



National Theatre & Hertz: The Business of Sponsorship

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Key objectives

Hertz Objectives:

- Using the NT to drive emotional connection with the brand
- Domestic, national and international saliency
- Growing Hertz footprint – and revenue

NT Objectives:

- Diversifying income
- Working with trusted, global brands with shared values
- Enabling our Public Acts programme

The right fit

The most recognised theatre in the UK



The most creative, high quality and inspirational venue



1m+ transactions each year



ABC1 audience skew



Footfall of 1.2m – 1.5m a year



48% bookers outside of London



Under leveraged in London



Long-haul market is important



73% of our audiences travel on a regular basis



Net Promoter Score +76



Category differentiation important



High corporate business



Three Partnership Pillars



Public Acts

Community engagement
Using Hertz assets for good causes
Platform for rich, engaging content



Activations

Capitalise on NT estate
Money can't buy experiences
Events targeting multiple segments



Location

Growing Hertz footprint
Monetising the partnership



Public Acts

Pericles launched Public Acts, the National Theatre's new national initiative to create extraordinary acts of theatre and community. The production marked the centrepiece of a two-year partnership, building in-depth relationships with eight organisations who deliver visionary work in their communities.

Hertz provided transport for some of the most vulnerable and less mobile participants of this programme, enabling them to attend rehearsals two evenings a week for twelve weeks at the National Theatre and take part in the production weekend.



PERICLES COMPANY

National
Theatre

PUBLIC
ACTS







National Theatre
EXIT THE KING

Hertz

National Theatre

KO18 TWE

KP17 OGR





A yellow car wheel is visible on the left side of the image. In the center and right, there is a popcorn stand with a sign that says "POPCORN". The stand has a red and white striped top and a sign with the word "POPCORN" in a stylized font. The background is a blurred outdoor setting.

River Stage Festival 2018

A free outdoor festival over a series of summer weekends. Live music, dancing, DJs, family workshops, club nights and theatre.

Each weekend customised, curated content.

Last year saw takeovers from The Glory, HOME Manchester, Sadler's Wells, nonclassical and a finale closing party with the National Theatre.

And Hertz ...

Activation Objectives:

- Activate the partnership
- Optimise high-footfall location and activity
- Platform for social content
- Support for secondary campaigns
- Leverage existing partner relationships

Key Activity

- UGC
- Hertz Cinema Car
- Fancy cars
- Content, content, content

Activation

Social Media activation: create buzz and promote Hertz presence at the River Stage festival closing party.

Physical activation

Teaser Content:

Festival & theme announcement

Agitation Content:

Competition trailing;

Live Content:

UGC; live posting;
community engagement



The numbers:

- 25 posts
- 1m reach (+191% vs LY)
- 10k engagement (+42% vs LY)
- +200 entries
- 300 bags of popcorn

The non-numbers:

- Partnership activated
- Strengthening of Delta partnership
- Internal optics



Location, Location, Location

The heart of London

Growing footprint in highly-leveraged
areas

Maximising under-utilised estate



Partnership 2.0

- The NT x Hertz Podcast
- The Location Launch
- Public Acts Transport



HERTZ PRESENTS



**THE WORLD'S FIRST CINEMA CAR
FEATURING FREE 'GO ANYWHERE' WIFI**

FEATURING FREE 'GO ANYWHERE' WIFI
THE WORLD'S FIRST CINEMA CAR
HERTZ PRESENTS



Thank you

