

A large crowd of people is seen from behind, filling the foreground and middle ground. They are looking towards a stage where a band is performing. The stage is lit with blue and white spotlights. The band consists of a singer, a guitarist, and a drummer. The overall atmosphere is that of a live music event.

# Horsecross Arts

Perth Concert Hall + Perth Theatre

# Corporate Sponsorship

# It's good for business

We know that sponsorship has to be a sound business move, as well as socially responsible.

A partnership with Horsecross Arts offers you a unique opportunity to advertise your brand within two highly popular city-centre venues.

We can help you deliver amazing experiences for your staff, clients, investors and shareholders whilst making a real difference to the communities of Perth and Kinross.

All sponsorships are bespoke, high-quality and ensure excellent value for money.

*'We were delighted to support Horsecross Arts—Perth Concert Hall and Perth Theatre. They made the process of drafting up the agreement incredibly straightforward and were very flexible with regards to the benefits to our business compared to the support we would be offering. This was the first time we had offered support to an organisation like this, and we hope to have a long-standing relationship with Horsecross Arts.'*

Drygate Brewing Co.





Our year-round programme means you can entertain and build relationships whenever it suits your business needs.

You can host your own events, giving your guests exclusive access to incredible ‘money can’t buy’ experiences, including opportunities to meet artists, behind-the-scenes access and the best seats in the house.

We will maximise the drip effect across the year, giving you access to our audiences through promotion in programmes, print and our venues.

Our team will dedicate time to understanding your objectives and use their inside knowledge of our programme to put together the perfect package.

We have a reputation for delivering multi-year sponsorships with a high retention rate.

# How does it work?





# We are Horsecross Arts

We are the multi-award-winning, charitable Scottish arts organisation formed in 2005 to launch the world-class Perth Concert Hall and revitalise the historic Perth Theatre.

Located in the centre of the City of Perth, at the gateway to the Highlands, we present a year-round programme of varied artistic events, serving both an urban and large rural population.

We are a multi-art form cultural and community hub: classical music, contemporary music, theatre and dance. We create inclusive participatory arts projects people of all ages and abilities, with different backgrounds and from diverse communities.

To find out more information, get in touch with Thomas by emailing [thomaskn@horsecross.co.uk](mailto:thomaskn@horsecross.co.uk), or calling 01738 477749.







Registered Scottish charity no.: SC022400  
Registered address: Perth Concert Hall  
Mill Street, Perth  
PH1 5HZ

Credit: Douglas McBride