

THEATRE TOKENS BRING IN A BIGGER AUDIENCE

Earn commission on sales and attract more people to your theatre.

- Extra source of income
- Attract new audiences
- No upfront costs
- Increase spend in your theatre



The magical
gift of theatre

Tokenline 0844 887 7878
www.theatretokens.com

Theatre Tokens open the door to some of the world's greatest theatre. They're a fantastic year-round present – and the perfect product to sell at theatres everywhere.

All revenue generated by Theatre Tokens is invested in supporting theatregoing throughout the country. By selling and accepting Theatre Tokens at your venue, you will not only be helping UK theatre but also developing new audiences for your own theatre.

They'll get the magic and exhilaration of live entertainment. You'll earn commission – and only pay for the Theatre Tokens you sell.

Theatre Tokens: how they work

Theatre Tokens are available in denominations of **£5**, **£10** and **£20**. They're the only nationwide theatre voucher and – unlike many other gift vouchers – there's no expiry date.

More and more people are discovering they're the perfect gift for family and friends. They're especially popular at Christmas, but other special occasions including birthdays, Mother's Day, weddings, anniversaries and graduations see steady sales and redemptions throughout the year.

Getting started

We'll provide you with everything you need – and help you manage your sales too. Our simple, online system gives you real-time control over your sales reporting. We'll also supply you with presentation wallets, gift envelopes and a range of promotional materials – all free of charge. And we'll keep supporting you throughout the year with high-profile advertising campaigns, magazine promotions and PR activity to help increase your sales and redemptions.



The magical gift of theatre



“The Theatre Tokens scheme has brought new audiences into our theatre and increased revenue. Managing sales and redemptions is straight-forward and very little space is required to stock the Theatre Tokens.”

Alison Gorman, Box Office Manager, Theatre Royal, Newcastle Upon Tyne

Attract new audiences

Almost 50% of Theatre Tokens purchasers buy Theatre Tokens for people who are not regular theatregoers. Around 25% of Theatre Tokens recipients will redeem their Theatre Tokens at a theatre they have not visited before. So what better reason for your theatre to participate?

Source: SOLT research



SHARE THE MAGIC

To get in on the act, or find out more, just call us on **0844 887 7878**, visit **www.theatretokens.com** or email **enquiries@theatretokens.com**