

NATIONAL THEATRE OF SCOTLAND CORPORATE PARTNERSHIP

Make a Positive Difference



nationaltheatrescotland.com

MAKE A POSITIVE DIFFERENCE

The National Theatre of Scotland's ambition is to make a significant positive difference to society.

If your organisation has a similar purpose, a partnership with us can help you deliver your objectives.

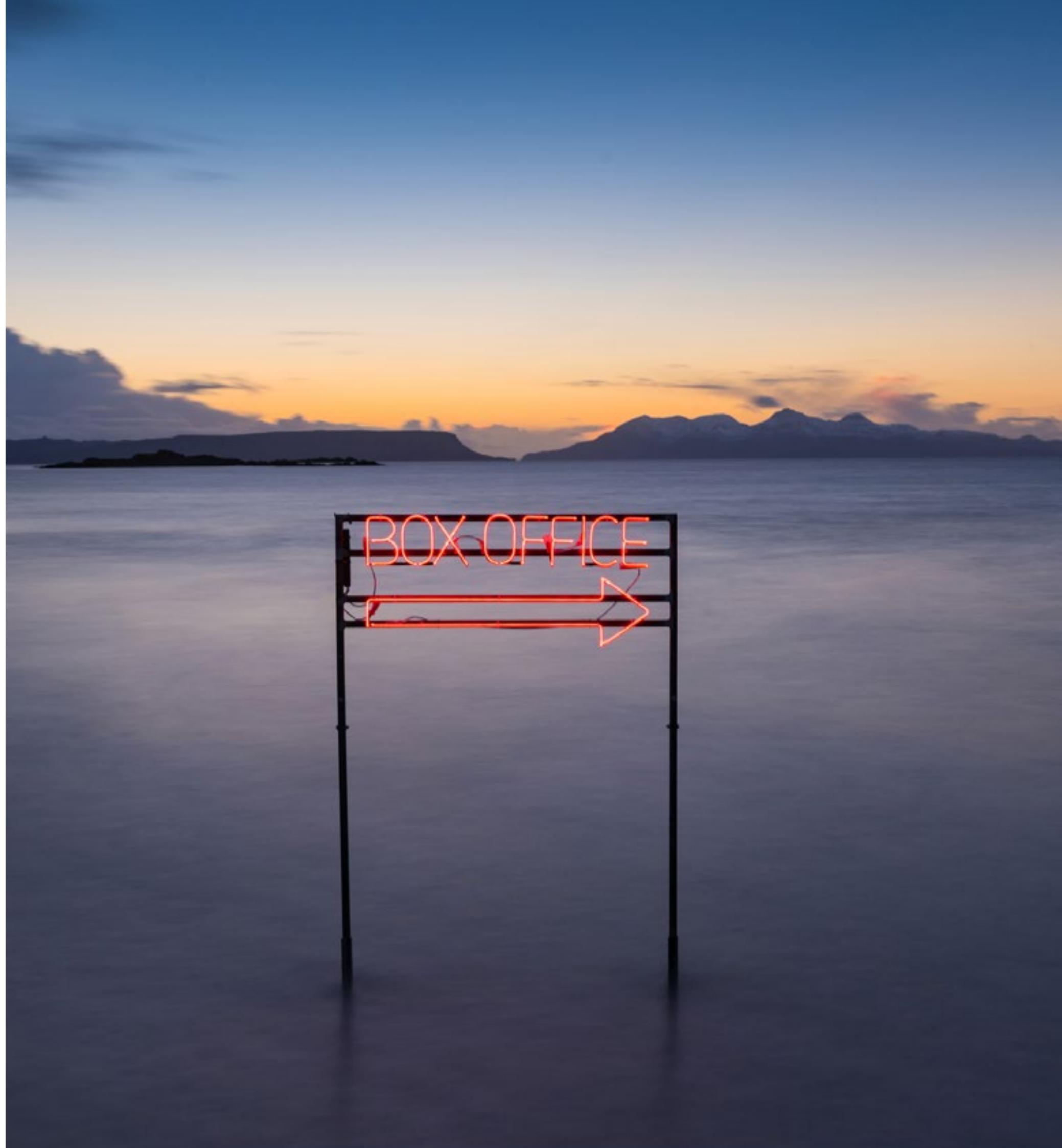
If your company is looking to give something back; if you have a Corporate Social Responsibility programme or you're looking for ways to demonstrate your ESG commitments; or if you're looking for new ways to engage your staff, our programme provides a range of opportunities for you to partner with us on projects that make a positive difference.



