



Award-winning
LGBTQ+ Theatre



Image: Toxic (2023), Dawn Kilner

'Toxic' Sponsorship Packages 2025

Award-winning LGBTQ+ Salford Theatre Company Dibby Theatre seeks sponsorship from Salford-based businesses

We're a friendly bunch, please make enquires to hello@dibbytheatre.org

Toxic is supported by

HOME



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

The Granada
Foundation



**WE ARE
SURVIVORS.**



Image: First Time (2018), Lee Baxter

ABOUT DIBBY THEATRE

Dibby Theatre is an award-winning national touring theatre company based in Salford. LGBTQ+ led we tell urgent and untold stories full of wit, grit and soul that surprise, challenge, entertain and inspire queer hope and resilience. With an extensive outreach and talent development programme, our work reaches beyond the stage to celebrate the diverse communities they serve.

PRAISE FOR OUR WORK

'Packs and emotional punch that resonates even after you've left the theatre.'

The Guardian on *First Time*

'An award-winning masterpiece.'

Liverpool Echo on *First Time*

'Utterly essential.'

Gay Times on *First Time*

FIND OUT MORE ABOUT US

www.dibbytheatre.org | @DibbyTheatre



Image: Toxic (2023) Lee Baxter

ABOUT TOXIC

Hilarious and heartbreaking in equal measure, *Toxic* is the critically acclaimed new show from award-winning theatre maker Nathaniel J Hall (*First Time, It's A Sin*) that celebrates the resilience of the queer spirit.

*"This is the story of how we met, fell in love, and f*cked it up."* Manchester 2017. A chance meeting on a hook-up app sets two damaged thirty-something hearts on a spectacular collision course. Born into Thatcher's Britain of race riots and rampant homophobia and growing up in the shadow of Aids and Section 28, the pair form a trauma bond so tight, they might just survive it all. But sometimes survival means knowing when to leave.

Toxic premiered at HOME Mcr in October 2023 and will tour England in spring 2025 with a focus on performances in areas of low LGBTQ+ cultural or service provision. This tour includes five performances at The Lowry in Salford.

PRAISE FOR TOXIC

'An intimate portrait of queer love, aching with authenticity, pain and joy.'

Russell T Davies on *Toxic*

'A fearless exploration of HIV stigma, racism, homophobia and toxic gender norms.'

I Love MCR on *Toxic*

FIND OUT MORE ABOUT TOXIC AND NATHANIEL J HALL

www.dibbytheatre.org/toxic | www.nathanieljhall.co.uk



Image: Dawn Kilner

SPONSORSHIP OPPORTUNITIES

Dibby welcomes both public and private sponsors. Some potential benefits to public sponsors are listed below (not exhaustive):

- Good local news story included as part of *Toxic*'s extensive marketing and PR campaign (targeting high end local press such as BBC Radio Manchester)
- Celebration of sponsorship in blog hosted on Dibby's website
- Sharing of sponsorship story on Dibby and Nathaniel's social media platforms (circa 35k followers)
- Sponsorship celebrated on freesheet - free programme given to all audience members
- Invitation to see *Toxic* at The Lowry in spring 2025

POTENTIAL REACH AND IMPACT

Based on previous touring and social media data the spring tour of *Toxic* is expected to reach:

- 3-4k audience members
- 1k people in outreach activity (workshops/post-show discussions)
- 500-1k play-text sales
- 428k-1mil+ social media reach

Our marketing campaigns reach hundreds of thousands of people engaging them with the important messages in our work. The recent marketing campaign for the premiere of *Toxic* achieved 223.5k impressions across our social media channels with a total combined reach of 289k.

Our digital reach is amplified by NH with a total combined social media following of 36.1k. Powerful PR campaigns linked to our shows amplify our work to an audience of millions across the UK and beyond.



Image: In Equal Parts Outreach Project (2021), Dawn Kilner

SOCIAL IMPACT

Despite advances in LGBTQ+ equality and equity, LGBTQ+ people still face identity-based discrimination and poorer life outcomes:

- 1 in 3 people with HIV face stigma from their family, friends or workplace (THT)
- Half of global majority LGBTQ+ people face racism from within the LGBTQ+ community (Stonewall)
- 1 in 4 gay & 1 in 3 bisexual people suffer domestic abuse post-16 (Stonewall)
- Gay men are 3 times more likely to use illegal substances than heterosexual men (Crime Survey, England and Wales).

Dibby's mission is to build a world where all LGBTQ+ people can live authentically and with pride. We support historically marginalised LGBTQ+ people to tell stories that surprise, challenge, entertain and inspire.

But our work goes beyond far beyond this. We're here to improve LGBTQ+ community cohesion by bringing different people together through creative collaboration. *Toxic* has been developed in creative consultation with diverse community members (bringing together people living with HIV, sex workers, and interracial couples).

We're also here to nurture, support and platform LGBTQ+ talent in Greater Manchester and showcase them on the national stage through our talent development programme First Dibs.

Through every strand of our work, we strive for a fairer, more equitable, more sustainable and resilient arts and culture sector. *Toxic* on tour strengthens networks, build partnerships, develops skills, facilitates the sharing of expertise and knowledge, builds confidence, self-esteem and resilience in the LGBTQ+ workforce and wider community.



