

EVENT SPONSORSHIP

**SAFEGUARDING THE WHOLE FLOCK: THE ARTISTS,
THE AUDIENCES & THE BUILDING ITSELF.**

The
Living
Room
Theatre

EVENT SPONSORSHIP

Safeguarding the whole flock: the artists, the audiences and the building itself.

Support a specific production, festival, concert or season and connect your brand directly with artists, audiences and the cultural life of Sydney.

Event Sponsorship is designed for businesses looking for a high-visibility partnership around a particular event or program. It's an opportunity to engage audiences, host clients or staff, and align your brand with unique cultural experiences.

Event Sponsor Benefits

Put your brand at the centre of a unique cultural experience while helping bring bold new work to the stage.

BRAND VISIBILITY

Recognition across event marketing, including website listings, EDMs, social media, venue signage and event materials.

EVENT ACTIVATION

Opportunities to welcome guests, introduce a performance or create an approved brand presence on the night.

TICKETS & HOSPITALITY

Complimentary tickets for staff, clients or guests.

CONTENT & ASSETS

Access to photography and selected event imagery for use across your own channels.

AUDIENCE CONNECTION

Access to photography and selected event imagery for use across your own channels.

TWENTY-FIVE YEARS.
TWENTY-EIGHT ORIGINAL WORKS.
NO PERMANENT HOME — UNTIL NOW.

Promotional requirements - both directions

- A multi-year commitment where possible
- An agreed payment schedule, ideally annual in advance
- Nominated relationship contacts on both sides so it's actively managed, not left to drift

LRT delivers	Sponsor delivers	Deadline
Logo on all event materials	High-res logo + one-line descriptor	3 weeks before
Named in EDM + socials	Approved copy + tag handles	3 weeks before
In-venue presence	Any physical materials / product	1 week before
Post-event photos	Amplify from their channels	Within 1 week after

A Partnership With Impact

By sponsoring an event at 21 Shepherd, you're helping sustain one of Sydney's few remaining independent, artist-led cultural spaces while bringing memorable experiences to your team, clients and community.

Interested? Get in touch to discuss upcoming sponsorship opportunities.

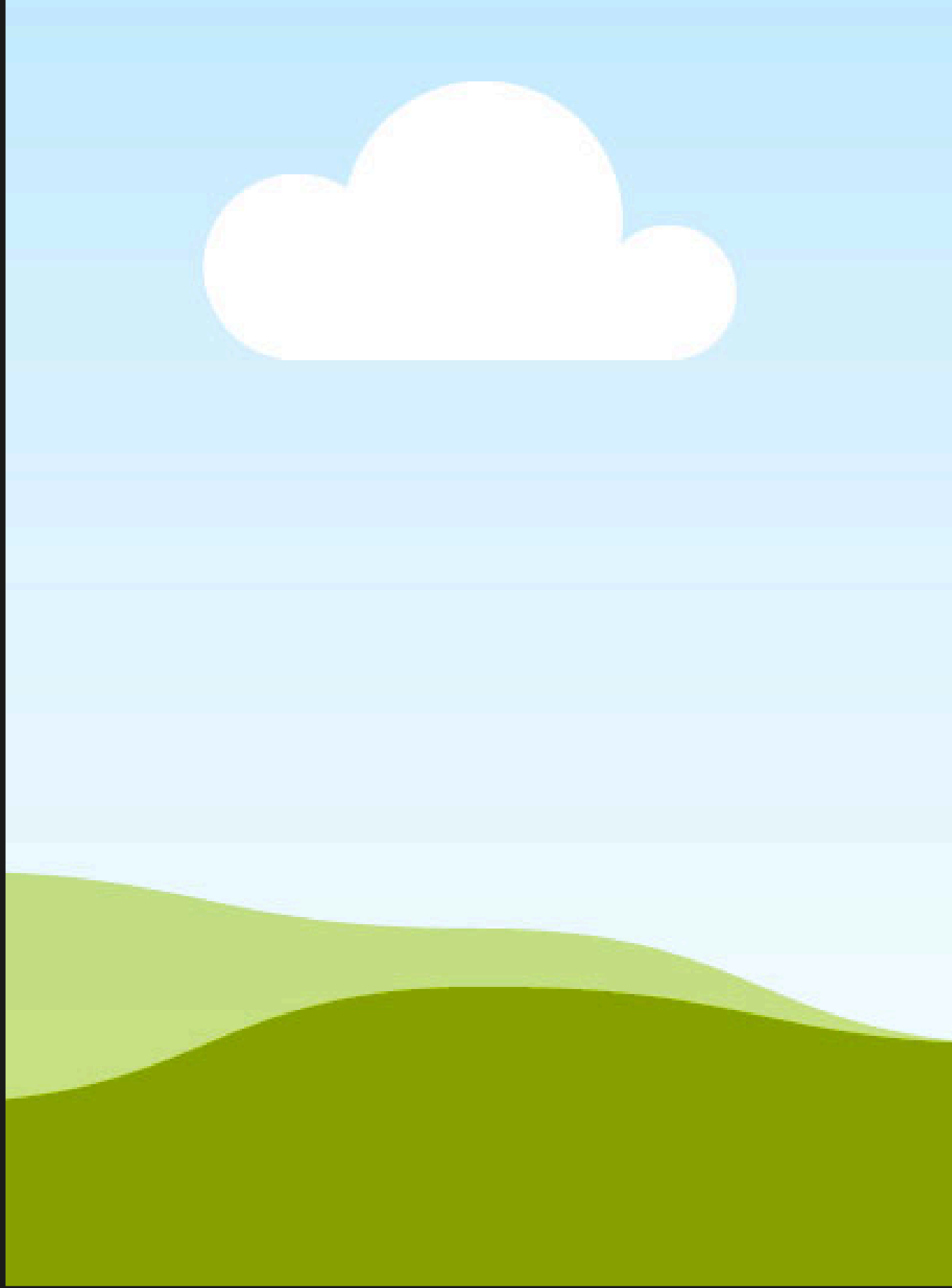
CONTACT: Kalinda Atkinson | info@livingroomtheatre.org

