A close-up of a logo

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**A close up of a book

Description automatically generatedShowcase your business, products, services or organisation - year round - to over 320,000 customers/visitors at our busy arts venue and beyond, also demonstrating your support for the creative community work of this much loved Herefordshire charity, greatly enhancing your reputation.**  
How can you do this? Become a Business & Supporter Club member from as little as £795 per year and our staff will work with you to deliver a range of tangible marketing, branding and staff perks for your business, important for employee retention.

Having worked with a wide range of businesses since we opened 25 years ago, we understand that each is different and requires support tailored to current business priorities so we will work with you to create the perfect package, ensuring you can maximise on your investment in The Courtyard.

And the greatest benefit of joining our Club? Membership enables you to demonstrate serious corporate social responsibility (CSR). Your investment will be used wisely to support our charitable aims including work that supports mental wellbeing, tackles isolation and helps enhance the life skills and aspirations of thousands of young people.

**Access all of this!**

* 320,000 footfall pa
* consistently busy venue, sell-out shows
* unique community profile
* branding in brochures,
* logo on website & in-venue plasma screen
* **20** complimentary tickets,   
  increased to celebrate 25th anniversary
* staff discounts

**Key business benefits**

* Up to 20 complimentary show or film tickets per year. Additional tickets can be purchased at 10% discount from the agreed list of shows available for discount, emailed at the start of each season. Complimentary tickets can be gifted to other charity partners, to incentivise staff or to reward client loyalty.
* Pair of invites to special guest nights hosted by The Courtyard, for example annual Pantomime, including pre-show business drinks and entry to the post-show reception with the cast.
* Logo in the main season brochures Spring, Summer, Autumn which are distributed across the county and in public access buildings/areas.
* Branding/thank you in all in-house show programmes, including Pantomime.
* Logo on plasma screen (first floor).
* Logo with hyperlink to your websitefrom the Business Supporters Club section of The Courtyard’s website.
* Front of House staff liaison for organising corporate events or hospitality etc.
* Additional benefits pa tailored to the needs of your business from our ‘Pick & Mix’ list below (1, 2 or 3 depending on size of business/tier)  
   **Staff benefits**
* Priority booking for selected shows per season.
* Discounted tickets on selected list of shows, emailed at start of each season.
* 20 complimentary tickets pa that the business can choose to use for staff rewards/incentives
* Transaction fee (£2) waived when buying tickets for shows etc.

**Pick and Mix Additional Benefits**

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| --- | --- |
| **A** | A week-long business banner in the foyer (Mon-Sun) |
| **B** | A mail-out with one season brochure (Jan-March, April-Aug, Sept-Dec) (subject to Courtyard print requirements, A5 single sheet, lightweight) |
| **C** | A backstage tour of the main house theatre space for up to 25 people (subject to chosen show/company permissions) |
| **D** | Use of Lounge area by arrangement/agreement with Trading Company, catering costed separately. |
| **E** | Complimentary use of Meeting Room 1 (ground floor) or Meeting Room 2 (first floor) for up to a half-day hire (four hours); any equipment/catering required booked and paid for separately |
| **F** | A complimentary serving of tea/coffee during hire of Meeting Room 1 or 2 (up to 20 people). Additional catering charged separately |
| **G** | Complimentary car parking for up to 20 people per event or show booked |
| **H** | Two additional complimentary tickets and free programmes for guest nights of in-house productions |
| **I** | Product placement x 1 week (Mon-Sun) per year |
| **J** | 10% discount on advertising in all Courtyard publications/advertising vehicles including show programmes, plasma screens, venue advertising sites etc |
| **K** | The Courtyard’s chief executive to attend a ‘meet & greet’ at the start of a chosen business reception or pre-show reception (catering agreed/charged separately) |
| **L** | 10% discount on hireable spaces, including the ground floor Studio, Garrick (second floor) and Nell Gwynne Studio (first floor) |
| **M** | Premium car placement (front of venue, two cars max) for a week |
| **N** | Editorial or blog on a theme chosen by marketing to appear in e-Newsletters/on social etc (our Newsletter goes to 20,000 people) |

**Investment required**

There are three membership tiers, depending on the number of staff you employ. The membership fee is invoiced at the start of the membership year, then each subsequent year at the correct rate depending on renewal. A longer contract means great savings plus you may be able to set your membership fees against allowable business expenses … check with your accountant/finance department.

NB for bigger businesses with substantial employee numbers (200+), we offer a flat rate of £2,000 plus vat pa for membership.

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| --- | --- | --- | --- |
| **Contract length** | **Up to 20 employees** | **21-60 employees** | **61 + employees** |
| One year | £995 pa | £1,295 pa | £1,495 pa |
| Two years | £895 pa | £1,195 pa | £1,395 pa |
| Three years | £795 pa | £1,095 pa | £1,295 pa |
| \*Prices plus VAT. Multi-year contracts subj to modest inflationary increase on anniv. |  |  |  |

***Contact:* Melanie Denning, Head of Fundraising & Business Development 01432 346505 or** [**melanie.denning@courtyard.org.uk**](mailto:melanie.denning@courtyard.org.uk)

**Membership Terms and Conditions, The Courtyard Hereford**

* Membership starts 1st of month, is mutually agreed between Client and The Courtyard and invoiced in first month of membership. Payment terms: 30 days within receipt of invoice.
* An annual membership fee shall be payable by the Client to us. We will invoice at the start of the membership year, payment plan can be agreed with relationship manager.
* The membership will automatically end upon expiry of the membership period. Renewals will be discussed with the Client up to two months before membership expires.
* We will not refund membership fees where the Client cancels their membership partway through the membership year.
* Membership includes the standard membership benefits as well as the opportunity to discuss additional benefits per 12 month period. Any such Additional Benefits to be chosen by the Client in conjunction with The Courtyard’s Head of Fundraising.
* All additional benefits are subject to availability and allocated on a first come, first served basis with other Business Supporters Club members.
* Members receive **20** complimentary tickets. These are to be chosen from the ‘approved list of selected shows’ emailed before the start of our three Seasons (Jan-April, May-Aug, Sept-Dec) and must be booked via the Box Office. Unused complimentary tickets cannot be carried forward into the following year’s allowance.
* Courtyard Staff Discount will be available to the Client’s permanent members of staff who require them. In order to obtain a Courtyard Staff Discount, the relevant employees of the Client will be required to fill in and return a registration form. Client employees eligible for Courtyard Staff Discount will be able to book tickets at 10% discount from the current sales price or obtain the best current marketing offer if more favourable. Note that this offer only extends to shows listed on the ‘approved list of selected shows’ made available to the Client before the start of each season. The current ‘approved list of selected shows’ can also be found on our website at [www.courtyard.org.uk/supportus/business](http://www.courtyard.org.uk/supportus/business) Staff registered will also be exempt from the CY transaction fee.
* Priority booking: staff registered for discounts will also be eligible for priority access to booking. They will have access to book for selected events, usually 24 hours before a season goes on sale. This includes late announcements after season guides are published.
* Where Catering is required at any of the qualifying events (over and above teas/coffees if chosen as an Additional Benefit) this will be invoiced separately by Courtyard Trading. Any such additional costs are payable within 30 days of receipt of invoice.