



Theatre Workout Academy™ Ltd

Creating bespoke theatre workshops & experiential events since 2006!

13A Stratheden Road, Blackheath, London, SE3 7TH

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www.theatreworkoutacademy.com

Arts education: a right, not a privilege!

Make a difference to the arts by investing in Theatre Workout Academy!

The creative industries contributed £84.1bn to the UK economy in 2014 and is growing faster than any other industry. Britain is now a world leader for art and culture and there has never been a better time to invest in its future!

Theatre Workout Academy is offering investment opportunities which offer rewards which are both for the good of British arts and culture, arts education and your bank balance!

What your investment will enable us to do:

Your investment will enable Theatre Workout Academy to make a significant difference to the arts and to arts training in the UK. We will achieve this in two ways:

- By launching an extensive range of high quality training workshops, short courses and holiday programmes, covering all aspects of theatre and performance
- Generate profits which will help grow a support fund to subsidise drama training for students from disadvantaged backgrounds

How your investment will be spent:

We want to deliver the highest quality drama training, eventually running courses and workshops throughout the year. In order to deliver this service, and to invest in our support fund for disadvantaged students, we need to charge a premium fee. To do that, we need to advertise where target audience will see it, such as in West End show programmes.

Funds will initially be spent on a marketing campaign focused on advertising in West End and other commercial theatre show programmes, supported by social media, directory listings and by developing relationships with leading summer school booking agents.

Course fees will pay for studios, practitioners and all other expenses. Course fees will also generate the profits to pay a return for investors and enable us to invest in a support fund for disadvantaged students.

Investment rewards:

Theatre Workout Academy is offering a host of financial, experience and cultural incentives to investors.

- A share of 20% of Theatre Workout Academy profits
- Your logo on our Theatre Workout and Theatre Workout Academy partner pages
- Student grants and scholarships awarded in your (or your company's) name
- Attendance at Theatre Workout Academy performances
- Your logo and live links on a minimum of 3 Theatre Workout newsletters in a 12 month period
- A minimum of 12 dedicated social media posts promoting your brand and services across Theatre Workout and Theatre Workout Academy channels
- The knowledge that you are supporting the education of the next generation of actors and industry professionals

Theatre Workout Academy Ltd is Registered in England and Wales No 09468221.

Owned by Theatre Workout Ltd - Academy, Business, Education, Events, Hospitality, Parties & Productions
www.theatreworkout.com



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This opportunity will elevate your organisation as a supporter of the arts and as a champion of benefits of arts education #SaveTheArts

Theatre Workout Academy is seeking £45,000 for a 20% share of the business. The minimum investment accepted is £1,000.

About Theatre Workout and Theatre Workout Academy

Theatre Workout was founded in 2006 to create bespoke theatre workshops for school groups visiting London's West End. Since then, it has developed the official education programmes for over 30 major West End plays and musicals, and established itself as the leading producer of educational workshops in the industry.

Theatre Workout *Academy* is Theatre Workout's only programme for individuals. In 2015, Theatre Workout *Academy* was established as a new company with two goals:

- To create a programme of high quality, professional standard drama courses and workshops, covering all aspects of theatre and performance
- To create a support fund to subsidise training for students from disadvantaged backgrounds

In 2014 the creative industries contributed over £84.1bn to the UK economy, up 8.9% on the year before, double the rate of the rest of the UK economy. It is a thriving industry with extensive social, cultural and economic benefits to the UK, yet funding for arts training has been cut time and time again for decades.

The new English Baccalaureate being pushed by the government leaves little or no room for creative subjects, which means students will be unable to benefit from everything drama and other arts subjects have to offer.

We believe this is wrong!

Through sponsorship and investment, Theatre Workout *Academy* will establish a support fund to subsidise drama training for students from disadvantaged backgrounds. We will then continue to grow this fund by investing from our course profits, benefiting talented performers across the UK who do not have access to the training they deserve.

Contact Details

To discuss investment further, contact Adam Milford on the details below

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