

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



Partnership Options

Play a key part in Perthshire's biggest event in 2025

Gold Partners

Sponsor one of our three stages, experience a behind-the-scenes venue tour with our Director and enjoy an advance meet and greet with the artists selected to perform. You will also receive 20 complimentary guest tickets with 'golden circle' access to front row viewing and an invitation for all to attend our VIP reception. First tier brand exposure will be included on all pre-event marketing, in print and online, plus on-site banner and media advertising via our livestream and take-home recording for the duration of the event.

£7,500

Silver Partners

Sponsor one of our three stages and experience a behind-the-scenes venue tour with our Director. You will also receive 15 complimentary guest tickets with 'golden circle' access to front row viewing and an invitation for all to attend our VIP reception. Second tier brand exposure will be included on all pre-event marketing, in print and online, plus on-site banner and media advertising via our livestream and take-home recording for the duration of the event.

£5,000

Bronze Partners

Sponsor one of our three stages and receive 10 complimentary guest tickets with 'golden circle' access to front row viewing and an invitation for all to attend our VIP reception. Third tier brand exposure will be included on all pre-event marketing, in print and online, plus on-site banner and media advertising via our livestream and take-home recording for the duration of the event.

£2,500

Specialist Partnerships

Support a specific element of *125 Live!*

Programming Partners

Sponsor a stage of your choosing and enjoy an exclusive opportunity to attend a meet and greet with the artists selected to perform! You will also receive 30 complimentary tickets and headline brand exposure, plus all other Gold Partner benefits.

£10,000

Pyrotechnic Partners

Sponsor our pyrotechnic display in an exclusive opportunity to add some sparkle to the event. Enjoy attendance at our planning meetings to access a sneak peek of the display plans! You will also receive 30 complimentary tickets and headline brand exposure, plus all other Gold Partner benefits.

£12,500

Commissioning Partners

Set the tone for the evening by sponsoring our newly commissioned anniversary overture and enjoy an exclusive meet and greet with the artists along with attendance at open rehearsals! You will also receive 30 complimentary tickets and headline brand exposure, plus all other Gold Partner benefits.

£15,000

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)

