



# Glasshouse Partnership Prospectus



GLASSHOUSE PORT MACQUARIE

Cnr Clarence & Hay Streets, Port Macquarie NSW 2444

02 6581 8888 | [glasshouse.org.au](http://glasshouse.org.au)

# Welcome to the Glasshouse

The Glasshouse is an iconic destination, for both locals and visitors alike - a place to be inspired, moved and entertained.

At the heart of Port Macquarie Hastings cultural life, we are the region's premier arts complex, showcasing the very best in exhibitions, live performance, community engagement, hireable business spaces, heritage and archaeology, and Visitor Information Services.

## ANNUAL STATISTICS



151,000

**visitors**

to the venue



400

**events**

at the venue



67,000

**tickets sold**



1,157

**memberships**



7,308

**students**

attended an  
Education Program



90

**events**

delivered by Glasshouse  
Regional Gallery



60

**events**

delivered by Glasshouse  
Select Theatre Program



38

**community  
events**

held at the venue



39%

**patrons visit a  
local venue**

for a drink before or  
after a show



50%

**patrons eat out  
in a restaurant**

before or after a show



21%

**patrons  
go shopping**

before or after  
a show



87%

**ticket buyers**

live in the LGA

# Why Partner with the Glasshouse?

With over 400 events and 151,000+ visitors each year, your partnership with the Glasshouse will be on show. You will have access to our loyal, engaged, and educated audience through a variety of marketing collateral and social media channels. Whether it's partnering on a single event, or an entire program, it's up to you! We offer tailor-made Corporate Partnerships to suit your specific marketing, entertaining, and corporate relationship requirements.

While a partnership with the Glasshouse increases brand recognition in the marketplace, it also opens up exclusive opportunities for you and your clients with access to venue hire, tickets to Select Theatre Program and Gallery Events, corporate catering packages, and staff incentive options.





# Partnership Opportunities

We invite you to consider financial and/or in-kind support, and will work with you to build a bespoke and mutually beneficial partnership. In seeking partnership arrangements for financial and/or in-kind support, Glasshouse Port Macquarie's aim is to enhance the financial sustainability and delivery of its programs, events and services to the community. In turn we will work with your business to help you achieve your goals.

We are looking for partners who support agile innovation, that align with our venue's brand values and that will help facilitate social inclusion for our community.







Annual Glasshouse  
SELECT Theatre  
Program Partner

Have your name up in lights all year as a Glasshouse SELECT Theatre Program Partner. A fully curated, high quality program of shows, talks, festivals, and workshops, our Performing Arts Program has cultivated a loyal following in our community and beyond.

**Benefits include:**

- Perfectly position your business brand as a direct influence on our region's enhanced cultural reputation and liveability
- Recognition at the Annual Theatre Program Launch event attended by 600 Glasshouse Members and guests. You will have the opportunity to publicly present to all attendees and access complimentary seats for your staff
- Access to an extensive range of marketing materials as well as social media, TV, radio, and press
- Access to exclusive, highly customised cross business promotional campaigns
- Brand representation and company profiling in SELECT Theatre Program booklet, exterior venue signage, EDM's to our database of over 14,000 subscribers and on our website which has an average of 19,800 unique visitors per month.
- Opportunities to utilise the venue for corporate networking or entertaining events, staff training or meetings
- Exclusive access to host pre or post show VIP functions for your most important stakeholders
- Allocation of complimentary tickets to all performances in the Annual SELECT Theatre Program





Individual Show,  
or Exhibition or  
Program Partner

Elevate and align your business brand by sponsoring a Gallery event or exhibition, or a Performing Arts event by prominent Producers and Major Arts Companies such as: *Bell Shakespeare Company, Opera Australia, shake & stir theatre co, Sydney Dance Company, Sydney Symphony Orchestra, Bangarra Dance Company, Australian Chamber Orchestra, Sydney Theatre Company, Sydney Writers' Festival,* and many more.

Gallery events may include: *Exhibition openings, Sprouts kids workshop program, Masterclasses* led by invited and exhibiting leading artists, *artists talks* through our *Conversation Space* program, and *Craft & Cocktails* facilitated by local artisans. Our state of the art Gallery houses a large variety of exhibitions by leading institutions such as the *Art Gallery of NSW, Museum of Contemporary Art, Australian War Memorial, Artspace, Museums and Galleries NSW, National Portrait Gallery, and Australian Design Centre.* Not to mention our local artist exhibitions and our well known Biennial Mid North Coast showcase - *Northern Exposure.*

#### Benefits include:

- Gain brand exposure on all marketing initiatives produced for your nominated show or exhibition. Including, but not limited to; EDM's, social media campaigns, posters, exterior venue signage, website, print collateral, and media campaigns on Radio, TV and Press
  - Allocation of complimentary tickets to your nominated event
  - Allocation of complimentary places at any satellite events attached to your nominated show - e.g. Workshops, Sneak Peeks, Guided Tours etc
  - Opportunities for Corporate or VIP function pre or post show
  - Opportunities for product showcase displays at your nominated event
  - Opportunities for exclusive cast meet and greets and backstage access\*
  - Opportunities for VIP access to exhibitions
  - Opportunities to host corporate VIP events nestled within the Gallery exhibition space, which could include a tour and/or an artist meet and greet

\*Subject to approval by Company





Education @  
Glasshouse  
Program Partner

**Imagine reaching 7,000 students, their parents, and teachers, not to mention the school communities themselves.**

**This is a great opportunity to support your local community and communicate that your brand is invested in the future and well-being of our young people.**

By partnering on our Education @ Glasshouse Program, you are investing into the lives of young people, providing access to a diverse, quality arts program that many would not experience otherwise.