ABOUT NATIONAL THEATRE OF SCOTLAND

Established in 2006, the National Theatre of Scotland has pioneered the Theatre Without Walls model, demonstrating a commitment to have a presence in every part of Scotland, to perform at all scales and reach all its people.

Without a venue of our own, we are free to take our work to wherever audiences are to be found. You can find us on the ferry and in the local pub; in forests and tower blocks; in submarines and swimming pools; on the biggest stages and in the smallest community halls.





Black Watch. Photography by Manuel Harlan.

AWARD-WINNING WORK AT HOME AND ON THE INTERNATIONAL STAGE

To date, the Company has created over 300 productions in Scotland and played to an audience of over 1.2million people across 5 continents, winning over 100 awards in recognition of the excellence of our work.



The Strange Undoing of Prudencia Hart.
Photography by Pete Dibdin.



The James Play. Photography by Manuel Harlan.

DIVERSITY AND INCLUSION

We tell stories that represent the multiple diverse identities of contemporary Scotland.

We break down the barriers that prevent people from taking part in theatre, either as theatre makers, audience members or community participants.

We are committed to addressing underrepresentation and creating opportunity across strategic priority groups:

- People from minority ethnic cultural backgrounds
- Disabled people
- People from low socio-economic backgrounds
- People from rural and remote areas
- Gender and sexually diverse people
- People using Gaelic, Scots languages and BSL
- Children and Young People (under 26)
- Isolated elderly people

If your company has a Diversity and Inclusion programme, our projects and productions provide opportunities for you to demonstrate your commitment.



A photograph of four actors (three men and one woman) looking out from a narrow, dark crevice or tunnel. They are all wearing patterned shawls and have expressions of surprise or concern. The lighting is dramatic, highlighting their faces against the dark background.

ENVIRONMENTAL SUSTAINABILITY

The first national theatre company in the world to be a Theatre Without Walls, we have no grand venue to call home. Instead, we travel the length and breadth of Scotland, taking our work wherever an audience is to be found, from the biggest cities to the smallest islands, from the greatest theatres to the tiniest community halls.

An essential part of our remit is to ensure everyone in Scotland has access to exceptional theatre experiences. We're aware that this presents us with an environmental challenge.

Part of our responsibility as Scotland's National Theatre is to be a sector leader in this area and we're constantly looking for ways to reduce our carbon output.

We've made good progress in some areas: using recycled materials for set-building, making the gradual transition to LED lighting, removing single use plastics, embracing fuel efficiency techniques, scrutinising supplier environmental policies and significantly reducing the amount of printed materials we produce.

We know there's much more we could be doing and we would welcome the support of any companies or organisations who are interested in supporting this goal.

Our 2019 Scottish tour of *The Cheviot, the Stag and the Black, Black Oil* saw us introduce a range of new measures to significantly reduce our touring carbon output.

Shift. Photography by Drew Farrell.

COMMUNITY ENGAGEMENT ACROSS SCOTLAND

Our nationwide remit means we're well placed to reach communities where your business has operations. With your support, we can deliver opportunities for people within those communities to engage with world-class theatre experiences, both as audience members and participants.

As a Theatre Without Walls, our touring programme is different every year but to give you an idea of where we reached in 2018...

WHERE WE TOURED TO IN 2018

Scotland: Aberdeen, Aberlady, Airdrie, Alford, Annan, Ardminish, Gigha, Armadale, Ayr, Ayr Beach, Baile Mòr, Iona, Balivanich, Benbecula, Baltasound, Unst, Bathgate, Bettyhill, Blackburn, Blairgowrie, Bonnyrigg, Brodick, Arran, Bunessan, Mull, Cambuslang, Castlebay, Barra, Clarkston, Clydebank, Coatbridge, Culla Bay, Daliburgh, South Uist, Dornoch, Dumfries, Dunblane, Dundee, Dunecht, Dunoon, Duns, Edinburgh, Elgin, Fauldhouse, Fife, Forres, Fort William, Galashiels, Girvan, Glasgow, Gorebridge, Greenock, Gretna, Haddington, Haroldswick, Inverarish, Raasay, Inverness, Kelty, Kemnay, Kinross, Kirkcaldy, Kyle Of Lochalsh, Kyleakin, Skye, Lagganulva, Mull, Lairg, Lenzie, Lerwick, Shetland, Linclate, Benbecula, Livingston, Loanhead, Lochdar, Lochgilphead, Lochinver, Mallaig, Maybole, Motherwell, Musselburgh, Nairn, Newton Mearns, Newtongrange, North Berwick, Oban, Paible, North Uist, Paisley, Peebles, Penicuik, Perth, Peterhead, Polmont, Port Glasgow, Roseisle Bay, Rosewell, Roslin, Rutherglen, Salen, Mull, Scapa Bay, Orkney, St Andrews, St Boswells, St Ninian's Beach, Stirling, Stranraer, Strontian, Tain, Tillicoultry, Tobermory, Mull, Torphichen, Tranent, Turriff, Ullapool, West Sands Beach, Whitburn, Wick.

