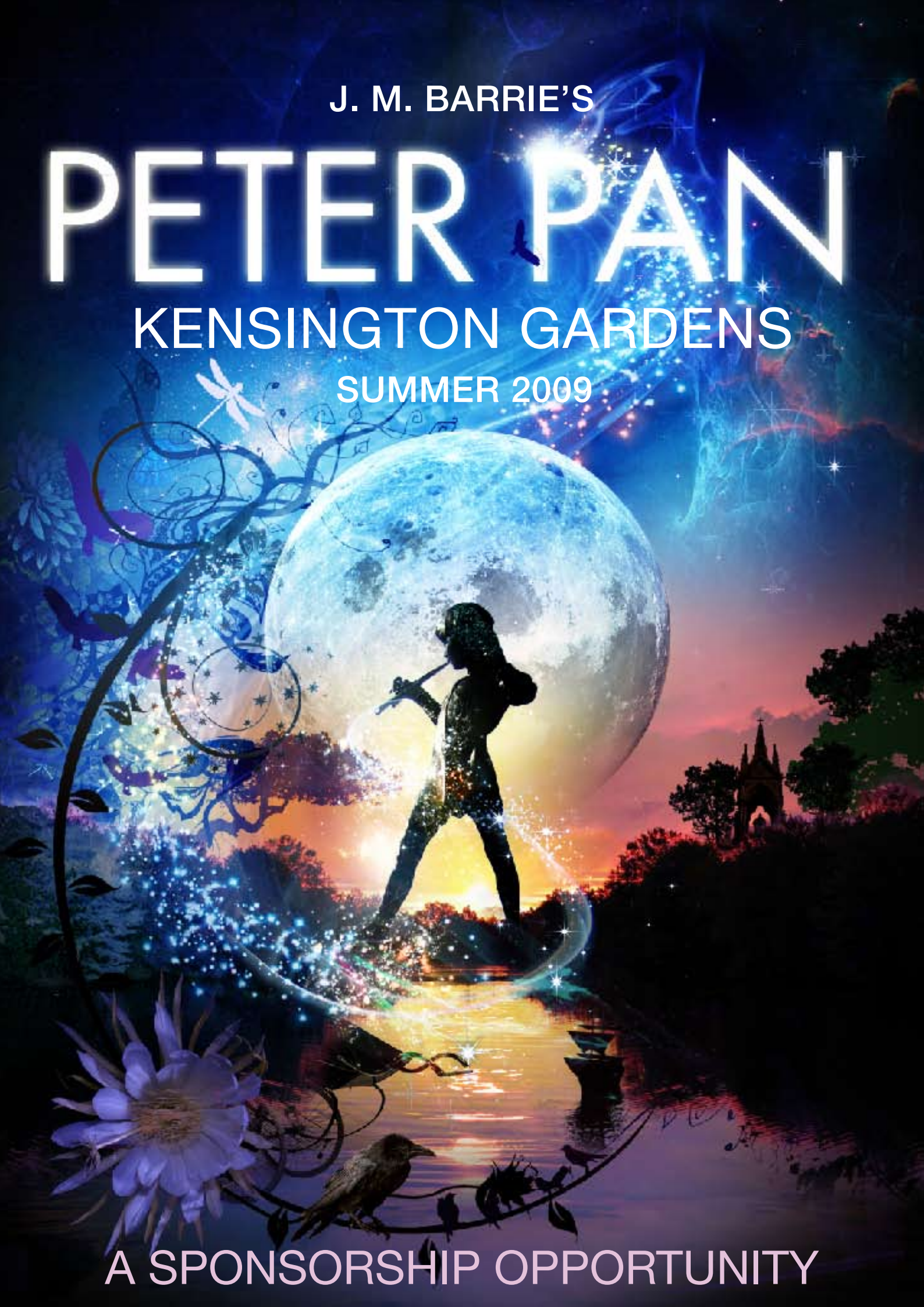


J. M. BARRIE'S

PETER PAN

KENSINGTON GARDENS

SUMMER 2009



A SPONSORSHIP OPPORTUNITY



The Proposition

A new, large-scale cultural event is about to be launched in London.

In the summer of 2009, for the first time in its 100 year history, a full scale production of J.M.Barrie's Peter Pan is to be staged in a specially commissioned theatre pavilion in Kensington Gardens.

