

**GET INTO**

**THEATRE**

**MEDIA PACK**

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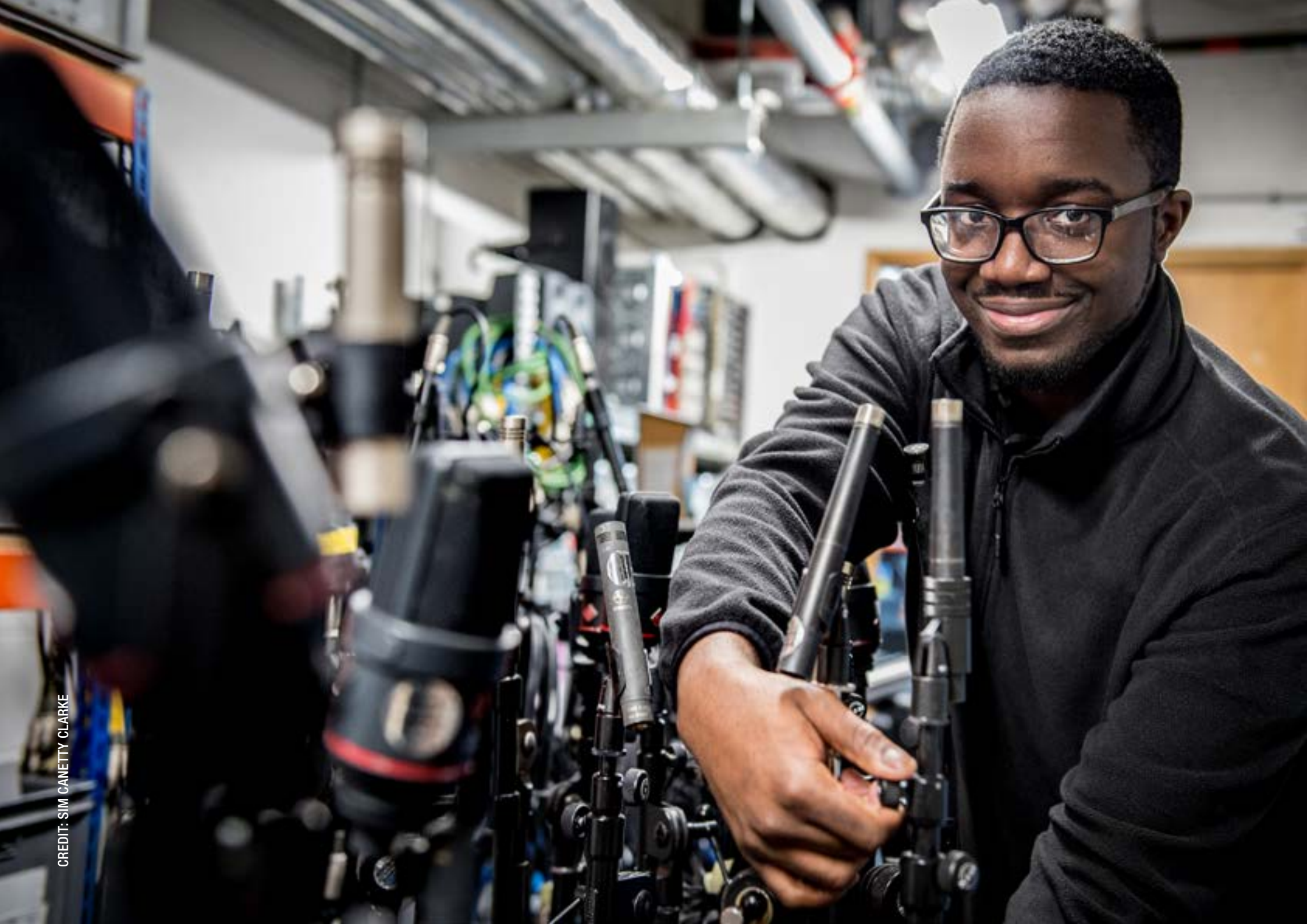


Andrew  
Lloyd  
Webber  
Foundation



PRODUCED BY

**THE STAGE**



CREDIT: SIM CANETTY CLARKE

## ABOUT

Get Into Theatre has been established to provide an unrivalled resource for young people to find out about all the different career options in theatre.

This resource is particularly aimed at groups currently under-represented within the theatre industry including those from black, Asian and ethnic minority backgrounds, low income households and those who identify as D/deaf or disabled.

The website includes training courses, work experiences and funding opportunities, as well as all the essential advice needed to pursue a successful career in theatre.

Get Into Theatre is produced by The Stage, and generously supported by the Andrew Lloyd Webber Foundation and UK Theatre/Society of London Theatre.

