

Glasshouse Partnership Prospectus



Welcome to the Glasshouse

The Glasshouse is an iconic destination, for both locals and visitors alike - a place to be inspired, moved and entertained.

At the heart of Port Macquarie-Hastings cultural life, we are the region's premier arts complex, showcasing the very best in exhibitions, live performance, community engagement, hireable business spaces, heritage and archaeology, and Visitor Information Services.

ANNUAL STATISTICS



181,000 visitors

to the venue



376 events

at the venue



68,000 tickets sold



1,557
memberships
2024 Program



7,246

attended an

Education Program



103
events

delivered by Glasshouse



62 events

delivered by Glasshouse Select Theatre Program



40

community events

held at the venue



41%

patrons visit a local venue

for a drink before or after a show



50%

patrons eat out in a restaurant

before or after a



20%

patrons go shopping

before or after a show



84% ticket buyers

ive in the I GA



With over 375 events and 181,000+ visitors each year, your partnership with the Glasshouse will be on show. You will have access to our loyal, engaged and educated audience through a variety of marketing collateral and social media channels. Whether it's partnering on a single event or an entire program, it's up to you! We offer tailor-made Corporate Partnerships to suit your specific marketing, entertaining and corporate relationship requirements.

While a partnership with the Glasshouse increases brand recognition in the marketplace, it also opens up exclusive opportunities for you and your clients with access to venue hire, tickets to Select Theatre Program and Gallery Events, corporate catering packages and staff incentive options.



Partnership Opportunities

We invite you to consider financial and/or in-kind support, and will work with you to build a bespoke and mutually beneficial partnership. In seeking partnership arrangements for financial and/or in-kind support, Glasshouse Port Macquarie's aim is to enhance the financial sustainability and delivery of its programs, events and services to the community. In turn we will work with your business to help you achieve your goals.

We are looking for partners who support agile innovation, that align with our venue's brand values and that will help facilitate social inclusion for our community.





Have your name up in lights all year as a Glasshouse Select Theatre Program Partner. A fully curated, high quality program of shows, talks, festivals and workshops, our Performing Arts Program has cultivated a loyal following in our community and beyond.

Benefits include:

- Perfectly position your business brand as a direct influence on our region's enhanced cultural reputation and liveability
- Recognition at the Annual Theatre Program Launch event attended by 600
 Glasshouse Members and guests. You will have the opportunity to publicly
 present to all attendees and access complimentary seats for your staff
- Access to an extensive range of marketing materials as well as social media, TV, radio and press
- Access to exclusive, highly customised cross business promotional campaigns
- Brand representation and company profiling in SELECT Theatre Program booklet, exterior venue signage, EDM's to our database of over 17,000 subscribers and on our website which has an average of 21,600 unique visitors per month.
- Opportunities to utilise the venue for corporate networking or entertaining events, staff training or meetings
- Exclusive access to host pre or post show VIP functions for your most important stakeholders
- Allocation of complimentary tickets to all performances in the Annual SELECT Theatre Program

This partnership opportunity is currently occupied by WIN Television until 31 December 2027.



Elevate and align your business brand by sponsoring a Gallery event or exhibition, or a Performing Arts event by prominent producers and major arts companies such as: Bell Shakespeare, Opera Australia, shake & stir theatre co, Sydney Dance Company, Sydney Symphony Orchestra, Bangarra Dance Company, Australian Chamber Orchestra, Sydney Theatre Company, Sydney Writers' Festival and many more.

Gallery events may include: Exhibition openings, Sprouts kids workshop program, Masterclasses led by invited and exhibiting leading artists, artists talks through our Conversation Space program and Craft & Cocktails facilitated by local artisans. Our state of the art Gallery presents a large variety of exhibitions by leading institutions such as the Art Gallery of NSW, Museum of Contemporary Art, Australian War Memorial, Artspace, Museums and Galleries NSW, National Portrait Gallery and Australian Design Centre. Not to mention our local artist exhibitions and our well known Biennial Mid North Coast showcase -Northern Exposure.

Benefits include:

- Gain brand exposure on all marketing initiatives produced for your nominated show or exhibition. Including, but not limited to; EDM's, social media campaigns, posters, exterior venue signage, website, print collateral and media campaigns on radio, TV and in print.
- · Allocation of complimentary tickets to your nominated event
- Allocation of complimentary places at any satellite events attached to your nominated show - e.g. Workshops, Sneak Peeks, Guided Tours etc
- · Opportunities for Corporate or VIP function pre or post show
- Opportunities for product showcase displays at your nominated event
- Opportunities for exclusive cast meet and greets and backstage access*
- Opportunities for VIP access to exhibitions
- Opportunities to host corporate VIP events nestled within the Gallery exhibition space, which could include a tour and/or an artist meet and greet

*Subject to approval by Company



Imagine reaching 7,000 students, their parents and teachers, not to mention the school communities themselves.

This is a great opportunity to support your local community and communicate that your brand is invested in the future and well-being of our young people. By partnering on our Education @ Glasshouse Program, you are investing into the lives of young people, providing access to a diverse, quality arts program that many would not experience otherwise.

