



2022

HotHouse
THEATRE

25 YEARS OF PROFESSIONAL THEATRE ON THE BORDER

HotHouse Theatre incubates, makes and presents 100% Australian theatre and are nationally recognised as a regional creative powerhouse. We curate diverse experiences for regional audiences to exceed expectations, expand horizons and extend the appetite for taking risks.

Since 1997, we have been committed to investing in the Border. We champion new content that is bold, thought provoking, and contemporary. We support and mentor independent, regional artists by encouraging theatre that is a catalyst for community conversation.

Our Pillars:

- Growing Cultural Capital
- Building Creative Capacity
- Creating Community Outcomes

We pride ourselves on supporting and creating work that engages and provides a compelling experience for audiences.



WE ARE THE BORDER'S PRE-EMINENT PROFESSIONAL THEATRE COMPANY

For 25 years, HotHouse Theatre has been a mainstay of the cultural life of Albury Wodonga. We are recognised at a national level for creating serious, cutting edge and exciting performances.

As the flagship professional theatre company in the region, our work is:

- Australian
- Entertaining
- Socially relevant
- Provocative and reflective

HotHouse Theatre incubates, makes and presents 100% Australian theatre, divergent in form and voice that ignites the imagination of the region and speaks to the nation.

Bringing Australia to the Border and Showcasing the Border to the World

We facilitate local and national creative exchange and collaboration to encourage established performers and their works to be experienced on the Border. Just as important is the work we do to bring the creative work of our local community to other regional and national audiences. Each of our new commissions brings with it an accompanying strategy to showcase local works to a broader national audience.

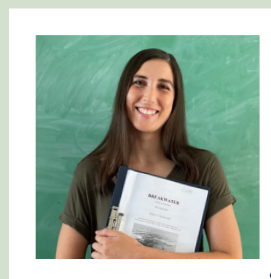


The GreenHouse: National Artist Residency offers an immersive, creative development residency to bring artists from all over Australia to our region to create live performance.

This exposes our local audiences to the most current works from all over the country and reinforces Albury Wodonga as a flourishing creative environment. Creatives are hosted in a stunning five-bedroom, two-bathroom farmhouse and rehearsal studio located in the Wonga Wetlands, just out of Albury, where creative development can take place uninterrupted.

Beyond the formal GreenHouse program, artists can also apply to use the farmhouse and rehearsal space as an Unfunded Residency.

Launched in July 2021, nine Artists have completed a GreenHouse: National Artist Residency program.



Scan to watch

“ I was lucky enough to develop my play *Breakwater* with local young theatre makers... That's what I love about this program, is that HotHouse and Murray Arts were able to connect me with local young artists”.

Lisette Drew

WRITER, MELBOURNE

WE PROVIDE A STAGE FOR LOCAL TALENT

We prioritise original content to encourage diversity and new voices. We are committed to maximising the creative capacity and potential of our region. We work with Border artists to grow their profile, boost their work and forge professional careers within and beyond Albury Wodonga.

We support their skill development and empower our local talent and stories through established and proven mentoring and financial support programs.



INDUSTRY Co:LAB

We identify and invest in emerging artists (aged 16 to 24 years) by offering a pre-professional training program. This includes developing practical transferrable skills, individualised career planning and facilitating professional secondments in a safe environment where experimentation is encouraged and resilience building is supported. Co:LAB allows our young people to form professional networks and gain exposure to other established national creatives. Launched in early 2021, 12 artists have been beneficiaries of the Co:LAB programme.



Celsius: Independent Theatre

We provide financial investment, expertise, technical support and physical space to support artists in the greater Albury Wodonga region. From the research and production phase of a new work right through to staging and performance. Two works developed through Celsius will, at a future date, be presented on the main stage at HotHouse Theatre.

“HotHouse's Celsius grant encouraged me to expand my creative practice and experiment in a few form. As a result, I have gained the confidence to push myself professionally and had the opportunity to work with some of the best theatre makers in the country.”