WWW.LIVINGROOMTHEATRE.ORG

TAKE TIME TO LOOK AT THINGS DIFFERENTLY.

The
Living
Room
Theatre

21
SHEPHERD



The
Living
Room
Theatre
Est. 2000

Corporate Shepherd Partnership

Safeguarding the whole flock: the artists,
the audiences and the building itself.

Twenty-five years.
Twenty-eight original works.
No permanent home — until now.

CORPORATE SHEPHERD PARTNERSHIP

Safeguarding the whole flock: the artists, the audiences and the building itself.

A Corporate Shepherd is a valued partner contributing \$5,000 or more annually to support the ongoing work of The Living Room Theatre.

Corporate Shepherds play a vital role in safeguarding the entire creative ecosystem: the artists, the audiences, and the venue that brings them together. Through tax-deductible contributions and, where possible, multi-year commitments, Corporate Shepherds help ensure that ambitious artistic work can thrive and reach the community.

CORPORATE SHEPHERD BENEFITS

All Corporate Shepherds receive the same core benefits as individual Shepherds, alongside opportunities specifically designed to support corporate engagement and brand alignment.

NAMING RIGHTS

The option to attach your name to a commission, a season or a space in the building

INVITATIONS

to development rehearsals, previews and opening nights

SIT DOWN

Annual sit down with the artistic leadership team

RECOGNITION

as a lead supporter, or full anonymity if you prefer

"The question isn't whether LRT deserves a permanent home. It's what it costs us all if independent performing arts doesn't have one."

CORPORATE PARTNERSHIP BENEFITS

On top of the standard Shepherd benefits, a corporate Shepherd receives the things that make the partnership work for a company: staff engagement and reputational value:

STAFF EVENTS

Host one or two exclusive staff experiences each year at 21 Shepherd, providing meaningful access to artists and creative work.

ARTIST TALKS AND CULTURAL SALONS

Offer your team a memorable cultural experience through artist-led conversations, presentations or intimate salon events.

PROGRAM ASSOCIATION

Align your organisation with a specific artistic program, such as:

- Birds of a Feather
- Music programming
- Youth workshops
- New work development initiatives

Reputational alignment: public association with a respected, values-driven independent arts organisation.

SUGGESTED CORPORATE SHEPHERD LEVELS

Within the Shepherd tier (\$5k+), corporates naturally give at higher levels. Frame the ask around what the gift makes possible rather than a rigid ladder:

Level	What it makes possible
\$5,000 - \$9,999	A Shepherd. Supports commissions and the building. Full Shepherd benefits + one staff evening.
\$10,000 - \$24,999	Takes a new work from first idea to opening night. Named association with that work + artist salon for staff.
\$25,000+	Keeps the doors open: rent, power, insurance for a month. Lead partner recognition + full activation.