Brought together by an award winning creative team, this faithful new adaptation of a story loved throughout the world will be staged using the latest digital techniques. It promises to be one of next summer's most exciting and high profile London events, delivering a bold and visually rich reappraisal of Barrie's story, as compelling for adults as it is for children.

Peter Pan is of course synonymous with Kensington Gardens, and the Royal Parks have granted unique consent to enable this sophisticated project to be realised. Standing over eighty feet high the main pavilion will be a striking landmark, providing excellent facilities for the projected total audience of 138,000 over its fourteen week run.

A Headline Sponsor is invited to partner now in the creation of this landmark event. This genuinely rare opportunity provides exclusive and otherwise unavailable benefits, including exclusive use of our specially commissioned Royal Parks venue. Our proposal is to closely associate the sponsor with all aspects of this unique theatrical experience, with potential to be associated with subsequent plans to tour the production internationally.

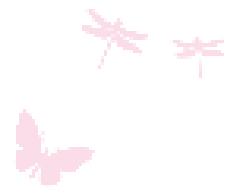


The production will feature the latest in theatre design and technology. Seamless, high resolution video will create a stunning virtual world entirely covering the pavilion ceiling. Audiences will fly with Peter to Neverland, stand on the deck of Hook's ship and soar high over Kensington Gardens in the heart of an Edwardian London.

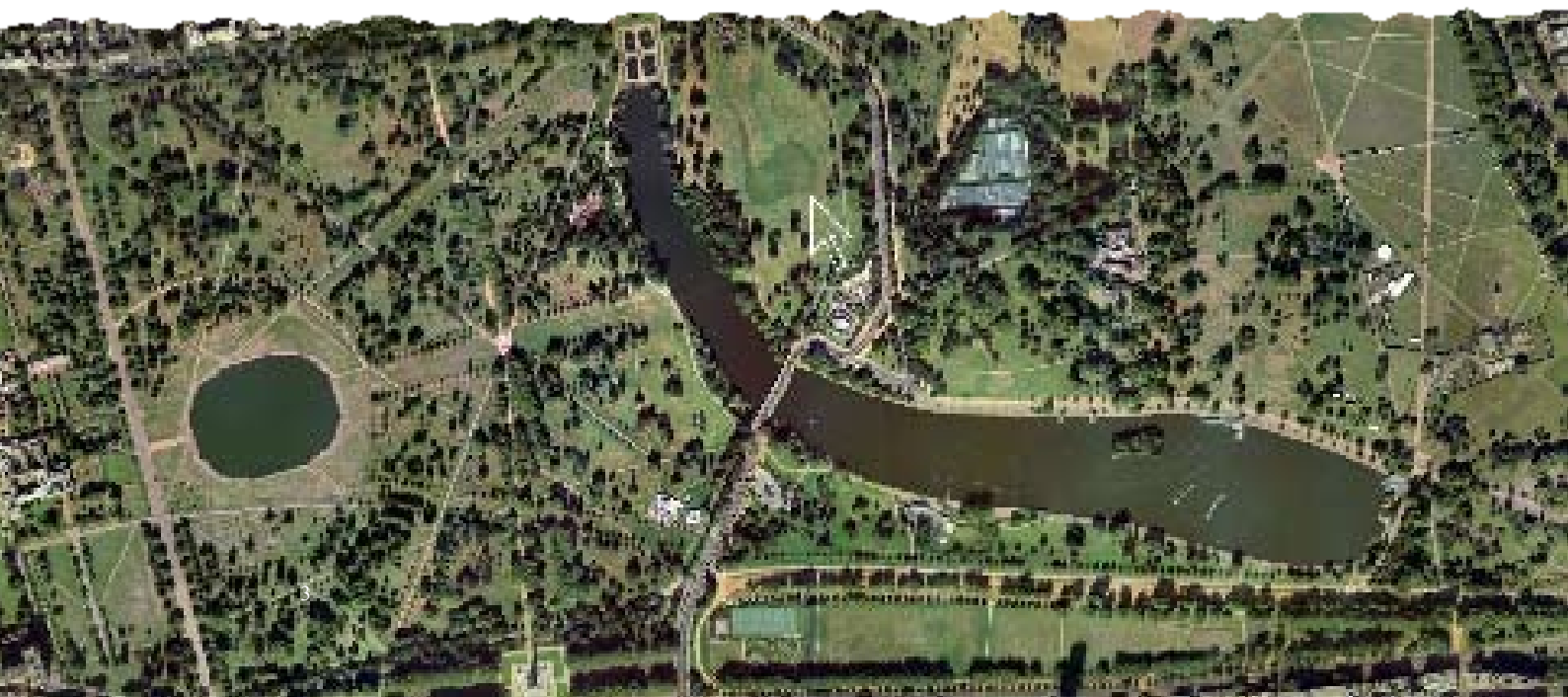
The World Premiere Season of Peter Pan will be one of next summer's most exciting and high profile London events. Sponsorship will create a close alignment with this collaborative, creative and ground-breaking venture.

