Mayflower



Sponsorship Opportunities
Naming Rights

Mayflower

600,000 visitors

3rd largest regional theatre in the UK

Over 400,000 digital followers

46,707 participation engagements in 2025/26

Tell your story…
by being part of ours

Partner with Mayflower

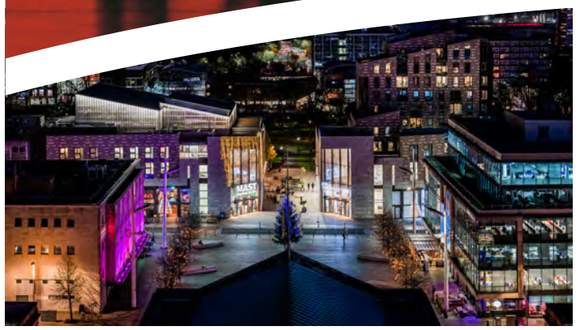
Mayflower Theatre and Mayflower Studios sit at the heart of cultural life in Southampton and the wider region. Together, our venues welcome over 600,000 visitors each year, presenting world-class touring productions, nurturing emerging talent, and delivering life-changing creative experiences for our communities.

We are more than theatre. We are a creative hub, an education provider, a community partner and a cultural leader. We are often the first choice for large-scale West End touring productions whilst also playing a vital role in shaping the region's artistic and social landscape.

As a charitable trust, we also engage with over 46,000 people in the local community each year.

As we look to the future, we are inviting forward-thinking organisations to join us as strategic partners — aligning your brand with creativity, opportunity and meaningful social impact.









Opportunity

Mayflower is offering high-profile **naming rights** to our exciting spaces which will appeal to a range of organisations. From those already embedded in the creative sector looking to cement brands, to those with products and services that would appeal to our customers.

We have high-traffic, high-visibility spaces that form part of every visitor's experience. These areas offer exceptional brand exposure and integration within the social heart of our venues.

Premium, flexible spaces hosting conferences, meetings, corporate entertainment, press events and public hospitality events. These environments offer direct engagement with business audiences and premium client entertainment opportunities.

Additional brand opportunities

We offer creative and sustainable branding opportunities that can be tailored to meet specific sponsor objectives.

Social Impact

Partnering with Mayflower offers far more than visibility. It delivers meaningful, measurable business benefits.

Generating social impact outcomes aligned with Environmental, Social, Governance (ESG) and Corporate Social Responsibility (CSR) frameworks, supporting reporting requirements and stakeholder communications.

Strengthen brand reputation
Align your organisation with one of the region's most respected cultural institutions and demonstrate a visible commitment to arts, education and community development.

Demonstrate Corporate Social Responsibility
Show stakeholders, customers and employees that your business invests in inclusive and accessible cultural experiences for all.

Along with **high impact brand visibility**, access unique engagement opportunities:

- Corporate hospitality
- Client entertainment
- Staff ticket offers
- VIP events and launches
- Staff volunteering opportunities





The social impact of naming a space
Naming a space in our venues is not simply a branding opportunity — it is a lasting investment in creativity, opportunity and community.

Your support will directly enable:

Creative Access
Subsidised tickets and inclusive programming ensuring that cost is never a barrier to experiencing live performance.



Education & Participation
Workshops, youth theatre programmes, school partnerships and outreach projects that inspire confidence, skills development and career pathways in the creative industries.

Community Wellbeing
Projects designed to combat isolation, support young people, and improve wellbeing through creative expression.

Future Talent Development
Through spaces such as our new Rehearsal Studio, your investment supports the development of emerging artists and the creation of future productions.

Sustainable Cultural Infrastructure
Maintaining and enhancing our historic and contemporary venues, ensuring they remain accessible for generations to come.

A meaningful partnership
At Mayflower, sponsorship is not transactional. It is collaborative, strategic and long-term. Each partnership is tailored to align with your business objectives — whether that is brand positioning, employee engagement, community leadership or measurable social impact.

Together we can create a partnership that strengthens your brand whilst sustaining the arts in our region.

Tell your story… by being part of ours

Rehearsal Studio

Mayflower Theatre

A new rehearsal studio opening September 2026.

