

THE GREENHOUSE  
THEATRE

**Sponsorship Pack**  
Canary Wharf, 2021




*The Greenhouse* is the UK's first zero-waste theatre. In our multi-award-winning venue built entirely from found and recycled materials, we harness the power of theatre and storytelling to inspire climate action.

With a clear roof, and no floor except the grass underfoot, audiences feel connected to nature from the moment they enter our space. Then, our programme of ground-breaking, 5-star performances, and our practical sustainability workshops convert that connection to action.

This summer, The Greenhouse is excited to appear at Jubilee Park in Canary Wharf. We are offering businesses on the Canary Wharf estate the opportunity to sponsor the project. Working with us will help you:

- **Connect directly with a young, hard-to-reach audience.**
- **Showcase your sustainability commitments.**
- **Build a culture of business sustainability.**





**"Working with The Greenhouse  
has been a great learning  
opportunity for us, but it's also  
been a fantastic springboard for  
us to get our message out there."**

**- Dr Terreni-Brown, C.E.O, Clean  
Water Wave**

**"A transept divides the space  
in two halves, transforming it  
into the central isle of a wooden  
cathedral."**

**- All Edinburgh Theatre, 2019**

**"Keep an eye on this  
young company. They're  
the future. Happening  
now."**

**- Zero Wastrels, 2019**

**Winner - Award for Best Venue  
- "Visiting The Greenhouse was  
never anything but a pleasure."**

**- Theatre Weekly, 2019**

**Winner - Editor's Choice Award  
- "For their inspirational and  
educational zero-waste venue."**

**- Three Weeks, 2019**



## **The Project**

From the 23rd July to the 15th of August 2021, *The Greenhouse* will be appearing in Jubilee Park, Canary Wharf. During this time, it will be a hub for creativity, sustainability, and socialisation on the estate. A highly noticeable building that is every bit as beautiful as it is welcoming, sponsoring the project is a great way to increase engagement on the Canary Wharf estate.

During this time, the venue will offer:

- **30 performances (3 shows, performed 10 times each).**
  - **6 workshops and education events**
    - **4 social events**
    - **4 business focused events**
  - **3 family-focused events/workshops**
- **A programme of bespoke business events**



# Why sponsor *The Greenhouse*?

## Build a culture of sustainability

Every package includes an hour of free consultancy, to help you explore ways of building a more sustainable workplace culture.

## Tickets to exclusive showings

Many of our packages come with group tickets to exclusive viewings of our shows – and these can always be added in on request.

## Directly reach audiences at the heart of Canary Wharf

Showcase your sustainability commitments to a highly engaged audience, right at the heart of the Canary Wharf estate.

## Use of our eye-catching, innovative venue

The Greenhouse is the perfect space for some outside-the-box thinking – whether you need a space for team-building or a sustainability forum, we'll be excited to have you.

## Engaging environmental education

Making sustainability engaging is our bread and butter. Many of our packages include bespoke environmental workshops, tailored to your needs.



## The Numbers

2019

**160,000**  
people

Social Media

2021

**250,000**  
people

**55,000**  
people

Website

**75,000**  
people

**5,000**  
people

At Venue

**10,000**  
people

**2,000**  
people

Tickets


**3,000**  
people



## Sponsor a Show

**£2,500**

At *The Greenhouse* 2021, we will present a collection of three shows. By sponsoring one of them, you will be playing your part to bring our work to life. As part of this package, you will receive:

- A notice in the box-office before each performance of your show, saying 'this show is sponsored by...'. 
- A 'Sponsored by' note, in all official communication about the show.
- Your logo on the show's page in our e-brochure.
- A half-page listing in our e-brochure.
- Exclusive invitation for up to 15 team members to watch the dress rehearsal of your show.

## Sponsor the Dressing Room

**£5,000**

Our dressing room is a crucial creative space, and the beating heart of *The Greenhouse's* behind-the-scenes. By sponsoring it, you will receive.

- The right to name the dressing room. The dressing room's name will be prominently displayed above the dressing room's entrance.
- Your logo painted in 30cmx30cm square outside the dressing room.
- A half-page listing in our e-brochure.
- Your name on our 'Sponsors' wall in our box-office.
- A bespoke sustainability workshop created for up to 20 members of your team, delivered in *The Greenhouse*.



# Sponsor the Box Office

£10,000

The box office is the gateway to *The Greenhouse*. It's where we sell tickets, and where audience members hang out before the show begins. Crucially, every single person entering the building has to pass through the box office. This package includes:

- The right to name the box office. The box office's name will be prominently displayed above the box office's entrance.
- Your name and logo painted on a 20cm x 20cm plaque on the front of the box-office desk.
- A half-page listing in our e-brochure.
- Your name on our 'Sponsors' wall in our box-office.
- A bespoke sustainability workshop created for up to 20 members of your team, delivered in *The Greenhouse*.
- A full day in *The Greenhouse*, to use however you see fit.



# Sponsor the Auditorium

£15,000

The auditorium is where the magic happens. Everything that we offer – from our shows, to our workshops, to our business events and outreach programme – takes place here. It is our most prominent space, and it looks pretty good too. By sponsoring the auditorium, you will receive:

- The right to name the auditorium. The auditorium's name will be prominently displayed above the auditorium's entrance.
- Your name and logo painted in 1m x 1m square outside of the auditorium.
- A 20cm x 20cm plaque inside the auditorium indicating you as the auditorium's sponsor.
- A half-page listing in our e-brochure.
- Your name on our 'Sponsors' wall in our box-office.
- A full day in *The Greenhouse*, to use however you see fit.
- A private viewing of any one of our shows, followed by a bespoke 3-hour workshop, for up to 50 team members.



## Get in Touch

*The Greenhouse* is an opportunity to shape, share, and showcase your sustainability commitments right in the heart of Canary Wharf. If you have any questions or would like to learn more about what we can do for you, please get in touch via the information below.

Together, we can build a greener future, one action at a time.

**Email:** [sponsorship@thegreenhousetheatre.com](mailto:sponsorship@thegreenhousetheatre.com)

**Phone:** +447570 113 151

**Web:** <http://www.thegreenhousetheatre.com>