Image: Jordan Roberts/Dawn Kilner/Ingrid Turner

OUR VALUES

Meaningful partnership and sponsorship with organisations and businesses that share our values is important.

We are fierce | We are stigma-smashing | We are political through action | We are ambitious | We are caring | We are inclusive

We champion LGBTQ+ people (audience, participants and workforce) | We champion diversity | We champion accessibility | We champion artistic excellence | We champion talent development | We champion fair pay

We are an inclusive and diverse organisation and reject homophobia, biphobia, transphobia and any other form of discrimination based on gender or sexual orientation, racism, colourism, ableism, physical and mental health discrimination, gender discrimination and socio-economic and class discrimination, in all their forms.

We are also committed to climate action and minimise our impact by:

- Tracking and reducing our carbon emissions
- Reducing waste consumption (tracking all assets and materials entering and exiting during production)
- Offering environmental responsibility training to our staff
- Serving only vegetarian and plant-based food at events
- Encouraging and incentivising staff, audiences and participants to use active travel or public transport



Image: Jordan Roberts

PACKAGE 1: STEP UP PLACEMENT

Part of Dibby's *First Dibs* talent development programme that offers free-to-access and paid professional creative business training, mentoring, and placements to LGBTQ+ in Greater Manchester.

The *Toxic* Step-Up Placement supports a disabled LGBTQ+ creative freelancer to deliver the outreach and engagement strategy for the national tour of *Toxic* with a fair fee, professional mentorship, appropriate training, and an access-to-work budget.

Cost: £5500

"Without First Dibs mentoring and my Step-Up placement I wouldn't have the confidence or skills to take the change-maker approach in my new role as an independent Accessibility Consultant."

First Dibs 2023 Step Up Placement

"Dibby's comprehensive community outreach and talent development strategies serve the LGBTQ+ community who are currently feeling the very real effects of a heightened level of violence."

Amanda Fawcett, Independent Producer

FIND OUT MORE ABOUT FIRST DIBS

www.dibbytheatre.org/get-involved



Image: Dawn Kilner

PACKAGE TWO: IMPROVING ACCESS TO THE ARTS

Help Dibby make their work more inclusive through BSL interpreted, captioned, and 'relaxed' performances, or by providing free tickets for those on low income.

Cost:

- 1 BSL, captioned or relaxed performance - £500 (or multiples thereof)
- 25 x free tickets - £500 (or multiples thereof)

“When people talk about theatre which makes a difference, they’re talking about the kind of work that Dibby Theatre do, investing their time and resources into developing creative people in a variety of social and industry contexts.”

Amanda Fawcett, Independent Producer



Image: Lee Baxter/Nathaniel J Hall/Nick Hern Books

PACKAGE THREE: PRINTING AND MANUFACTURING COSTS

Support the printing and manufacturing of the freesheet (free-programme), play-text (published by Nick Hern Books) and other merchandise. The freesheet and play-text contain important information about HIV prevention as well as signposting to support for those impacted by the themes of the show.

Cost:

- Freesheet sponsorship - £1k-£1.5k
- Play-text sponsorship (small logo) - £500
- Play-text sponsorship (small logo and short paragraph) - £1.5k
- Play-text sponsorship (half page sole sponsor) - £2.5k

Play-text pages are black and white only.



Image: In Equal Parts Outreach Project (2021), Nathaniel J Hall

PACKAGE FOUR: OUTREACH AND ENGAGEMENT

Dibby is committed to improving access to the arts for LGBTQ+ people and other historically marginalised communities (global majority, disabled, low income). We achieve this by connecting our venues, local artists, and local service providers together through creative activity, free tickets, and post-show events.

Cost: between £1k and £10k.

“Dibby’s work is risky, innovative and highly relevant to our community. Their commitment to authenticity is commendable, and their development process enables voices to be heard which might otherwise be silenced.”

Shelley Wagon, Our Room

“Toxic really hit home being part of the LGBTQ+ community and my own struggles with mental health/ drugs and bad relationships. The quote “hurt people, hurt people” resonated with parts of my past. Thank you for sharing your story it’s nice to not feel alone.”

Audience Member, Manchester

“A fantastic, engaging and informative resource that can help all age groups learn about HIV, concepts such as stigma and public health promotion.”

ActUp+Live Client Testimonial



Image: Dawn Kilner

PACKAGE FIVE: ADDING VALUE TO YOUR BUSINESS

As part of a partnership or sponsorship deal Dibby can offer a range of engaging talks and workshops focused on key areas of ED&I in the workplace including:

- HIV Awareness
- Sexual Health
- LGBTQ+ Issues
- Disability and Access

We have delivered work for a range of national and internationally recognised clients including Aldermore Bank, University of Manchester, Welsh National Opera, UK Govt Planning Inspectorate, Shelter UK, Inclusive Employers, BAFTA, BFI, The Crick Institute, Mastercard, NBC Universal, DLA Piper LLP, Jones Lang LaSalle, and Lloyd's Banking Group.

Cost: 1 hour key-note speech with Q+A - £450