England: London and Brighton

Internationally: Dublin, Ireland; Achill, Ireland; Belo Horizonte, Brazil; Charleston, South Carolina; and Trinidad, Trinidad and Tobago.



CREATIVE TALENT DEVELOPMENT

Scotland's creative industries contribute £5billion per year to the economy. We operate within this growth sector and are aware of the importance of our contribution to national wealth, health and wellbeing, and international reputation.

Our Scotland-wide Engine Room programme nurtures and develops the next generation of theatre artists – writers, directors, musicians, choreographers, visual artists and more.

Our participatory projects provide first-time opportunities for young people to take part in the process of making a piece of theatre – as a creative artist, technician, performer, media assistant, front-of-house staff member or any number of roles.

If your company is excited about supporting the next generation of theatre makers, let us tell you about our plans.



TECH INNOVATION

To continue making meaningful theatre and to remain relevant in the face of considerable competition in the world of arts, culture and entertainment, we need to be future facing and embrace the artistic potential that technology offers. We need to push at the boundaries of what theatre can be, harnessing technology to extend our audience reach, making our systems more efficient and resilient.

Scottish theatre has a strong track record for innovation and we want to be known as the most inventive and audacious national theatre in the world. We were the first theatre company to have a Futurist in Residence and a Digital Thinker in Residence. We have collaborated with games studios to create immersive A.I. smartphone apps. We delivered the pioneering 5-minute Theatre, a 24-hour worldwide online broadcast platform for 5 minute theatre shows created by anyone. We hosted a mini-festival collider event, bringing together theatre makers and technologists from across the UK.

We're looking for a Tech Innovation partner to support us in exploring the possibilities and opportunities.



BRANDING AND BUSINESS SPONSORSHIP BENEFITS

- Strategic alignment with our Positive Social Impact programmes
- Direct partnership association with Scotland's award-winning, globally acclaimed National Theatre
- Unique staff, client and stakeholder engagement opportunities
- Access to branded digital content around sponsored projects
- Bespoke events for your company, co-designed with you, at our Rockvilla creation centre
- Networking and Business Development opportunities
- Access to a diverse, loyal and truly national audience
- Branding and brand activation opportunities
- Hospitality opportunities at NTS events and performances across Scotland for you and your clients

STAFF ENGAGEMENT OPPORTUNITIES



Them! Photography by Tommy Ga Ken Wan.

- Hosted performances across the year, with best seats in the house, hospitality and opportunities to meet cast members and creative team
- NTS Lunch Break: delivered to your workplace, a one-hour introduction to National Theatre of Scotland, where staff can learn about what we do and how they can get involved
- Behind the scenes tours of National Theatre of Scotland's Rockvilla creation centre, with interactive technical and costume activities
- Rehearsal Room insight events, offering a sneak peak at new work in development, introduced by the creative team, with Q&A and refreshments
- Transferable Theatre: workshops designed to boost staff skills and confidence, e.g. Storytelling, Presentation Skills, Elevator Pitch, No Nightmares Networking
- Volunteering Opportunities: a chance for your staff to work on NTS projects and productions, getting closer to the production, the participants and the audience
- Mutual Interest: bespoke events exploring unlikely shared issues between NTS and your organisation, e.g. Women in Leadership, Breaking Down Barriers, The Business of Theatre

PARTNERSHIPS PAST AND PRESENT

Aberdeen Standard Investments have partnered with us on three programmes (*Polmont Theatre Club*, *Like Flying*, *Creative Careers*) designed to increase skills, confidence and employability in young people, especially those from areas of multiple deprivation – part of a wider corporate commitment in this area.

The Scottish Salmon Company sponsor *Theatre In Schools Scotland* (TiSS), a pioneering programme with the ambition to bring nourishing, world-class theatre to every primary school in Scotland. Since its inception in 2016 TiSS has reached all 32 local authorities across the country, including those in rural areas where many of the company's operational facilities are based and where their employees' families live, work and go to school.



Like Flying. Photograph by Pete Dibdin.



TiSS. Photography by Eoin Carey.



