

PERTH
THEATRE
AND CONCERT
HALL

125 *Live!*

A celebration of 125 years of entertainment in Perth

SPONSORSHIP PACK





About 125 Live!

Saturday 6 + Sunday 7 September 2025

2025 is a milestone year for Perth Theatre and Concert Hall, with Perth Theatre turning 125 and Perth Concert Hall turning 20. To celebrate these birthdays, we're throwing a street party for the people of Perth & Kinross!

On Saturday 6 and Sunday 7 September 2025, an award-winning team of local, national, and international artists will transform Mill Street into a musical and theatrical menagerie. Capturing the hearts and minds of the people of Perthshire and beyond, *125 Live!* will be an all-day, one-of-a-kind event where our communities connect, en masse, through the power of the performing arts.

Taking place across three live stages, reaching from Perth Theatre Courtyard to Perth Concert Hall Plaza, this outdoor spectacular will programme classical, contemporary, musical theatre and trad stars alongside much-loved local groups and societies. Cutting-edge projections and special effects will envelop audiences by animating the surrounding buildings and structures, and the show will culminate in a dazzling pyrotechnic display.

Ensuring a proper street party experience, food stalls from local suppliers will also be on site and a bar service will be available from both venues.

To maximise accessibility, feeds from each stage will be on pop-up screens for crowds to get close-up viewing of their favourite performers. Additionally, a full livestream will be available through the Perthshire Box Office for those unable to attend including our care home partners, those supporting other vulnerable groups and for fans further afield, across the UK, who, based on their location or circumstances, are unable to travel.

For younger audiences, our Learning & Engagement team, alongside Culture Perth & Kinross and Live Active Leisure, will provide a programme of free daytime activities and workshops, plus performances from our award-winning Gig On A Truck and new Perth Theatre Pop-ups.

We're seeking sponsors

Your chance to help make *125 Live!* a showstopper

Putting on a spectacular street party will take resources. Along with bringing our technical and artistic expertise, we're brimming with enthusiasm to make this a weekend that Perth and its people will be talking about long before the event, and for a long time after...

You can be a part of this buzz. We're looking for partners and sponsors who can offer their support to help ensure *125 Live!* is a showstopper.

We are offering a variety of prepared partnership and sponsorship options, making it easy to get involved. Though, we welcome any interest and are more than willing to collaborate on tailored proposals and one-of-a-kind packages.

In return, this is an opportunity for you to:

- Align yourself with Perth & Kinross' leading cultural service provider, and major contributor to the night-time economy
- Raise awareness of your brand through recognition in our event publicity and promotion, across email, social media, and on our website
- Receive prime brand exposure at and during *125 Live!*, positioning your brand in front of an influential audience of loyal supporters, local residents, visitors, our Board of Trustees, and business and charity leaders from across the UK

‘We can't thank everyone enough for their support in helping Perth Theatre give young people and community participants from across Perth & Kinross the opportunity to play a part in the life of the theatre.’

Vanessa Rawlings-Jackson, Chair, Perth Theatre and Concert Hall Board of Trustees



Participation Options

For activity providers and food vendors interested in stalls and operational space at 125 Live!

For family activity providers

Secure a weekend space on-site to bring all the fun of the fair to our young family visitors during our daytime activities.

Balloon animals, bouncy castles, face painting and traditional games... roll up, roll up and give us your best shot!

All set-ups must be fully licensed and self-sufficient.

Prices from: £100

For food vendors

Secure a weekend space on-site to serve food for our daytime and evening party goers.

From savoury to sweet treats, we want to provide variety to cater for diverse tastes.

All set-ups must be fully licensed and self-sufficient.

Prices from: £250



Let's talk further...

**There's never been a better time to partner together,
for the benefit of our communities**

Along with the options presented within this pack - and in the spirit of *125 Live!* celebrating our fantastic city and its people - we warmly welcome any interest from organisations across our city and region in forming longer-term supportive relationships.

We could explore future involvement in our wider programming of events across both our venues and in community settings - making culture and the arts essential to our communities, together.

Get in touch with Perth Theatre and Concert Hall's Development Team for a confidential open conversation:

[*development@perththeatreandconcerthall.com*](mailto:development@perththeatreandconcerthall.com)