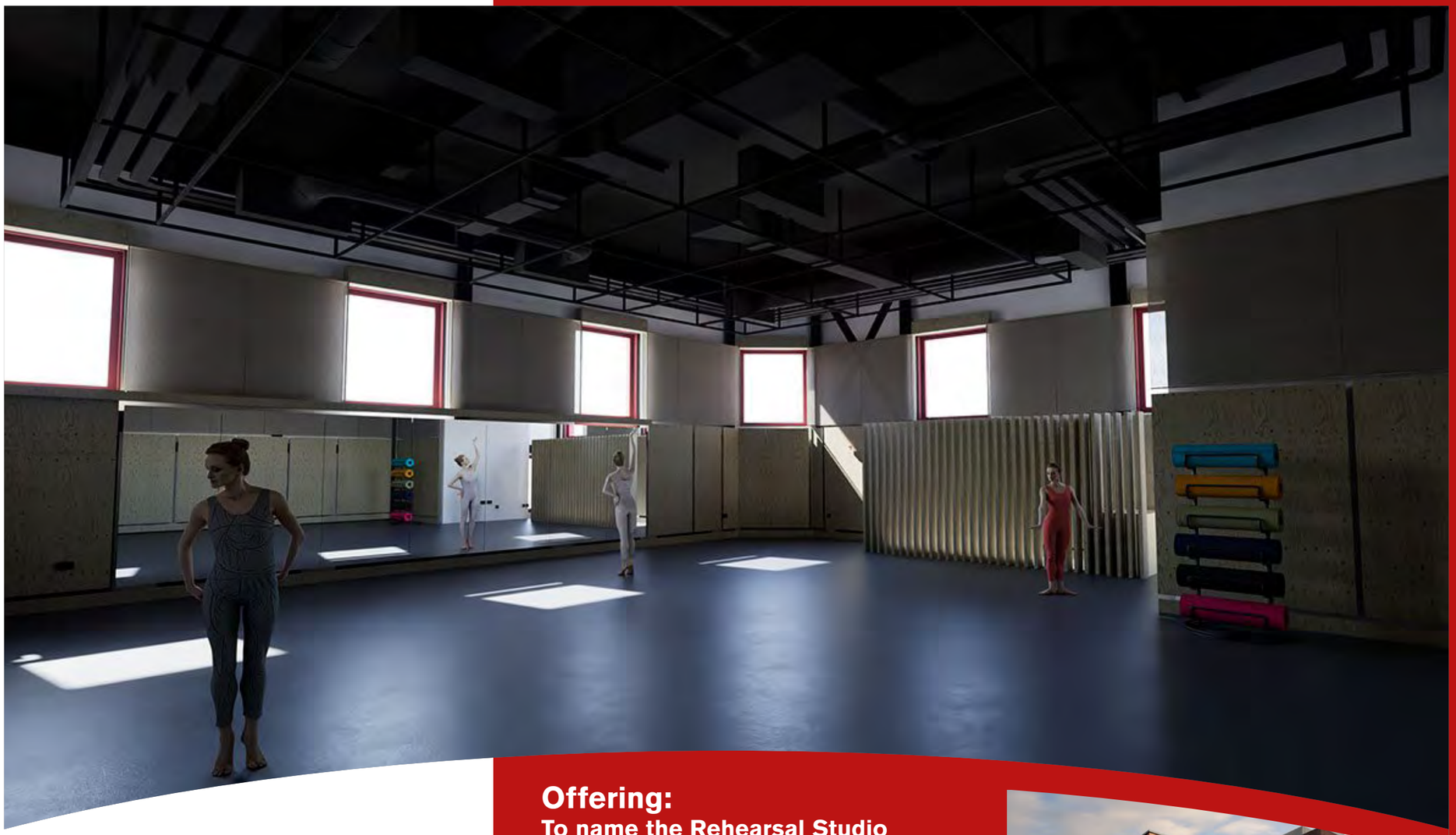
A dedicated rehearsal space to meet the exacting standards of the finest touring productions. This state-of-the-art studio features all the creative requirements for performers and companies alike to rehearse. The studio has direct access to the main stage and easy access to new, fully accessible dressing rooms.

The building has been built with high performance and efficiency in mind to minimise the impact on the environment including a solar array, air source heat pumps, a green roof and a building designed to high-performing standards; reducing energy use by up to 95% for ballet rehearsals.

Audience

Mayflower Theatre presents approximately 350 performances per annum attracting over 540,000 customers from across the region with a typical drive time of 90 mins.

This is a transformational creative space and your opportunity to be permanently associated with artistic excellence, talent development and the creation of new work.



The rehearsal studio will provide essential services for our visiting companies and performers. Additionally, the rehearsal studio will be used for our annual youth projects. These projects attract 100s of young people from across the region who work with professionals developing their talent. Many of which go on to pursue a career in the arts and could be the stars of tomorrow…

Offering:
To name the Rehearsal Studio

We seek interest from organisations who are already known and respected within the sector. Mayflower works with *Cameron Mackintosh*, *Andrew Lloyd Webber*, *Michael Harrison*, *National Theatre*, *English National Ballet*, *Birmingham Royal Ballet*, *Welsh National Opera*, *Disney Theatrical Group, Royal Shakespeare Company* and many more.