An initial indication of the key sponsorship deliverables follows, together with further background details on the production and the creative talent invested in this unique project – so please read on...

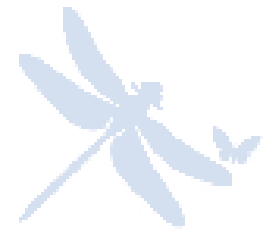
“Standing on the ledge he could see trees far away, which were doubtless the Kensington Gardens, and the moment he saw them he entirely forgot that he was now a little boy in a nightgown, and away he flew, right over the houses to the Gardens.”



From the original J.M. Barrie story, *Peter Pan in Kensington Gardens*



The Core Sponsorship Deliverables



We propose to associate the Headline Sponsor with all aspects of this first ever full scale production of Peter Pan in Kensington Gardens in the summer of 2009. The core sponsorship deliverables, tailored to your specific requirements, break-down as follows:

Profile

- Unique and extremely rare opportunity for corporate profiling and client entertaining within the most prestigious of London's Royal Parks
- Customer access opportunities to the production, with the opportunity for an exclusive priority booking period
- Opportunity for digital projection of corporate identity at prescribed points prior to the performance and during the interval
- Opportunity for own dedicated space for client entertaining, one to one meetings and product showcasing
- Opportunity to take over the entire Pavilion site for one day for own corporate event

Accreditation

- Logo inclusion on all print dedicated to the production and all marketing and public relations materials (anticipated £300,000 above the line marketing campaign utilising press radio and magazine advertising, event posters and leaflets)
- Complimentary advertising and editorial in the production programme
- High profile branding opportunities throughout the theatre pavilions and enclosed hospitality gardens
- Further logo presence on production banners prominently positioned over West Carriage Drive for a period of sixteen weeks, on specially created show promotional locations within the Hyde Park site and on directional signage specifically designed and created for the production throughout the Royal Park (subject to planning consent)
- Extensive online presence and website exposure developed throughout the dissemination and engagement programme, together with online presence in a 3D virtual version of the show, which has potential to develop into a video game
- Opportunity for association with all aspects of the associated educational programme including specially created schools teaching resources

Hospitality

- Exclusive dedicated performance for your own guests
- Complimentary VIP, hospitality and additional priority ticket packages based around the 'Neverland' hospitality pavilion, with facilities for up to 400 guests and the potential for sit down dinners
- Exclusive invitations to the opening night performance and party
- Exclusive sponsors preview night performance
- Other exclusive opportunities such as back stage tours, cast meet and greet and talks from the creative talent of the show on or off site



Employee involvement opportunities

- Specially created family and children events, involving production workshops and interaction with the cast
- Opportunity for a series of escorted behind the scenes tours, giving a unique insight into the creative process of producing a show of this scale

Press and PR

- Launch event and press release to announce the sponsorship
- Inclusion in all publicity and public relations surrounding the production, co-ordinated by Peter Thompson Associates
- Close liaison with your own press and PR unit to maximise on all promotional opportunities throughout
- Full marketing liaison with the production's marketing consultants EMG (www.emg-ents.com)
- Full integration with all media partnerships created to promote the production

Demographics

36% of Kensington Gardens users polled during the Summer said they would like to see theatre in the park

The event provides unique access to a local population of high net worth individuals, key decision makers and high earners with their families, and will attract core audiences similar to that of a family friendly West End production. 70% of the total audience is expected to be UK based, with 30% from overseas.

Detailed visitor research is available for both West End shows and Kensington Gardens, detailing the social grade profile of Kensington Gardens visitors, 50% of which are in the AB Group, compared with 25% for the population as a whole.

Fee consideration:

£300,000 + VAT for exclusive headline sponsorship status and a package of benefits to an overall value as indicated from the list above.