Aimee Chan
WRITER, ALBURY

Celsius: 2019-2021 Outcomes

92 Regional Artists	17 New Works	112 Artists & Arts workers employed
3 Independent Productions	9 Performances	931 Audience Members
20 Creative Developments	13 Showings & Feedback Sessions	462 Guest Audience

Casual Training Programs

Throughout the year, we host one-off masterclasses for independent and professional artists with visiting and locally based creatives. We also encourage the next generation of performers and artists through our school holiday programs.

Performance Space

We regularly host creative workshops, rehearsals, corporate events and meetings in our Butter Factory Theatre and Studio Space. Our packages offer a full complement of professional, technical and front of house staff at affordable prices.

WE ARE COMMITTED TO OUR ENVIRONMENT

We acknowledge that we live on Indigenous land.

- We have a dedicated First Nations Producer to ensure we are nurturing and remembering our history.
- We prioritise bolstering and promoting the creative pathways for people who identify as First Nations.

We strive to be an environmentally resilient and sustainable organisation.

- We are aiming to be the first cultural organisation in Albury Wodonga to achieve net zero carbon emissions. A carbon offset price is inbuilt into all our tickets to encourage our community to support our values.

We care about our local audiences.

- We are increasing the value of live theatre to people in regional Australia. We work with the community to build appreciation for the arts and original and divergent work.
- Our activities reach and resonate within both regional NSW and Victoria reaching to Wagga Wagga to the north, Corowa and Wangaratta to the west, Benalla to the south and Bright to the east.
- In 2019, approximately 80% of our audiences were based in the Albury and Wodonga Local Government Areas with the remainder travelling up to 150kms to attend shows, workshops and events. Our catchment population is approximately 200,000.
- Our audiences are loyal. Our subscribers commonly attend five performances every season, and more than 50% of our audience attend more than one show.



HOTHOUSE AT A GLANCE

2019 DATA

Before COVID-19 HotHouse Theatre was producing, co-producing and presenting a full slate of creative work.

Every year our theatre staged 4 to 6 live productions for a wide range of audience demographics.

5,500+

Total number of
HotHouse patrons



Social media followers



female male
Audience demographic



150+

Independent Artists
supported through
HotHouse programs



Prominent across all
multi media types



EXISTING PARTNERS



HotHouse Theatre has worked hard to establish strong connections with our Partners and we share this access with our Sponsors. HotHouse is proud to work with the following Partners to deliver audience experiences, creative development and community engagement.

HotHouse Theatre gratefully acknowledges the support of our government funders



Season 2022 Program Partners



Season 2022 Hospitality Partners



WHY WE NEED YOU

High quality, memorable and original theatre comes at a cost. We require the valuable financial assistance of our corporate sponsors to:

- Ensure artists are paid fair and competitive industry recognised rates.
- Obtain the rights to scripts, music, staging props and other essential materials.
- Support a robust marketing campaign to ensure our work is reaching its target audience.
- Keep our theatre thriving by always having the capacity to hire the best people for the job, for every project.
- Ensure we are financially viable and remain so, long into the future.

Attract recognition from our major government funding partners that the wider business community values and respects the contribution of creativity and diversity to the community from HotHouse Theatre, through collaboration and financial sponsorship.



WE CAN OFFER YOU

We offer a range of benefits that will broaden your audience reach, increase your brand awareness, achieve your community engagement goals and provide meaningful experiences for your team.

As a HotHouse Theatre Sponsor you will gain:

- Access to our markets and an opportunity to connect with our audience via advertising to our database and in our programs.
- Recognition as an investor and supporter of regional theatre.
- Visible activity in our community engagement and on social media.
- Ticket benefits for employees or to build client relationships including opening night events and season passes.

SPONSORSHIP OPPORTUNITIES

Our aim is to work closely with you to design a partnership suited to your unique needs.
Our sponsorship categories are diverse, welcoming companies large and small.

