



**BIRMINGHAM
HIPPODROME**

Supporter Spotlight

Welcome to your round-up of **membership benefits, event dates, grant-making and fundraising news** to accompany our new season brochure.

As we approach our 125th anniversary season, Birmingham Hippodrome remains committed to the four pillars of its organisational plan: Hippodrome Unlocked, Hippodrome Studios, Hippodrome Stages and Hippodrome Tomorrow. In this edition we are pleased to share details about opportunities in our Festivals programme. Thank you for your support, which is invaluable in helping us to achieve our vision to enrich the cultural life of the region.

Judith, Emma, Rachel, Ben and Anouk Fundraising and Development Team

Calendar of Events

2024

WED 11 SEP Online Training for Relaxed Performance Volunteers (12.30pm - 1.30pm) - **sign up TODAY!**

SAT 14 SEP 125 Years Heritage Open Day

FRI 4 OCT Curtain Raiser at Birmingham Royal Ballet's *Luna*

WED 23 OCT Relaxed Performance at Disney's *Aladdin*

TUE 3 DEC Relaxed Performance at Birmingham Royal Ballet's *The Nutcracker*

WED 18 DEC Relaxed Performance Reception at *The Jingleclaw*

2025

WED 29 JAN Stakeholder Reception at *Peter Pan* Relaxed Performance

THU 6 FEB Fundraising Gala Night at Matthew Bourne's *Swan Lake* Book your table for 10 guests NOW!

TUE 25 FEB Relaxed Performance at Birmingham Royal Ballet's *Cinderella*

THU 1 MAY Corporate Supporters and Grant-Makers Supper at *& Juliet*

THU 22 MAY Relaxed Performance at *Joseph and the Amazing Technicolor Dreamcoat*

THU 19 JUN Fundraising Gala Night at *TINA - The Tina Turner Musical* **SAVE THE DATE** - bookings open soon



Unlock your Brand with unbeatable sponsorship opportunities

Partnering with Birmingham Hippodrome offers unparalleled opportunities to connect with over 200,000 people at three highly popular Festivals.

Festival visitors enjoy stunning performances by international artists, workshops, art installations and family-friendly activities across the city.

As a preferred partner you can:

- **Enhance Brand Visibility:** Align your brand with some of the region's most anticipated events, gaining exposure to diverse and engaged audiences.
- **Increase Community and Staff Engagement:** Support initiatives that enrich the community, fostering a sense of pride and connection.
- **Fulfil Corporate Social Responsibility:** Demonstrate your commitment to the arts adding social value to Birmingham's vibrant cultural landscape.

Start your conversation with Emma today to explore the perfect sponsorship package for your brand - details overleaf.

"We've really enjoyed working with an organisation that is aligned to our brand and our values. That means we have easily shared partnership opportunities and enjoyed excellent networking events." *Heligan Group*



2025 Festivals - fabulous, fun and free for everyone!

Lunar New Year - Sun 2 Feb: Celebration of traditional performances, arts and crafts with a family-friendly zone to welcome the new year.

B-SIDE Hip-Hop Festival 10th Anniversary - 6-8 Jun: Far-reaching, dynamic, youthful and influential audience showcasing dance, rap and urban culture.

Birmingham Weekender - 23-25 Aug: City-wide celebration, the perfect platform to reach a broad audience in the heart of the city!

Supporter Success

Together, look at what we've achieved...

We're going BIG! Big Give Christmas Challenge 2024

In December, we will be launching our annual **Big Give Christmas Challenge** campaign. Donations made during the week-long campaign will double in value - **doubling the impact for our beneficiaries!** This year's fundraising focus will be our **Access for All initiatives for people with complex needs** - including Accessible and Relaxed Performances, Special Educational Needs (SEN) school partnerships across the region and the launch of our new SEN Youth Theatre. Watch this space for more information about the campaign and how your brand can play a part in adding social value.



"Thank you for the opportunity to volunteer. It was my first time volunteering and it was a truly humbling experience... will stay with me forever and I cannot wait to come back and support you again."

Relaxed Performance Volunteer

Play your Part Become a Relaxed Performance Volunteer

We are proud to have integrated Relaxed Performances into our artistic programme for over a decade. Relaxed Performances are created especially for audiences who may find the theatre challenging, including those who are neurodivergent, have a learning disability, or sensory and communication needs.

As a corporate partner or grant-maker we invite you to volunteer at these incredible performances.

Start your theatre volunteering journey by signing up for our short online training session. Meet other like-minded theatre lovers and help us create goosebump moments and the magic of theatre for audiences with additional needs.



In the Spotlight

Without the support of the **business community, grant-makers and Trusts & Foundations**, we couldn't achieve the full extent of our ambitions.

Baron Davenport's Charity

Recently we teamed up once again with **Baron Davenport's Charity**, a supporter of our work with **children and young people** with disabilities. By supporting our Big Give Christmas Challenge campaign, their grant award doubled in value to create even greater impact!

Work experience for young people with Special Educational Needs supported by Baron Davenport's Charity

Darwin Escapes

A special thank you to long-term supporter **Darwin Escapes** for their unwavering support for our work with vulnerable audiences, through donations, ongoing partnership, and a generous supply of wonderful holiday prizes to boost our fundraising - most recently at the Hamilton Gala, where our 140 guests raised over £10,000 for our youth programmes.

Darwin Escapes join Hamilton cast member Aisha Jawando at the Fundraising Gala



Your Development Team

To find out about our projects with funding needs, your partner benefits or to activate your brand even further with us, please get in touch...

Emma Thompson, Corporate Development Manager emmathompson@birminghamhippodrome.com 0121 689 3071

Ben Lowings, Senior Trusts and Grants Officer benlowings@birminghamhippodrome.com 0121 689 3069

Birmingham Hippodrome Theatre Trust Ltd, Hurst Street, Southside, Birmingham, B5 4TB
Registered Charity Number 510842