



MAVERICKS

JOIN US IN SUPPORTING OUR ARTISTIC AMBITIONS

|NORWICH|THEATRE|ROYAL|
Registered Charity No. 262259



For almost 300 years the Theatre Royal has hosted a phenomenal array of performances and we will continue to bring the very best work from across the performing arts to our stages.

As we develop our plans for the future you will begin to see

artists, companies and productions that would otherwise not be seen in the East of England, but in order to realise our creative ambitions we need your help.

Our new artistic strategy will see national and international programming in dance, drama, classical music and extraordinary projects, presenting and producing collaborative, unique, contemporary commissions, co-productions and premieres. With artistic quality at the heart of our activity, we can create destination programming as part of an ambitious regional agenda.

We cannot achieve this on our own. Mavericks is an exclusive opportunity to gain insight into our future plans and get closer to how we work over the next 5 years.

I am so excited about the journey ahead. Please join us.

Stephen Crocker, Chief Executive
Norwich Theatre Royal & Norwich Playhouse



Our ambitions for the future

Norwich Theatre Royal, Norwich Playhouse and Stage Two are at the centre of cultural life in the East of England.

Working together we can help to raise our region's profile and artistic ambitions to benefit everyone that lives, works and visits here. You can play a part in this.

Through our year-round programmes we bring artists, companies and productions from all over the world to Norwich and we are critical to ensuring Norwich remains a world-class destination for arts and culture.

We regularly showcase the work of world-renowned companies such as Glyndebourne Opera, National Theatre and Rambert, as well as working with some of the most exciting new performers and companies, particularly on the Playhouse stage.

Our artistic plans

DANCE

We will increase and expand our dance programme with more ambitious, more international work from some of the world's leading choreographers and companies – across our three stages, we will create a new Norwich-wide dance programme.

MUSIC

The very best symphony orchestras from around the world will become a regular feature within the Theatre Royal programme - filling a gap in the already-thriving Norwich classical music scene.

DRAMA

We will develop new partnerships, residencies and producing relationships with exciting UK theatre companies – aiming to bolster and develop our drama programmes at both the Playhouse and the Theatre Royal.

EXTRAORDINARY

We will also actively pursue extraordinary and unexpected artistic projects every year that intrigue, excite and challenge audiences, from major pieces of event theatre to mini-festivals, and we will always look to push our own boundaries.

Joining our Mavericks brings you to the very heart of the theatre's mission for presenting and promoting ambitious artistic work.

Our Mavericks provide vital backing for the theatre's new artistic plans and enable us to realise extraordinary projects. The support allows us to achieve our creative ambitions and to stage productions that help shape our region.

"Mavericks is such an important initiative, helping us to bring the very best artists and companies to Norwich".

Sir Matthew Bourne



Curious Directive; Pioneer. Photo; JMA Photography



Acosta Danza featuring Carlos Acosta; Mermaid. Photo; Johan Persson

Join us

By becoming a Maverick you join an exclusive group of influential and adventurous supporters.

Through a bespoke programme of events, dinners and discussions, we offer our Mavericks a unique insight into the theatre and its artistic processes with artists and producers as their guides. Mavericks are highly valued and their generosity directly supports our ambitions for the artistic programme and helps to shape the future of Norwich Theatre Royal.

In return for your generous support, Mavericks receive:

- The opportunity to attend up to two exclusive events hosted by Theatre Royal Chief Executive Stephen Crocker with artists or creative teams.
- Personal invitations to attend dress rehearsals, previews, premieres and after-show events for every Maverick-supported programme.
- Personal invitation for you and a guest to attend our exclusive annual Celebration Dinner.
- Named acknowledgment and recognition on the Theatre Royal website, in our brochures, and on special supporters' boards at our venues.

For an annual donation you can join other individuals with a shared passion and commitment to the theatre's ambitious vision for its future.

To join us as a Maverick, we suggest making a minimum annual donation of £1,000, either as a one-off payment or in instalments (12 monthly payments of £83). As the Theatre Royal is a registered charity, your full donation will be eligible for Gift Aid (minus benefit value of £150) which increases the value of your gift to us by 25%.





Protein Dance; Border Tales Photo; Jane Hobson

NORWICH
THEATRE
ROYAL

NORWICH
PLAYHOUSE

STAGE
TWO



Sponsored using public funding by
ARTS COUNCIL
ENGLAND

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