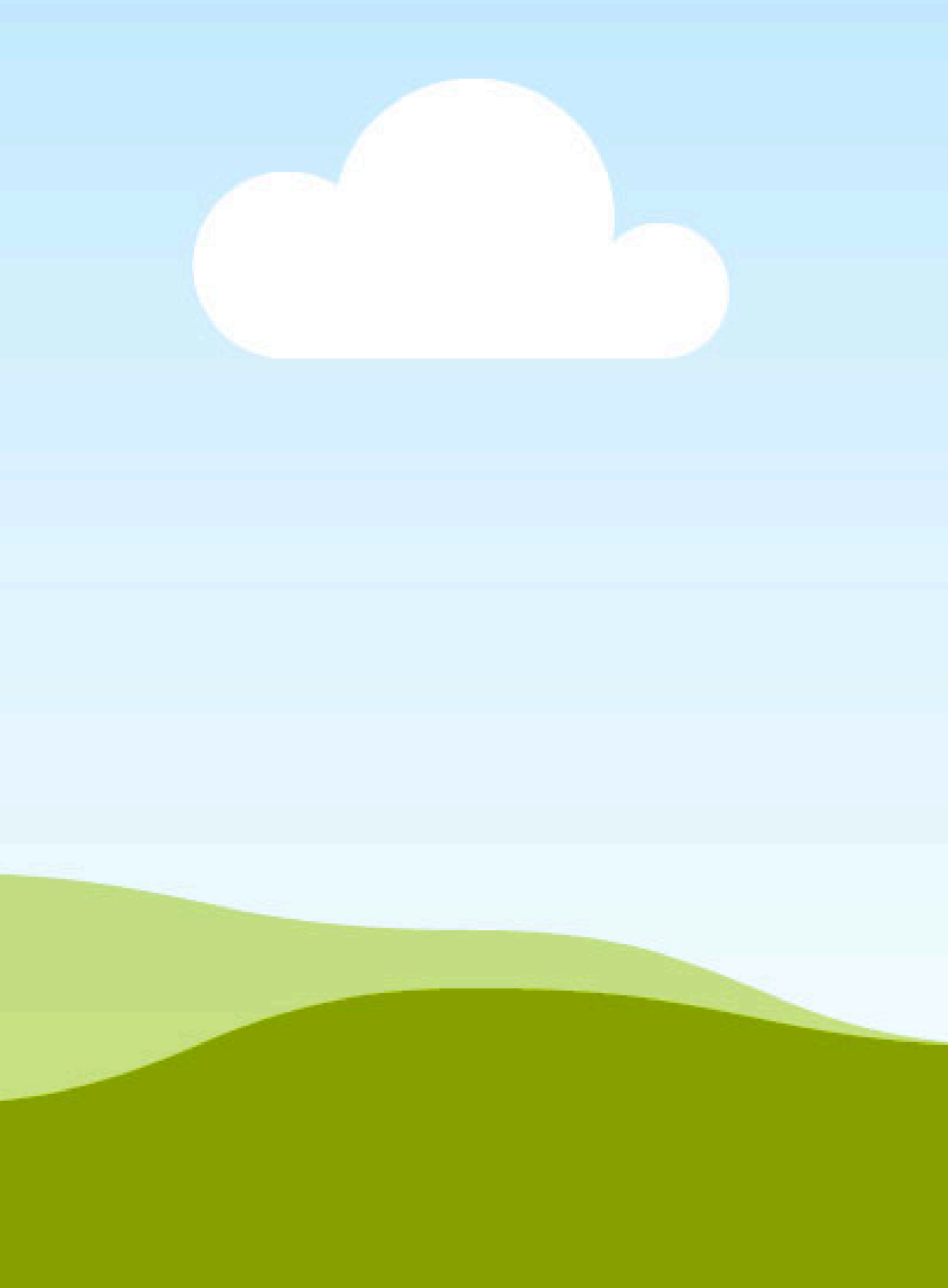
What the corporate Shepherd commits to:

- A multi-year commitment where possible
- An agreed payment schedule, ideally annual in advance
- Nominated relationship contacts on both sides so it's actively managed, not left to drift

LRT delivers	Shepherd delivers	Deadline
Logo on the website	High-res logo + one-line descriptor	2 weeks before finalising partnership
Collaboration post copy	Collaboration post approval	2 weeks before finalising partnership
Media announcement	Media announcement, optional	2 weeks before finalising partnership

Become a Corporate Shepherd

Partner with us to champion artists, engage audiences, and help create a thriving future for independent arts and culture. Together, we can make extraordinary creative experiences possible.



Take time to look at things differently.

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