The Education @ Glasshouse Program consists of a quality line up of shows, exhibitions and activities developed by the best producers and arts practitioners in Australia - all aligned with the NSW Curriculum to ensure they complement the learning done in classrooms. These creative experiences will inspire the development of creative adaptable minds - minds that will find solutions to the complex problems that we face, both now and into the future.

In addition to this, the program features in a stunning glossy booklet annually, which is delivered to over 500 teachers across the Hastings, Macleay and Midcoast regions.

Partnering on the Education @ Glasshouse Program, also provides access to a range of promotional and marketing initiatives including recognition on the website, social media, press campaigns, and at the annual Education Program Launch.



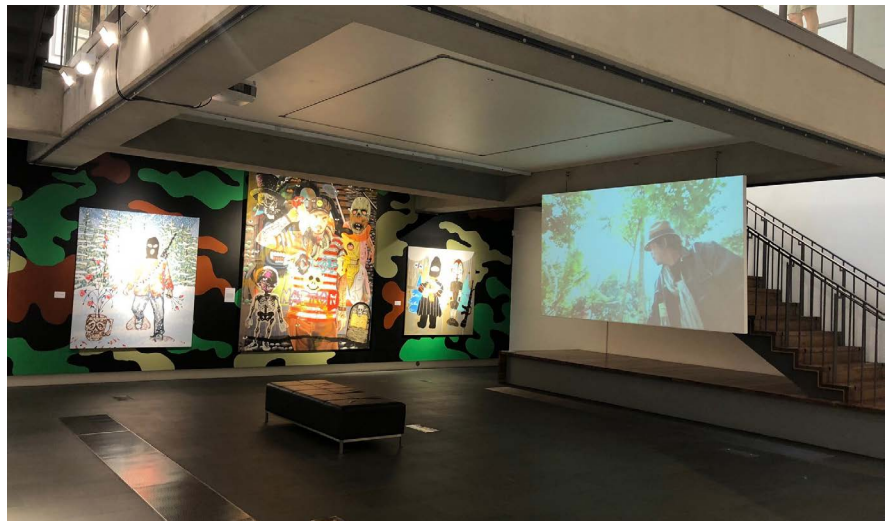




Bespoke and  
Self Designed  
Partnerships

Does your business have a product, offering or service that would bring benefit in helping the Glasshouse deliver and facilitate its programs, events and services to the community? We are open to a conversation on building a bespoke partnership with you, and invite you to share your ideas.

Some ideas may be: supplying arts supplies for our Sprouts program, offering discounted or in-kind food and/or beverage for Theatre Program launches and Gallery openings, sponsoring a junior art prize competition, sponsoring a traineeship for a young person, the ideas are endless...







## Venue Naming Rights Opportunities



This opportunity presents a rare and exciting marketing platform in Port Macquarie that would suit a local or national company.

In sponsoring a space within the Glasshouse, you will receive high profile recognition within the Port Macquarie Hastings Region and maximise your visibility to over 150,000 people who patronise the Glasshouse each year.

A naming rights partnership enables your organisation to align with the prominent high calibre positioning of the Glasshouse, reinforcing shared values of high performance, outstanding service, excellence, technical innovation and community investment

An innovative way to elevate and positively position your brand!

### Benefits include:

- Exclusive naming rights of a Glasshouse space\* (minimum time periods apply)
- Appropriately located signage with your organisation's name in the venue
- Brand representation and company profiling on the Glasshouse website
- Access to an extensive range of marketing materials inclusive of Social Media
- Opportunities to leverage cross promotional campaigns where business activities align
- Access to events\* to entertain clients, business prospects and/or to reward staff, customers and other stakeholders
- Opportunities to utilise the venue for corporate networking or entertaining events, staff training or meetings\*
- Exclusive access to selected venues to host corporate hospitality pre or post show VIP functions for your most important stakeholders
- The opportunity to attach your brand to a highly visible, widely recognised, cultural institution
- An avenue to entrench your brand with a loyal and dedicated local and tourist audience
- An opportunity to build positive attachment to your brand through the impressive scale of the venue and the great experiences that patrons enjoy in the Glasshouse

\*Conditions apply



# Thank you to our current loyal and valued partners

Principal Partner of the  
Glasshouse SELECT 2024 Theatre Program



Principal Partner of the  
Education @ Glasshouse Program



Preferred Accommodation  
Partner



Co-Presenting Partner



Encore Partner



Government Sponsors



A facility of  
Port Macquarie-Hastings  
Council



The Glasshouse is supported by  
the NSW Government through  
Create NSW

Founding Sponsors





# RSVP

Don't miss out on this important opportunity to create a meaningful partnership that not only boosts your brand, but provides much-needed support for the arts and culture on the Mid North Coast.

Last submissions received Thursday 20 June, 2024

Submit your expression of interest at  
[app.eprocure.com.au/pmhc/home/public](https://app.eprocure.com.au/pmhc/home/public)

Disclaimer: to be considered for a partnership, the applicant must meet the following requirements:

Adhere to guidelines as outlined in Council's Sponsorship Policy.

Be consistent with Council's values of social justice principles of equity, access, participation, rights and accessibility for all groups in the community.

Be willing to enter into and sign Council's Sponsorship Policy - Agreement.



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