

LAWRENCE BATLEY
THEATRE
HUDDERSFIELD



Corporate Sponsorship Packages

Accessibility Partner - £6,000

Panto to the People - £4,000

Walk on Part - £2,000

Programme Advert – From £200

***“It was our first pantomime in our life but it is love at first sight.
Thank you for the children’s happiness and for this magic!”***

Aladdin – Corporate Sponsorship Packages

Put your business centre stage this Christmas while supporting your local theatre

This year's pantomime, *Aladdin*, will dazzle audiences from Tuesday 1 December 2026 until Sunday 3 January 2027, with thousands of families from across Kirklees stepping through our doors.

By partnering with Lawrence Batley Theatre, your business can enjoy high-profile brand visibility, unforgettable experiences, and the rewards of knowing you're making the magic of theatre accessible to all.

This festive season, we invite your business to engage with the local community in a magical way. Pantomime is a cherished British tradition that attracts diverse audiences providing your business with a broad, joyful and family friendly exposure.

With opportunities starting from just £200 there is something for every business. Together we can bring the magic of theatre to everyone across Kirklees this festive season.



**“Truly potty panto is
silly and sweet”**

Huddersfield Examiner

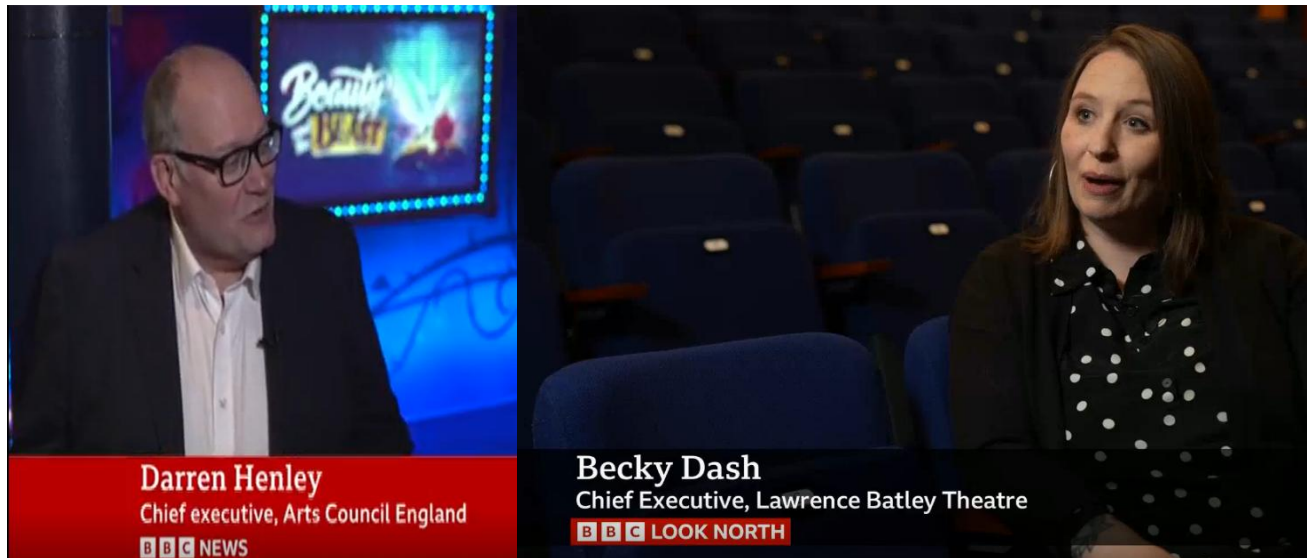


**“Radiates joy...
A truly feel-good panto”**

The Reviews Hub

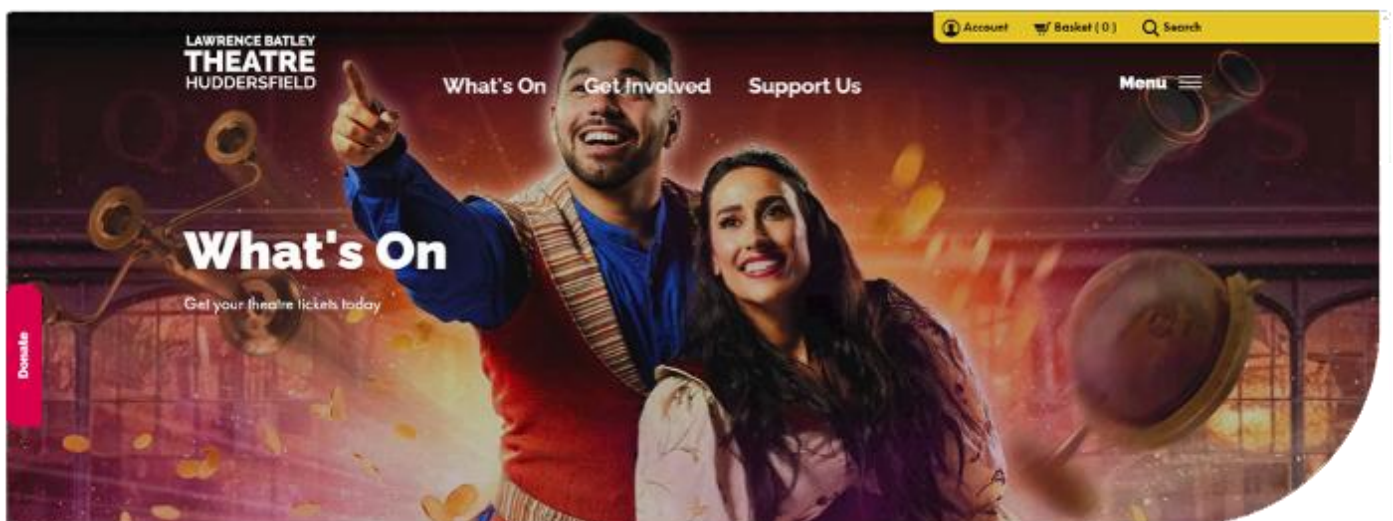
Have Your Brand Seen by Our Audiences

Partnering with Lawrence Batley Theatre puts your business in the spotlight, reaching audiences both in person and online, while showing your support to a beloved, local charity.



Your brand will be seen by:

- An annual audience of over **80,000** theatre-goers
- Pantomime audience of over **19,500**
- **40,000** monthly visitors to the Lawrence Batley Theatre website
- A combined social media following of more than **22,500** across our platforms
- Monthly social media reach of over **325,000**



Aladdin – Accessibility Partner

£6,000 +VAT (1 Available)

Because everyone deserves to experience the magic of pantomime

At Lawrence Batley Theatre, accessibility is at the heart of what we do. We believe live theatre should be open to everyone. This year's pantomime, *Aladdin*, will feature a series of accessible performances, ensuring that no one misses out on the laughter and joy of pantomime.

Why this matters