For further information on this opportunity please contact:

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Great Ormond Street Hospital Children's Charity will be the beneficiary of production royalties



The Production

Based on many years experience of theatre outdoors, this production of Peter Pan and the structures which house it will deliver a world class performance event, with the intention to tour globally to other major destinations after its London run is complete. Designed with the English summer in mind, this is a weather proof outdoor event.

The theatre pavilions have been created by architect Teresa Hoskyns and the two leading European manufacturers in this field. The imposing external structures will be visible from afar, drawing audiences and enveloping them in the magical experience even before they arrive. With 1100 tiered seats in the main auditorium, the total audience will enjoy unimpeded views, all within close proximity to the stage. Drama, atmosphere, comfort, optimum leg room, excellent acoustics and charming outdoor spaces for congregating prior to and after the show have been the key themes guiding the design process.



The Virtual World



William Dudley's design vision for Peter Pan involves groundbreaking use of the inside of the pavilion roof as 'the perfect projection screen'. Resembling a digital planetarium the entire pavilion ceiling will be 'dissolved' by seamless, high resolution video, immersing the cast and audience in a subtle 360 degree world created by Dudley's breathtaking set design. Using the latest sophisticated digital technology, correcting the distortion caused by the pavilion's curved surface, the viewer's eye will see a perfect image. This is a groundbreaking development of Dudley's expertise previously seen in Tom Stoppard's *The Coast of Utopia* at the National Theatre in 2002, *Hitchcock Blonde* at the Royal Court in London in 2003 and *The Woman in White* at The Palace Theatre in 2004.

Working with William Dudley are Lucy Bailey as Director and Justin Butcher as Writer, delivering a creative team of world class calibre, as required for a production of this profile. Producing the show is the equally experienced team of Charlie Burnell and Matthew Churchill.

Brief biographies on all follow.

William Dudley's first explorations of the Peter Pan video concept





Production and Creative Team

Director - Lucy Bailey

Lucy Bailey is one of only a few of the UK's leading theatre directors whose work contains the visual literacy and imagination this project requires. She has created stunning pieces for the National Theatre, the Globe, the West End and the world of opera and is passionate about delivering an original and memorable adaptation of Peter Pan designed for a new audience and a new millennium.

Designer - William Dudley

Six times Olivier award winning William Dudley is one of the UK's leading theatre designers. For forty years he has been a steady fixture at the National Theatre, Royal Court and in the West End and is frequently the designer of choice for directors such as Trevor Nunn, Peter Hall and Jonathan Miller. He is known internationally for his work creating 3D virtual environments.

Writer- Justin Butcher

Justin Butcher has enjoyed increasing recognition for his work over the last decade with such pieces as The Madness of George Dubya, Breaking Strain and the award winning Scaramouche Jones which gleaned standing ovations and dazzling reviews during its world tour starring Peter Postlethwaite. Justin studied Classics at Oxford and has a remarkable gift for drawing on his encyclopaedic knowledge of mythology and fairytale and astonishing imagination to create highly engaging dramas charged with visceral impact, charm and wit.

Producer - Charlie Burnell

Charlie Burnell has been producing theatre in London since 1996 when he produced the London stage premier of Anthony Minghella's Cigarettes and Chocolate. He produced One Knight Only at the Theatre Royal Haymarket starring Dames Judi Dench, Helen Mirren, Joan Plowright, Diana Rigg and Eileen Atkins with Kevin Spacey, Miranda Richardson, Anthony Sher, Zoë Wanamaker, Bob Hoskins, Edward Fox and Patrick Stewart. Other recent London productions include Joanna Murray-Smith's Honour, Joe Orton's What the Butler Saw, Justin Butcher's The Madness of George Dubya, its sequels A Weapons Inspector Calls and Guantanamo Baywatch and Neil Labute's The Shape of Things.

Producer - Matthew Churchill

Mat Churchill is a UK theatre and event producer who in the last ten years has conceived, funded and realised an extensive range of theatrical productions and tented events. In 1998 he financed and created the theatre tent which toured the National Theatre's production of Oh What a Lovely War. He conceived and developed a version of Aristophanes' The Birds which he co-produced at the National Theatre where it became their biggest selling show of 2002. Mat runs the Theatre Tent Ltd which provides a 700 seat temporary theatre anywhere in the UK. In excess of 850,000 people have passed through its doors over the last ten years. Mat is a leading expert on tented theatre production in the UK.

