



THE CAMBRIDGE CORN EXCHANGE

Corporate Membership



Corporate Membership

Corporate Membership of the Cambridge Corn Exchange could help you to reach your target market, provide entertainment for your staff and/or clients, or to raise the profile of your brand in Cambridgeshire.

The Cambridge Corn Exchange is the largest performance venue in the region, capable of accommodating audiences of nearly 2,000 people per show, and regularly attracting 220,000 people annually through its doors to enjoy its diverse programme.

Over the past 20 years the Corn Exchange has seen many famous names perform on its stage including Al Gore, Lee Evans, Take That, Amy Winehouse and the Royal Philharmonic Orchestra to name a few.

Why not choose one of our three packages?

1) Sapphire – Raise Your Profile

Helping you to raise your public profile and use hospitality to entertain your top clients.

2) Ruby – Reward for Staff

Providing priority treatment for your staff including discounted access to the city's best entertainment

3) Diamond – Best of Both Worlds

Allowing you to combine both the above packages enabling you to harness our markets, treat your clients and reward your staff in an all-inclusive package.



Sapphire Membership: RAISE YOUR PROFILE

For an opportunity to use your association for targeted branding and advertising, the Sapphire package is the perfect way to combine profile with hospitality

Sapphire Membership offers your company:

A Bespoke Branding & Marketing Campaign

- The chance to develop a bespoke branding & marketing campaign around our Corn Exchange programme

Our experienced marketing team will work with you to achieve maximum exposure, targeted directly to the customer demographic you wish to reach.

Marketing opportunities could include:

- Banners & branding in the venue at shows
- Literature distribution
- Advertising
- A presence on the venue website
- An opportunity to distribute products to audience members



Use your branding campaign to “**sponsor a show**” by combining it with hospitality – or simply use the campaign to have a venue presence throughout the year. The choice is yours!

Corporate Hospitality

- Up to 40 tickets a year for corporate hospitality to be allocated however you wish - individually or all together
- Up to 2 free opportunities to entertain in one of our function rooms for pre-show receptions

Additional Benefits

- Your company logo featured in the Corn Exchange Events Guide (95,000 copies printed, 4 times per year, 45,000 direct mailed)
- Your company logo on the Corn Exchange website as a Sapphire Member (with an average monthly hit rate of 65,000)
- Priority notification of shows - be the first to find out our programme and first in line for tickets
- An invitation to celebratory VIPs receptions at shows with Councillors & VIPs in attendance
- Preferential hire rates for the Corn Exchange for conferences & events, the largest seated venue in Cambridge

The Sapphire Package is available for £2,500 - £5,000 + VAT (price dependant on term - please contact us to discuss your requirements)

Ruby Membership: REWARD YOUR STAFF

Show your support to your staff through exclusive ticket offers which allow them to enjoy their leisure time in the city whilst also highlighting your association with the region's most diverse programme of events.

Ruby Membership offers your company:

Benefits for your staff

- Individual staff discounts for selected performances such as 2 for 1 offers or regularly discounted tickets sent directly to your staff throughout the term of membership
- Exclusive group booking deals available for your large staff groups, ideal for Christmas parties or a large workforce
- Up to 2 free private backstage tours to add value to an evening event or a gift for special staff members

Corporate Hospitality

- Up to 40 tickets a year for staff hospitality to be allocated however you wish - individually as an employee bonus or all together for a party
- Up to 2 free opportunities to host pre-show receptions & parties in one of our function rooms

Additional Benefits

- Your company logo featured in the Corn Exchange Events Guide (95,000 copies printed, 4 times per year, 45,000 direct mailed)
- Your company logo on the Corn Exchange website as a Ruby Member (with an average monthly hit rate of 65,000)
- Priority notification of shows - be the first to find out our programme and first in line for tickets
- An invitation to celebratory VIPs receptions at shows with Councillors & VIPs in attendance
- Preferential hire rates for the Corn Exchange for conferences & events, the largest seated venue in Cambridge



The Ruby Package is available for £2,500 - £5,000 + VAT (price dependant on term - please contact us to discuss your requirements)

Diamond Membership: THE BEST OF BOTH WORLDS

Can't decide which package to go for? Why not raise your corporate profile AND offer benefits to your staff through your prestigious Diamond Membership

Raise your Profile

- The chance to develop a bespoke branding & marketing campaign around our Corn Exchange programme

Our experienced marketing team will work with you to achieve maximum exposure, targeted directly to the customer demographic you wish to reach.

Marketing opportunities could include:

- Banners & branding in the venue at shows
- Literature distribution
- Advertising
- A presence on the venue website
- An opportunity to distribute products to audience members

Use your branding campaign to “**sponsor a show**” by combining it with hospitality – or simply use the campaign to have a venue presence throughout the year. Your choice!