The Education @ Glasshouse Program consists of a quality line up of shows, exhibitions and activities developed by the best producers and arts practitioners in Australia - all aligned with the NSW Curriculum to ensure they complement the learning done in classrooms. These creative experiences will inspire the development of creative adaptable minds - minds that will find solutions to the complex problems that we face, both now and into the future.

In addition to this, the program features in a stunning glossy booklet annually, which is delivered to over 500 teachers across the Hastings, Macleay and Midcoast regions.

Partnering on the Education @ Glasshouse Program also provides access to a range of promotional and marketing initiatives including recognition on the website, social media, press campaigns and at the annual Education Program Launch.

This partnership opportunity is currently occupied by Coastline Bank until 31 December 2026.





Does your business have a product, offering or service that would bring benefit in helping the Glasshouse deliver and facilitate its programs, events and services to the community? We are open to a conversation on building a bespoke partnership with you and invite you to share your ideas.

Some ideas may be: supplying arts supplies for our Sprouts program, offering discounted or in-kind food and/or beverage for Theatre Program launches and Gallery openings, sponsoring a junior art prize competition, sponsoring a traineeship for a young person, the ideas are endless...







This is a rare and exciting marketing opportunity in Port Macquarie, ideal for both local and national companies seeking high-profile brand exposure.

By sponsoring the Glasshouse venue as a whole or a specific space within the venue, your organisation will gain prominent recognition throughout the Port Macquarie-Hastings region. With over 181,000 patrons visiting the Glasshouse annually, your brand will be front and centre in one of the region's most iconic cultural destinations.

A naming rights partnership allows your brand to align with the Glasshouse's reputation for excellence, innovation and community engagement. Whether you choose to sponsor the entire venue or a dedicated space, your organisation will be associated with high performance, outstanding service and technical sophistication.

It's an innovative and impactful way to elevate your brand and connect meaningfully with the community.

The naming rights of the Studio is currently occupied by The Ross Family until 30 June 2035.

Benefits include:

- Exclusive naming rights of the venue and/or a Glasshouse space* (minimum time periods apply)
- Appropriately located signage with your organisation's name in the venue
- Brand representation and company profiling on the Glasshouse website
- Access to an extensive range of marketing materials inclusive of Social Media
- Opportunities to leverage cross promotional campaigns where business activities align
- Access to events* to entertain clients, business prospects and/or to reward staff, customers and other stakeholders
- Opportunities to utilise the venue for corporate networking or entertaining events, staff training or meetings*
- Exclusive access to selected venue spaces to host corporate hospitality for pre or post show VIP functions for your most important stakeholders
- The opportunity to attach your brand to a highly visible, widely recognised, cultural institution
- An avenue to entrench your brand with a loyal and dedicated local and tourist audience
- An opportunity to build positive attachment to your brand through the impressive scale of the venue and the great experiences that patrons enjoy in the Glasshouse

*Conditions apply



The Glasshouse Port Macquarie offers the opportunity for a premium accommodation provider to become our official accommodation partner.

This mutually beneficial partnership is designed to deliver reciprocal value, enhance the experience of both visitors and touring artists, and create strong brand alignment with one of the region's most prominent cultural destinations. With a flexible and customisable model, the partnership can be tailored to suit the goals and capacity of the right partner, ensuring a strategic and rewarding collaboration.

Benefits include:

- The Glasshouse promoting your property as the preferred choice to touring producers and promoters visiting the region - resulting in consistent high quality referral business
- Integrated marketing and promotion on our website, EDM's, social media channels and in venue banners/posters
- · Cross-promotional campaigns
- Opportunity to host pre or post show functions at your venue
- Driving strong referral business by offering exclusive accommodation offers for Glasshouse members, patrons and touring artists
- Brand representation on our website, EDM's, SELECT Theatre Program booklet, What's On booklet



This partnership opportunity is currently occupied by Mercure until 31 December 2025.

Thank you to our current loyal and valued partners

Principal Partner of the Glasshouse SELECT 2025 Theatre Program

Principal Partner of the Education @ Glasshouse Program





Preferred Accommodation Partner

MERCURE

HOTEL

CENTRO PORT MACQUARIE

Naming Rights Partner

ROSS FAMILY

Co-Presenting Partner



Encore Partner



Government Sponsors



A facility of Port Macquarie-Hastings Council



The Glasshouse is supported by the NSW Government through Create NSW **Founding Sponsors**





HOW TO GET INVOLVED

Don't miss out on this important opportunity to create a meaningful partnership that not only boosts your brand, but provides much-needed support for the arts and culture on the Mid North Coast.

Simply send us an email to express your interest. Contact us at:

02 6581 8888 | glasshouse.org.au

sales@glasshouse.org.au

Disclaimer: to be considered for a partnership, the applicant must meet the following requirements:

Adhere to guidelines as outlined in Council's Sponsorship Policy.

Be consistent with Council's values of social justice principles of equity, access, participation, rights and accessibility for all groups in the community.

Be willing to enter into and sign Council's Sponsorship Policy - Agreement.

