

Theatr Iolo



Theatr Iolo is the leading Welsh children's theatre company, creating high quality experiences that are stimulating, surprising and meaningful for children and their adults



Theatr Iolo now needs your help in our next venture. We will be performing live outdoor theatre shows from our new travelling theatre and we need extra financial support to deliver free activities and creative play packs to families in need.

Read on to find out how you can help support this project and spread a little bit of kindness and happiness during this difficult time.

Theatr Iolo Highlights

Between April 2016 – April 2020

- 43 productions
- 108 Welsh venues
- 27 English venues
- 269 performances within Wales
- 381 performances elsewhere
- 14,514 children and young people attended a Theatr Iolo show
- 14,826 adults attended a Theatr Iolo show

You can find out more about us from our website;
www.theatriolo.com



Theatr lolo's response to Covid 19 crisis

Whilst theatrical venues have been closed, Theatr lolo has offered a range of digital content including; production screenings and storytelling films on youtube, audio plays on our podcast channel, a young playwrights competition and creative learning programmes for home learners and school hubs.

Theatr lolo also created and delivered an outdoor show for babies in September 2020 in Cardiff. Working within the current restrictions at that time in terms of mass gatherings, *Baby, Bird & Bee* had a run of 18 performances to audiences in socially distanced seating pods. It was targeted at family bubbles who had babies aged 3-18 months, many of whom were born during lockdown. It was a huge success with most shows selling out and an average capacity of 94% overall.

We now want to use what we learnt during *Baby, Bird & Bee*, to offer more live theatre performances for children and their adults where we can.

The future for theatre venues and the arts industry is very uncertain. Most venues are not looking to re-open until at least April 2021, even when they do, we have to assume there will still be social distancing and restricted capacity for audiences. We will still have risks of local and national lockdowns, making touring very difficult and financially risky.



Theatr Iolo's Travelling Theatre

We have recently been awarded a Cultural Recovery Capital Fund to purchase an exhibition trailer that we are converting into a 'travelling theatre'. This means that we can take live theatre direct to families and schools that are currently digitally poor and have many challenges to overcome in order for them to experience live theatre, even before a pandemic and social distancing restrictions.

During the winter of 2020/21, the Theatr Iolo Travelling Theatre will take to the streets of Cardiff with our Welsh and English language shows that will be performed to socially distanced family bubbles and/or school classroom bubbles.

When restrictions are eased, we will continue to develop new shows for the vehicle and look to increase touring throughout Wales to venues, schools, festivals, events and other suitable outdoor spaces.

We are looking to supplement the live performances with digital content and free creative learning packs to offer additional families and schools the opportunity to engage. These free Creative Play Packs will give children craft materials, tools and creative play ideas based on the themes explored in the live theatre show.



Image of The Wonderful World of Mr E. by
Dizzy O'Dare to give an idea of style

The impact of the arts

A survey of over **23,000** children and young people, conducted by the Children's Commissioner for Wales, found that during the pandemic;

- **53%** of young people in Wales expressed sadness about missing experiences at school they were looking forward to.
- **69%** of children and young people aged 7-18 felt sad some or most of time during the pandemic, whilst 51% felt worried.

- ❖ With theatres across Wales closed, our production offers schools an opportunity for their learners to experience live performances in the safety of their school grounds.
- ❖ Our production will be a magical experience that offers escapism from day to day worries and a chance for families to create happy memories together.
- ❖ Our production will provide audiences with an opportunity to come together to participate in a shared experience with friends and family, helping to combat isolation and leading to feelings of connection with the local community.
- ❖ Our production will seek to access communities who may not have otherwise had the means or opportunity to attend a live performance before.
- ❖ Our Creative Play Packs will seek to highlight the importance of kindness and friendship – something we believe is crucial for getting through this difficult time together.





Raise your business profile and reach more families

For our first Travelling Theatre production, we hope to perform at least 24 performances for free or largely subsidised tickets to approx. 750 to 1000 children and their adults in low income areas of Cardiff, depending on the audience restrictions in place at the time.

We have the majority of the funding for the Travelling Theatre, but this is your opportunity to help us extend our reach to more children and provide free Creative Play Packs to hundreds of families in need and spread a little joy during these difficult times.

As part of this unique sponsorship package your benefits could include;

- Acknowledgment that your organisation will be named as a sponsor of the Theatr Iolo Travelling Theatre and the Creative Play Packs.
- Your organisation name and logo will be positioned on all public facing communications (website, media releases, e-flyer, print, social media) related to the Travelling Theatre.
- Your organisation name and logo on all supplementary digital content and Creative Play Packs.
- Opportunity for your staff and their families to have exclusive access to the dress rehearsal.
- Opportunity for your staff and their families to have a free creative play workshop run by Theatr Iolo.



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To find out more...

To talk more about potential benefits and sponsorship packages, please contact;

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www.theatriolo.com

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