

Sponsorship Guide 2022

The International Dublin Gay Theatre Festival is a unique annual event, celebrating positive LGBTQ+ identity through theatre and the contribution of gay people, past and present, to the arts.

The festival was founded in 2004 by director Brian Merriman to mark the 150th anniversary of the birth of Oscar Wilde, with the aim to create new opportunities for visibility and affirmation of emerging LGBTQ+ artists and theatrical works.

Now in its 19th year, the festival has grown to become the largest event of its kind in the world. With an emphasis on promoting recent works with a broadly gay theme or relevance, the festival endeavours to present an exciting and diverse range of Irish and international productions that welcome audiences of all ages and sexual identities.

Each year, several venues across Dublin City Centre become host to Irish, European, and world premieres of first class drama, music, and comedy. As we enter 2022, we have presented over 5,000 performances from Ireland and the five continents of the world. Our festival patrons are Senator David Norris, esteemed Irish playwright and Academy Award nominee Emma Donoghue. Kathleen Warnock, Margaret Van Sant, and Mark Pollard are our international ambassadors in New York and London, respectively, who have worked tirelessly to promote the festival and help establish Dublin as a major centre of gay theatre. In 2020, our patron, Tony Award-winning theatre playwright Terrence McNally sadly passed away.

Be a part of this unique event

The Festival presents two weeks of music, comedy, drama, and dance, carefully curated from over 100 applicants from all five continents every year. Our previous collaborations with the King's Head Theatre in London, and The Other Side of Silence, New York's oldest, most-esteemed LGBTQ+ Theatre Company, demonstrates that Dublin is an internationally recognised hub for celebrating the LGBTQ+ identity through theatre as an art form.

Despite this incredible profile worldwide, we still operate as a non-profit 100% voluntary effort, unequalled by any other event of this scale and calibre. Our visiting companies make great sacrifices to come to Dublin. We rely on your support to provide them with a platform - to have their stories be heard and affirm their LGBTQ+ theatre.

Key Sponsorship

A tailored sponsorship package

- Co-title sponsorship
- Product placement at the Festival's venues, including merchandise and t-shirts for volunteers, etc.
- A full colour A6 advert in our brochure of which 10,000 copies will be distributed as part of our 2022 Festival
- Branding placed on promotional materials, Festival posters, advertisements including broadsheets, outdoor and any other media ads
- Branding at all media, public launches and in all press releases
- Branding at designated corporate opening nights
- Branding at the Gala Night and Gala Awards Ceremony and the opportunity to present a festival award
- Inclusion on our website
- Regular mentions on our Facebook and Twitter as well as branding in our regular 'e-zine' newsletters

Event Sponsorship

Sponsor an event or a performance night Exclusive Gala Opening Night for customers and clients (first performance, at group rate)

- Exclusive Gala Opening Night for customers and clients (first performance, at group rate)
- A branded public or media launch or opening or closing party for a show of your choice
- Logo branding placed on Festival posters, advertisements including media, outdoor and ezines
- Logo in our Festival brochure of which 10,000 copies will be distributed before & during the Festival
- Inclusion on our website
- Branding at the Gala Night and Gala Awards ceremony
- Presentation by your representative to the award Winner

- 4 tickets to the Gala Awards Night and after party

Support the festival & promote your business

A colour advert in our A6 brochure, of which 10,000 copies will be distributed as part of our 2022 Festival & promotion at each festival performance.

Half Page €300

Full Page €500

Web advert/logo €250

You can also personally support the festival by becoming

A Member of our Director's Circle

- 2 tickets for the Gala Night
- 2 tickets for each week's Opening Night Show
- Copy of current limited edition book
- Name on our website and on credits
- Priority for special offers and events

A Supporter

- 2 tickets for the Gala Night
- Copy of our current limited edition book.
- Name on our website
- Priority for special offers and events

A Festival Friend

- 2 tickets for one Opening Night performance of your choice
- Name on our website
- Priority for special offers and events

www.gaytheatre.ie

@GayTheatre on [Facebook](#), [Instagram](#), and [Twitter](#)