Reward Your Staff

- Individual staff discounts for selected performances such as 2 for 1 offers or regularly discounted tickets sent directly to your staff throughout the term of membership
- Exclusive group booking deals available for your large staff groups, ideal for Christmas parties or a large workforce
- Up to 2 free private backstage tours to add value to an evening event or a gift for special staff members

Corporate Hospitality

- 50 tickets a year for corporate hospitality allocated however you wish - individually for use with staff or clients or for large group bookings
- 3 free opportunities to host pre show receptions & parties in one of our function rooms

Additional Benefits

- Your company logo featured in the Corn Exchange Events Guide (95,000 copies printed, 4 times per year, 45,000 direct mailed)
- Your company logo on the Corn Exchange website as a Diamond Member (with an average monthly hit rate of 65,000)
- Priority notification of shows - be the first to find out our programme and first in line for tickets
- An invitation to celebratory VIPs receptions at shows with Councillors & VIPs in attendance
- Preferential hire rates for the Corn Exchange for conferences & events, the largest seated venue in Cambridge

The Diamond Package is available for £7,000 + VAT for an annual membership

Further Information

Marketing

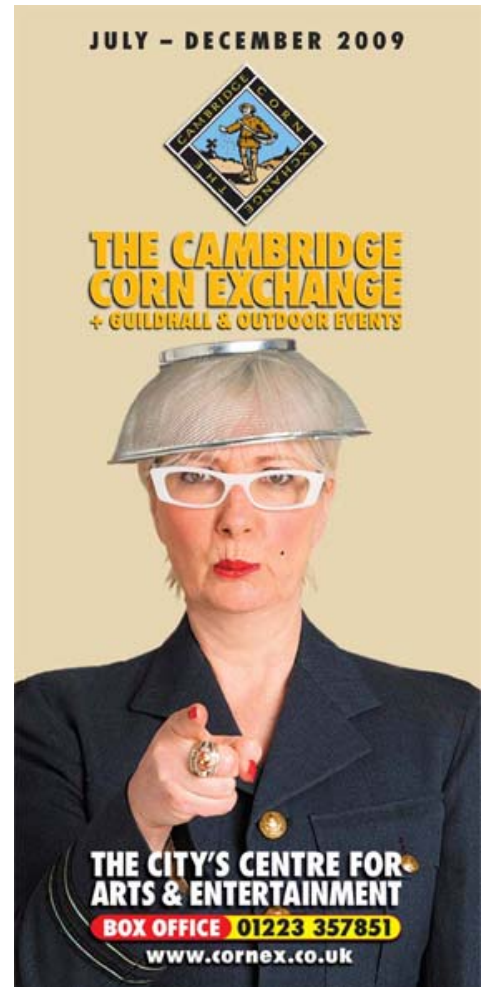
The venue's eclectic range of performances is promoted in our Events Guide, produced four times per year and filled with events from West End musicals, rock and pop gigs, orchestral concerts and operas, kids' shows and much more.

95,000 copies of the guide are printed with approximately 45,000 directly mailed to active bookers and a further 52,000 distributed across Cambridgeshire, Suffolk, Norfolk, Bedfordshire, Buckinghamshire, Northamptonshire, Lincolnshire and Essex.

Hospitality

Hospitality can be provided in our private function room, the King's Room, providing space for up to 80 guests, and is available pre show exclusively to corporate members and sponsors.

Other rooms are available – contact us for a tour of the venue and a chance to talk your requirements through.



For more information or to join us today, please contact:

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NOTE. All opportunities detailed in the benefits for packages above will be subject to availability and may not be available for all performances.

Priority notification of shows will be made available wherever possible.

Scheme Summary

BENEFITS	Sapphire	Ruby	Diamond
Company logo featured in Corn Exchange Events Guide as member	✓	✓	✓
Company logo featured in Corn Exchange website as a member	✓	✓	✓
Tickets for corporate hospitality	20-40	20-40	50
Free opportunities to entertain in a function room	1-2 times	1-2 times	3 times
Tailor made marketing campaign potentially including: Branding Advertising Access to your target market	✓		✓
Backstage tours		1-2 times	2 times
Exclusive individual staff discounts for selected performances		✓	✓
Exclusive group booking deals for selected performances		✓	✓
Priority notification of shows	✓	✓	✓
Invitations to celebratory receptions with Councillors & VIPs	✓	✓	✓
Preferential hire of the Corn Exchange	✓	✓	✓
12 Months	£5,000 + VAT	£5,000 + VAT	£7,000 + VAT
6 Months	£2,500 + VAT	£2,500 + VAT	<u>Not available</u>