These performances are essential for audiences with hearing or visual impairments, people who benefit from a more relaxed environment, and those with a range of sensory needs. From British Sign Language (BSL) interpretation to dementia-friendly training for our staff, we ensure that every visitor feels welcome, supported, and included.

As our *Aladdin* Accessibility Partner, your business will:

- Help remove barriers to theatre for hundreds of people in our community
- Enrich cultural participation and inclusion
- Champion diversity and accessibility in Kirklees

Your support can make this happen. Together, we can make sure that no one misses out on the wonder, laughter, and joy of pantomime.

Aladdin Accessible Performance Dates:

- BSL Interpreted Performance – Sat 5 Dec, 6:30pm
- Audio Described (with Touch Tour) – Tue 8 Dec, 10am
- Relaxed & Captioned Performance – Thu 10 Dec, 11am
- Captioned Performance – Sun 13 Dec, 2pm
- Relaxed & Captioned Performance – Sun 27 Dec, 1:30pm

Corporate Sponsorship Benefits

As our *Aladdin* Accessibility Partner, your business will:

- Be recognised as a champion of inclusion and accessibility, supporting performances designed to welcome audiences with a range of needs
- Gain visibility through branding in accessible performance promotions on our website
- Feature in social media coverage highlighting accessible shows and audience engagement
- Receive on-stage acknowledgement and thanks during every accessible pantomime performance
- Align your brand with diversity, community inclusion, and cultural participation
- Enjoy behind-the-scenes access and insight into the accessible performance programme and photography for your own PR use
- Receive 10 complimentary tickets to enjoy *Aladdin* (date subject to availability)

As a valued Corporate Partner, your business will also benefit from:

- Your logo featured on our Supporters page on the Lawrence Batley Theatre website (6 months)
- A dedicated blog post celebrating your partnership and promoting your business online
- Logo placement on our digital foyer screens, seen by audiences at every performance (6 months)

Together, we can make sure that everyone experiences the wonder, laughter, and joy of pantomime.

Panto to the People – Corporate Partner **£4,000 + VAT (1 Available)**

Bringing the magic of pantomime to The Kirkwood

At Lawrence Batley Theatre, we believe everyone deserves to experience the joy of pantomime at Christmas, even if they can't come to the theatre.