Principal Sponsor

\$10,000 per annum (3 years)

As our major sponsorship category for the year, you will receive the following benefits as part of your investment:

- Naming rights to the Butter Factory Theatre
- 10 x Season Passes (4-6 Season shows)
- 4 x Tickets to non-subscription season events including Galah Bar, 25th Anniversary Celebration event and Celsius independent productions.
- Recognition as Principal Sponsor in all press releases and advertising content across website, social media and printed collateral.
- Half page ad in each performance program booklet and inclusion on venue display material.
- Behind stage tours, meet-and-greet with artists, rehearsals and more.
- Exclusive access to the HotHouse Studio to host two events/functions annually.
- An annual team building opportunity across a number of themes which may include tree planting at the GreenHouse, public speaking workshops or confidence building training.

Value is a two-way street and we're open to understanding what Principal Sponsorship benefits look like to you. If there's something you'd like to change or you have an idea for exploration – let's talk.

Show Sponsor

\$5,000 per show

The line-up of shows for 2022 is exceptional and provides a great opportunity for five Show Sponsors to come on board. Align your investment with an important milestone within your business or a particular show's theme that resonates. Our Show Sponsors receive the following benefits as part of their investment:

- 6 x Tickets to the sponsored show(s).
- Recognition as Show Sponsor in advertising content for the show(s) chosen across website, social media and printed collateral.
- Front page recognition in the performance program booklet.
- Behind stage tours, meet-and-greet with artists, rehearsals and more.
- An annual team building opportunity across a number of themes which may include tree planting at the GreenHouse, public speaking workshops or confidence building training.

SPONSORSHIP OPPORTUNITIES

Our aim is to work closely with you to design a partnership suited to your unique needs.
Our sponsorship categories are diverse, welcoming companies large and small.

Program Sponsors

\$5,000 per annum (3 years)

Our creative development programs provide a limited opportunity for two Program Sponsors, who are aiming to make a difference at a grass roots level. Through either our Celsius: Independent Theatre or Industry Co:Lab program you can directly invest in emerging artists and local works creation. Build your cultural capital and improve your community connection through a HotHouse Program Sponsorship.

As a Program Sponsor you will receive:

- Naming rights to the Program (Celsius or Industry Co:Lab)
- Recognition as Program Sponsor in advertising content for the program chosen across website, social media and printed collateral.
- Behind the scenes access to progress showings of works in development.
- Access to Tickets to attend performances and productions.
- First right of refusal to become a Show Sponsor for creative program works moving into the HotHouse annual theatre program.
- Speaking opportunity at opening night.