You may already provide specialist services to the theatre sector and have established relationship with major producers.







Studio 1

Mayflower Studios

Our main auditorium at Mayflower Studios hosting up to 450 customers per performance. Over 60,000 customers visit the Studios annually.

Mayflower Studios is light, bright, modern and accessible for all, sitting at the heart of the local community.

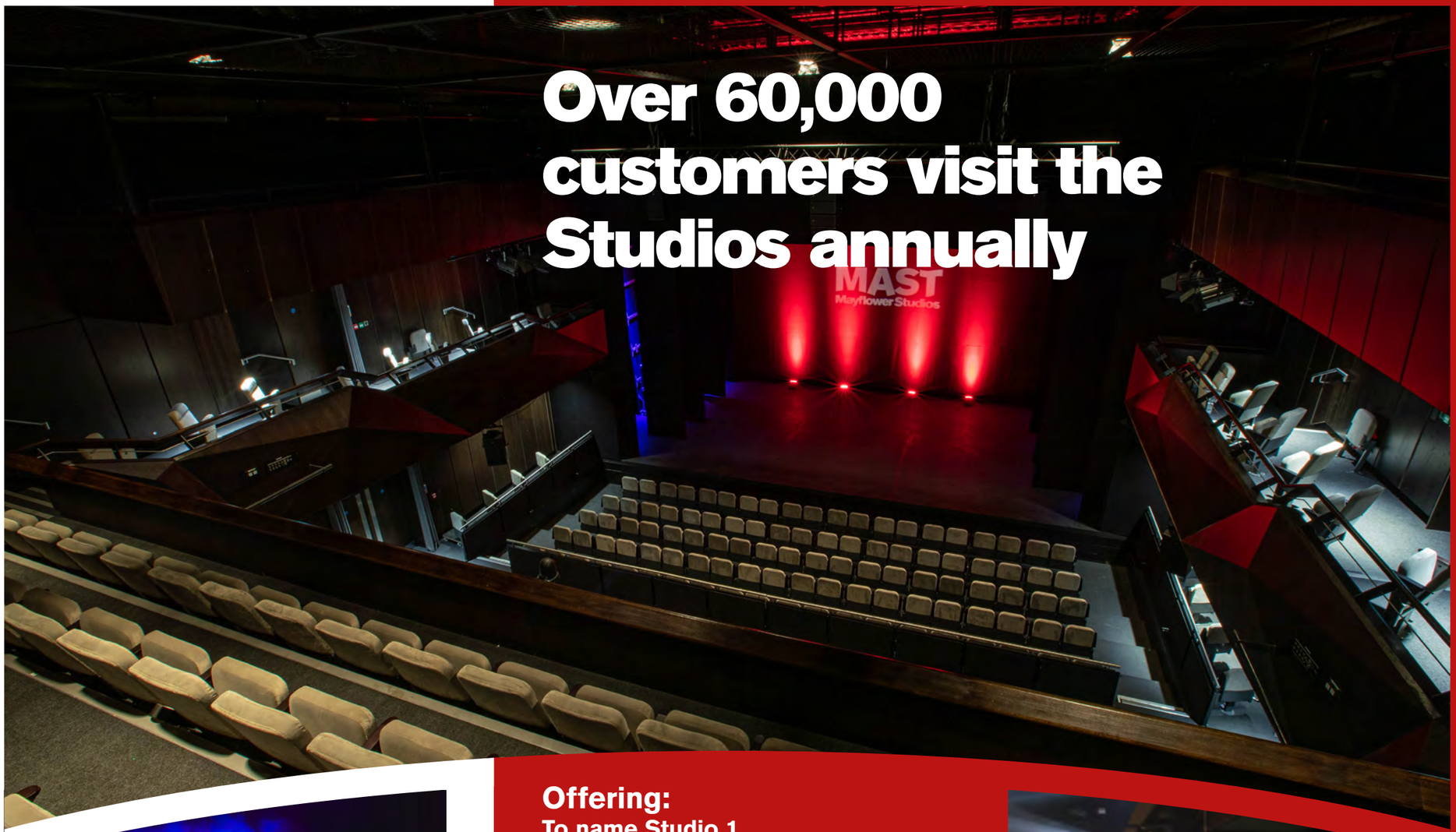
Audience

Studio 1 presents a mix of touring shows and produced work for a diverse audience including:

- Family and young people's shows
- High profile comedy
- Mid-scale musicals
- Plays
- Dance

Audiences come from across the region with a typical drivetime of 50 mins.

Studio 1 also presents an annual Christmas youth musical featuring over 50 local young talented performers playing to an audience of over 4,500.









Offering:
To name Studio 1

We are seeking interest from organisations with a strong connection to Southampton and Hampshire. Studio 1 presents a diverse and exciting range of product from family shows and youth productions to comedy and mid-scale productions.