Panto to the People is our new outreach project, launching in 2026 with The Kirkwood, the hospice for Kirklees. For the first time, we will film a high quality, full performance of Aladdin and share it directly with patients, families, and staff at the hospice. To make it extra special, our cast will visit in full costume and character, bringing the magic of live theatre right into the heart of the hospice.

Why this matters

For patients in hospice care, and for their loved ones, moments of joy, laughter, and connection are invaluable. Research shows that engaging with the arts in palliative care settings can:

- Reduce pain, anxiety, and depression
- Boost emotional well-being and social connection
- Foster hope, purpose, and cherished memories

Pantomime is uniquely suited to this environment; it's interactive, uplifting, and appeals to all generations. Sharing in the magic together, families can make precious memories, at a time when they need it the most.

Corporate Sponsorship Benefits

As our *Panto to the People* Corporate Partner, your business will:

- Be recognised as a founding supporter of an innovative, long-term community initiative
- Gain visibility through branding in project communications, press releases, and on our website
- Feature in social media coverage of the project and cast visit to The Kirkwood
- Align your brand with compassion, care and community wellbeing
- Enjoy a behind-the-scenes tour and insight into the project, including impact stories and photography for your own PR use
- Receive 6 complimentary tickets to enjoy Aladdin (date subject to availability)

As a valued Corporate Partner, your business will also benefit from:

- Your logo featured on our Supporters page on the Lawrence Batley Theatre website (12 months)
- A dedicated blog post celebrating your partnership and promoting your business online
- Logo placement on our digital foyer screens, seen by audiences at every performance (12 months)
- Invitations to VIP events throughout the year (includes 2 tickets and complimentary welcome drinks)

By supporting *Panto to the People*, you will help bring comfort, connection, and joy to those who need it most this Christmas.

Join us to make history and make a difference.

Exclusive Walk-On Part – Corporate Sponsorship

£2,000+VAT - (Limited Availability)

A showstopping way to put your brand in the spotlight

Make your business part of the magic this Christmas with a one-night-only Walk-On Part in *Aladdin*.

This unique sponsorship opportunity combines unforgettable entertainment with meaningful community impact, supporting our work as a registered charity to bring the magic of theatre to everyone in Kirklees

Your Corporate Walk-On Package includes:

- One exclusive walk-on role for a representative from your business (scripted, non-speaking cameo)
- Brand mention and thanks during that pantomime performance
- Company name on the production web page as a Walk-On Performance Sponsor
- Professional costume and briefing for your representative
- On-stage and backstage photo opportunities for PR and social media
- Four tickets for colleagues, clients, or guests
- Behind-the-scenes tour for your representative and 4 guests before the show

As a valued Corporate Partner, your business will also benefit from:

- Your logo featured on our Supporters Page on the Lawrence Batley Theatre website (3 months)
- A dedicated blog post celebrating your partnership and promoting your business online
- Logo placement on our digital foyer screens, seen by audiences at every performance (3 months)

Why it works for your business:

- Boosts brand visibility through a fun, memorable experience
- Engages your team or clients with a story they'll remember for years
- Demonstrated your commitment to local culture and community

Places are strictly limited - when they're gone, they're gone!

Pantomime Programme Advert Opportunity

Limited availability – Artwork deadline 30 October 2026

Put your brand centre stage

Reach thousands of theatre-goers by advertising in the programme for this year's pantomime *Aladdin*. With an anticipated audience of over **19,500** people across **54** performances, the pantomime programme offers a highly targeted way to showcase your business to local families, visitors and community supporters throughout the festive season.

Advertising Options

Half Page Advert - £200 + VAT

Artwork supplied by advertiser

Full Page Advert - £300 + VAT

Artwork supplied by advertiser

Benefits

- Reach an **audience** of over **19,500** attendees
- Showcase **your business** throughout the theatre's **biggest production of the year**
- **Increase awareness** among local families and community audiences
- **Align your brand** with a much-loved **festive tradition**
- Inclusion in a **professionally produced** souvenir programme

Availability

Programme advertising space is limited and allocated on a first-come, first-served basis.

Partner with us

This Christmas, join us in creating moments of joy, connection and community that will be remembered long after the final curtain falls. Your investment helps us share the magic of pantomime with everyone across Kirklees.

Together, we can make this festive season truly spectacular, for your business, for our audiences, and for our community. To find out more or discuss the perfect partnership for you, please contact our Head of Development, Rosie Hinchliffe on the details below:

Email: rosie@thelbt.org

Tel: 01484 955528

We'd love to hear from you, lets make magic together this festive season.