25th Year Anniversary Celebration Partner

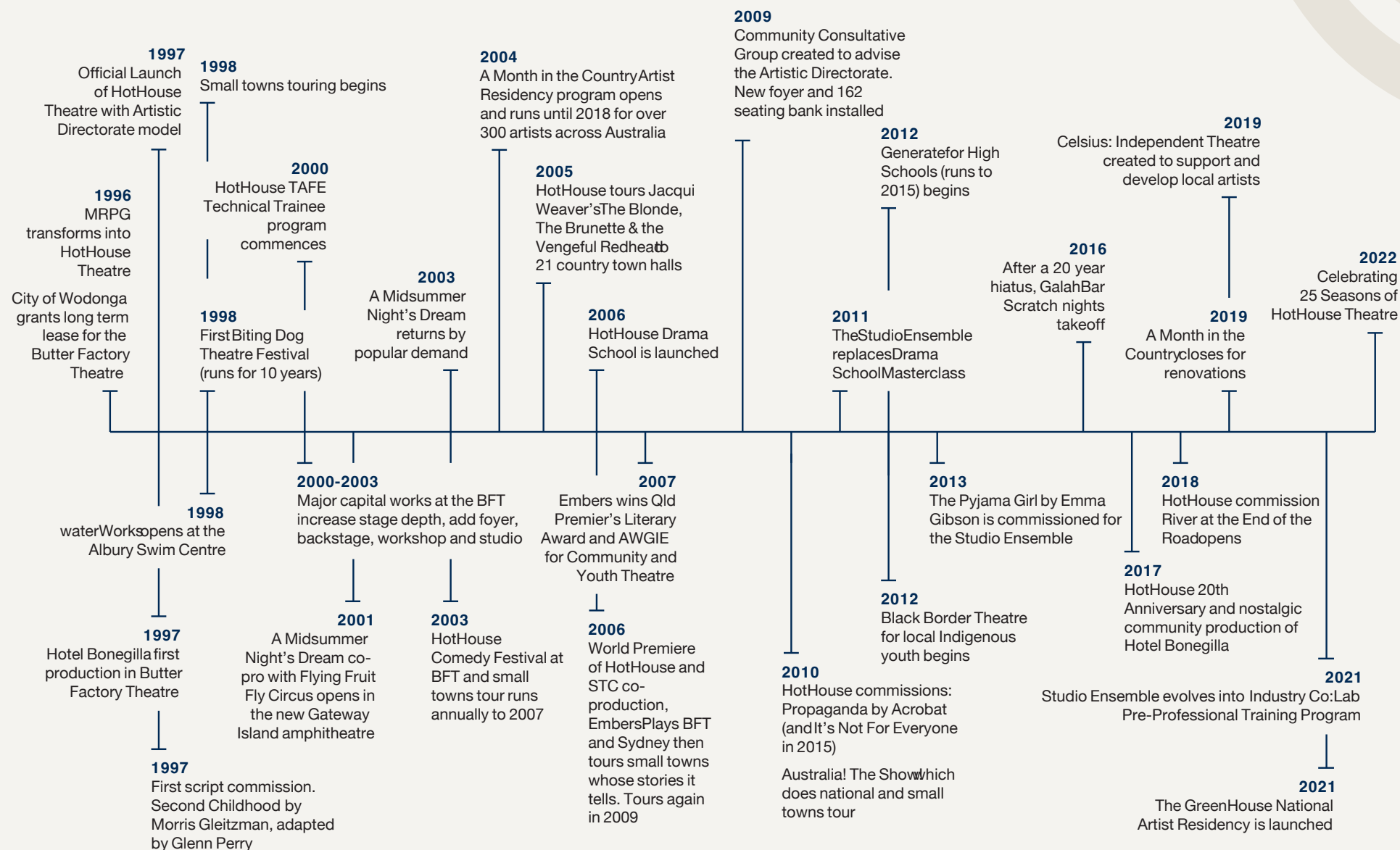
This year HotHouse Theatre celebrates it's 25th Anniversary – a magnificent milestone that acknowledges the deep roots the company has made in sharing the stories of Albury Wodonga.

HotHouse has a rich and celebrated 25-year history in commissioning, producing, nurturing and presenting new, contemporary Australian theatre within a vibrant regional setting.

An exciting opportunity exists to partner with us as our 25th Anniversary Celebration Partner and receive top tier recognition in all of the celebratory fanfare. This unique opportunity will deliver a bespoke sponsorship outcome with a company that shares our objectives to grow cultural capital, build creative capacity and create positive community outcomes.

Contact our Sponsorships & Donations Coordinator to explore the opportunities.

25 SEASONS OF HOTHOUSE THEATRE: A HISTORY & TIMELINE



SUPPORT PROFESSIONAL ARTS AND CULTURE IN REGIONAL AUSTRALIA



“ Theatre is the place where visions are realised.

We lean into the diverse skills our unique artists bring to the process, and through collaboration, we bring vital stories to life. We incubate, make and present visions which inspire the region and the nation.

We look forward to realising shared visions together with you.

Karla Conway
CEO & ARTISTIC DIRECTOR

HotHouse
THEATRE

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