipswich/ Ipswich Central/ Lattice Lodge/ Peter Watts Wines/ Suffolk New College/ The Townhouse/ University Campus Suffolk. All Corporate Partners and Sponsors are also given membership to the Culture Club – as a result, Larking Gowen, swapmyrewards.com and Ipswich Building Society are also members
- **Corporate Partners -** The New Wolsey Theatre's Corporate Partners are businesses who offer an additional level of funding that is not restricted to one specific project but rather generally supports the theatre throughout the year. Current Corporate Partners: Larking Gowen
- 3.**Sponsors** - The New Wolsey Theatre's sponsors are businesses who commit to putting their support behind a specific project. This can include, but is not exclusive to, specific productions, seasons, creative learning projects or accessible performances. Current sponsors: Swapmyrewards.com sponsors of the New Wolsey Theatre's monthly What's On E-Flyer/ Ipswich Building Society sponsors of the New Wolsey Theatre's Rock 'n' Roll Pantomimes- commencing in February 2015

Company Contact:

_

New Wolsey Theatre

T. 01473 295900
E. jraw@wolseytheatre.co.uk
W. https://www.wolseytheatre.co.uk

Additional Contact(s):
Jeni Raw
Press and Marketing Officer
New Wolsey Theatre, Civic Drive, Ipswich, IP1 2AS
Direct line: 01473 295924
Box Office: 01473 295900

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.newwolseytheatre.pressat.co.uk