

Case study

Gifts in kind sponsorship

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Published 2014 on [CultureHive](https://culturehive.org/), a place to discover and share best practice in cultural marketing

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The REP - Birmingham Repertory Theatre - celebrated its 100th birthday and the re-opening of its refurbished building in 2013. We wanted to secure sponsorship from a wide range of companies to support us at this historic time. This included sponsorship packages and deals whereby companies supported us with gifts in kind.

Objectives

For The REP

- Obtain new fixtures and fittings for the wig and make up room in our newly refurbished building.
- Create a partnership with an organisation that will last beyond our centenary season.

For Ellisons (beauty, hair and equipment suppliers for professionals)

- Raise the profile of their company alongside a well-respected brand. They were keen to promote the fact that The REPs respected wigs and make-up department used only Ellisons products.
- Promote their brand to budding new hair and beauty practitioners through competitions and master classes.
- Give back to the community.

Process

- Contact made with the owner of Ellisons.
- Discussions had about the scale of both organisations ambitions and where we might be able to support one another.
- Agreement reached and a process for moving forward agreed.
- Implementation of the plan is still ongoing.
- We have already had discussions about what will happen once the current plans have been fulfilled and a different relationship is being discussed which would include monetary return for The REP as well as gifts in kind.

Outcomes

- The REP received approximately £12,000 worth of fixtures and fittings that provided all we needed to open the new wigs and make-up room ready for our 100th Birthday season.
- The REP's Head of Wigs and Make-up is running five master classes for five colleges chosen by Ellisons.
- Ellisons has a generous package of tickets and hospitality which it can use to entertain staff and clients throughout the year at The REP.
- Ellisons logo has been promoted alongside the opening of our new building in print and prominent places throughout the foyer.