**[getintothatre.org](http://getintothatre.org)**



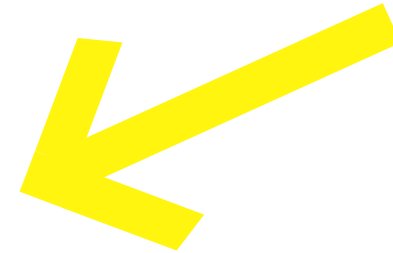
## MISSION

We believe that all young people - no matter who they are - should have the same access to the same career opportunities in the theatre industry. Many people do not know about all the job options in theatre or the different ways to make a start in a theatre career. This needs to change.

We believe everyone should have easy access to current information on:

- Training, studying and apprenticeships
- Funding, scholarships and awards
- Experiences that help development

Align your organisation with Get Into Theatre to help make the theatre industry more accessible, and to ensure your opportunities are reaching the most diverse pool of candidates possible.





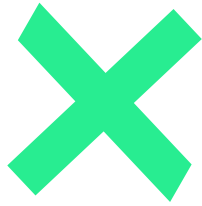


## OUTREACH

We're working with a number of strategic partners to ensure Get Into Theatre reaches a wide array of young people from all backgrounds.

These organisations include:

- **Arts Council England** is promoting Get Into Theatre to its bridge organisations, Artsmark schools and youth theatre programmes.
- **The National Theatre** education department is supporting us with its digital and schools youth theatre programmes and teacher conferences.
- **The Creative Careers Programme**, a national government funded careers website, will sign-post any young people interested in theatre careers to [getintothatre.org](http://getintothatre.org)
- **National exam boards** for creative and STEM subjects including Edexcel, EDUCAS, AQA and University of the Arts London.
- **Schools charities** including London Drama and National Drama are promoting [getintothatre.org](http://getintothatre.org) to their schools networks.
- **Major theatres** from across the UK including Leeds Playhouse, Birmingham Rep, National Theatre Scotland and National Theatre Wales.
- **Job Centres Plus** are supporting the launch and are sharing Get Into Theatre with its nationwide network of job centres.



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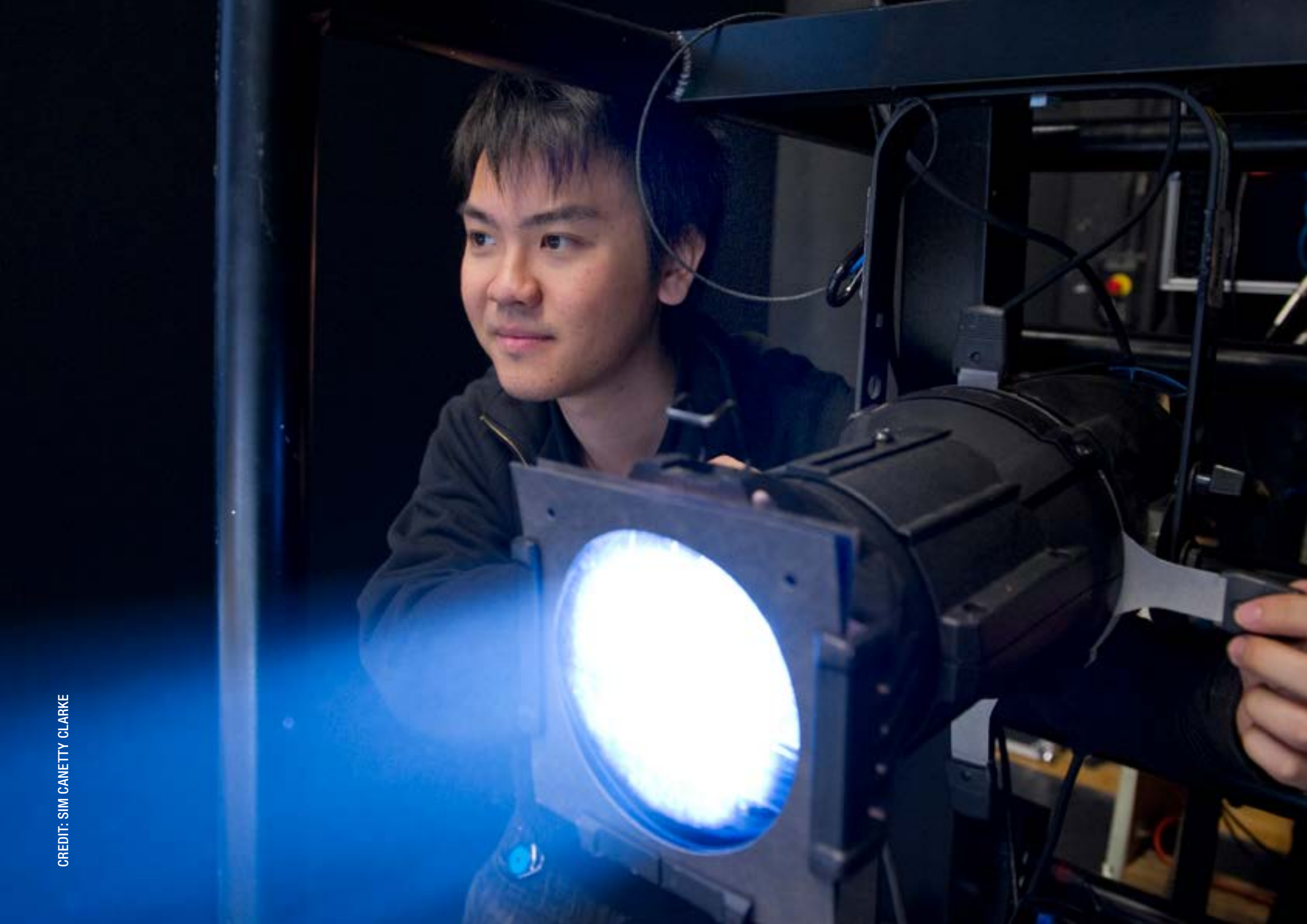
## ENHANCEMENTS