Empire Suite

Mayflower Theatre

Opening onto the auditorium on the Circle level, this popular suite is steeped in history featuring authentic 1920s wood paneling and a private bar.

The space can hold up to 30 seated or 50 standing.

Audience

This private suite is in demand with organisations looking for meeting spaces or pre-show entertainment and is used for VIP events. Over 1,000 customers have used this space in the past year including high profile businesses.



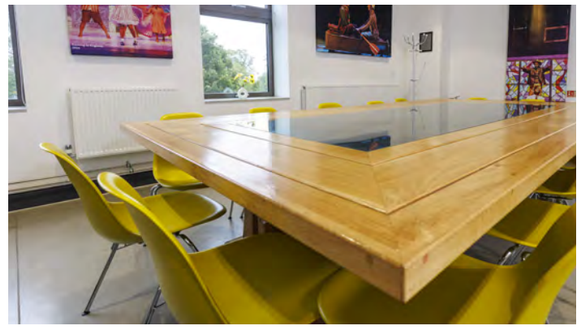
Offering:
To name the Empire Suite

We seek interest from organisations that want to entertain clients, guests and VIPs in this highly visible suite with direct access to the best seats in the house.

We have other high-traffic, high-visibility suites that form part of our visitor's experience which are also available to name. These areas offer exceptional brand exposure and integration within the social heart of our venues.

Event Space/Room	Venue	Capacity
Ovation Suite	Mayflower Theatre	120
Circle Bar	Mayflower Theatre	80
Empire Suite	Mayflower Theatre	50
Executive Suite	Mayflower Theatre	14
Barova Room	Mayflower Studios	12
Accessible Lounge	Mayflower Theatre	N/A





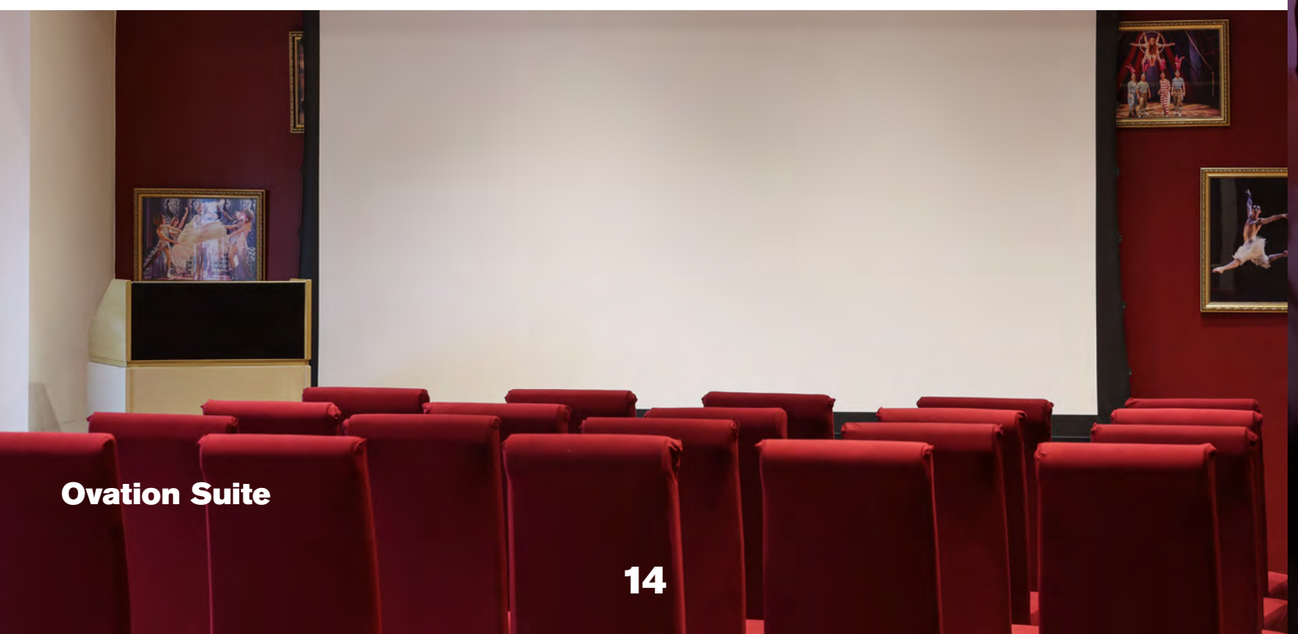












Ovation Suite

A Meaningful Partnership

Secure your naming rights today and put your business in the spotlight.

Contact:
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Scan to find out more about sponsorship

or visit mayflower.org.uk/sponsorship



Mayflower

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