Malin Group are supporters of *The Panopticon*, the eagerly anticipated stage adaptation of Jenni Fagan's bestselling novel, informed by her own experiences growing up in the care system. With a strong commitment to corporate social responsibility and a belief in the power of the arts to make a significant positive impact on society, Malin were proud to support the development of this new production, in addition to a community outreach project for young care-experienced people, co-designed by Jenni Fagan herself.

Pinsent Masons hosted a sponsored performance of Adam, our multi award-winning show starring, and based on the life of, Adam Kashmiry, a trans man who had to travel from Egypt to Scotland to become himself. In 2019, Pinsent Masons were named the UK's most LGBT-inclusive firm in the Stonewall Top 100.

Deloitte was headline sponsor of *Granite*, a large-scale participatory project for the people of Aberdeen. Running over a 6-month period, the project enabled them to build profile for their Aberdeen office, engage staff and their families in a range of ‘trailblazer’ activities, host clients and stakeholders at a series of receptions and events, network with members of Aberdeen City Council and other local organisations, and bring a selection of guests from all of these groups to the theatrical finale – a sweeping epic history of Aberdeen staged in the courtyard of its iconic Marischal College.



Eden Mill sponsored the inaugural *Rockvilla Swish*, our biennial fundraising gala ball for an audience of high net worth donors and corporate sponsors. With a range of Eden Mill cocktails served in branded glassware at the event and their brand featured on digital and print materials, and across the venue on the night, they were delighted with the association between two world-class products and the opportunity to build brand profile with a specific audience profile.

Quartic Llama, a Dundee-based games studio sponsored *Other*, an augmented reality smartphone app taking audience members on a horror-themed immersive journey around the streets of Dundee. Running as part of a participatory community project to accompany the production *Let The Right One In*, it allowed the company's designers and developers to learn about the theatrical storytelling process and experiment in a cross-art form environment.



Swish. Photograph by Euan Robertson.



Let the Right One In. Photograph by Euan Robertson.

IN 2018...

Pages of the Sea Roseisle Beach Findhorn. Photograph by Paul Campbell.

We presented and produced

68 shows and artworks across Scotland, the UK and internationally

29 world premieres

613 performances

We entertained more than

89,000 people

We reached digital audiences, with

513,900 video views

243,734 website visits

67,860 social media followers

We toured throughout Scotland, at all scales, reaching

195 unique locations

29 OUT OF **32** local authority areas

104 Scottish towns, villages and cities

11 Scottish islands

We were on the road with our programme of work for

127 touring weeks

We worked with

116 actors and performers

233 creatives

138 technicians

IN 2018...

... WE THEATRICALY PARTNERED WITH

14-18 NOW; Aberdeen Performing Arts; Akhe Theatre Company; Artichoke; Ayr Gaiety; Back to Back Theatre; Birds of Paradise; Campo; Catherine Wheels; Dumfries and Galloway Arts Festival; Eden Court Theatre; Edinburgh International Childrens Festival; Edinburgh International Festival; Empathy Museum; Fanshen; Findhorn Bay Arts; Glas(s) Performance; Gob Squad; Hotel Motel; Imagine; Limina Immersive; Mammalian Diving Reflex; Manifesto Jamaica; Nairn Book and Arts Festival; North Kelvin Meadow and the Childrens Wood; Peacock Visual Arts; Perth Theatre; Project X; Rimini Protokoll; Royal Conservatoire Scotland; Season for Change; Sign Arts; Split Britches; Spoleto Festival; Take Me Somewhere; The Citizens Theatre; The Lyceum Theatre; The Traverse Theatre; The Tron Theatre; Theatre Gu Leor; Theatre PAP; Thrill Laboratory; Tourettes Hero; Visible Fictions and William Galinsky Works.

AND CIVILLY PARTNERED WITH

British Council Trinidad and Tobago; Canadian Council for the Arts; Creative Scotland; Culture and Business Fund Scotland; Culture NL; East Ayrshire Leisure; Event Scotland and Year of Young People; Festival Internacional de Teatro, Palco; Fife Council; Fife Cultural Trust; Made in Scotland; National Autistic Society; Neon Festival; New College Lanarkshire; North Ayrshire Council; North Lanarkshire Council; Orkney Islands Council; Paisley 2021; QC-UK Connections Programme, British Council and Government of Québec; Quebecois Cultural Commission; Regional Screen Scotland and The Screen Machine; Rua de Belo Horizonte, Brazil; Scottish Prison Service & HMP YOI Polmont; South Ayrshire Council; Taigh Chearsabhagh; The Byre Theatre; The Scottish Salmon Company; The Space; ThinkNation and West End Festival.



JOIN US!

To explore how we can help you to meet your objectives through National Theatre of Scotland corporate partnership and sponsorship, contact:

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