Make your opportunities stand out and give them the best possible reach by upgrading your listings. Basic course information is uploaded as standard, but to make sure your course is discovered by candidates searching the website you should enhance your listing.

An enhanced listing includes:

- Appearing at the top of relevant search results
- Increased engagement by adding video or photo content
- Detailed course descriptions to further interest
- Downloadable information such as a prospectus
- Direct links to more information on your website





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# RATE CARD

**GET INTO  
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	BASIC CONTACT DETAILS & HOME PAGE LINK	LOGO	GALLERY	DOWNLOADABLE ASSETS	DETAILED COURSE DESCRIPTIONS	DEEP LINK TO COURSE	PRICE	COST PER COURSE
<b>BASIC LISTING</b>	✓	✗	✗	✗	✗	✗	Free	N/A
<b>1 FEATURED LISTING</b>	✓	✓	✓	✓	✓	✓	£495	£495
<b>5 FEATURED LISTINGS</b>	✓	✓	✓	✓	✓	✓	£995	£199
<b>10 FEATURED LISTINGS</b>	✓	✓	✓	✓	✓	✓	£1295	£129.50
<b>UNLIMITED FEATURED LISTINGS</b>	✓	✓	✓	✓	✓	✓	£1695	N/A
<b>INDIVIDUAL ENHANCEMENTS</b>	N/A	N/A	£199	£199	£299	N/A	All priced individually	N/A

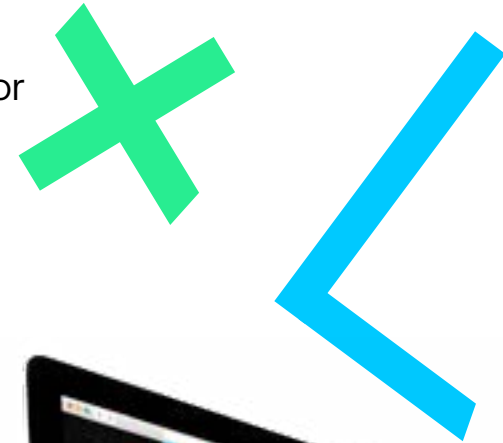
# DISPLAY – BANNERS

**GET INTO  
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Stay at the forefront of users' minds with eye-catching banner adverts shown across the site. Your adverts can be made by our in-house designer to your brief, or you can provide existing collateral.

All advertisers are subject to an approval process for this site, and approved banners will be shown in rotation with other advertisers.

	<b>COST</b>	<b>TIMESPAN</b>
<b>BANNERS</b>	<b>£450</b>	<b>Per week</b>
	<b>£1500</b>	<b>Per calendar month</b>



# GET INTO THEATRE

Get in touch to find out how we can help your opportunities reach the widest range of candidates possible:

## Janice Rosslee

Sales Manager

Janice@thestage.co.uk

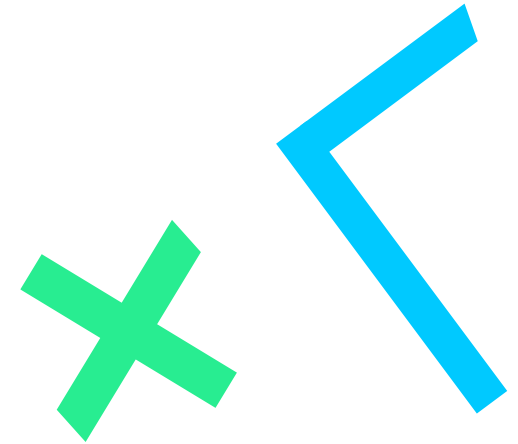
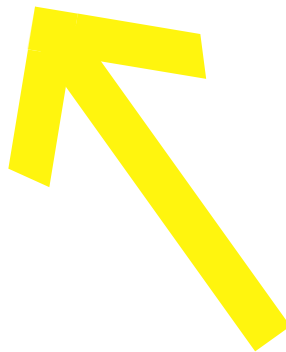
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