

ABBEY THEATRE
AMHARCLANN NA MAINISTREACH

NATIONAL THEATRE OF IRELAND



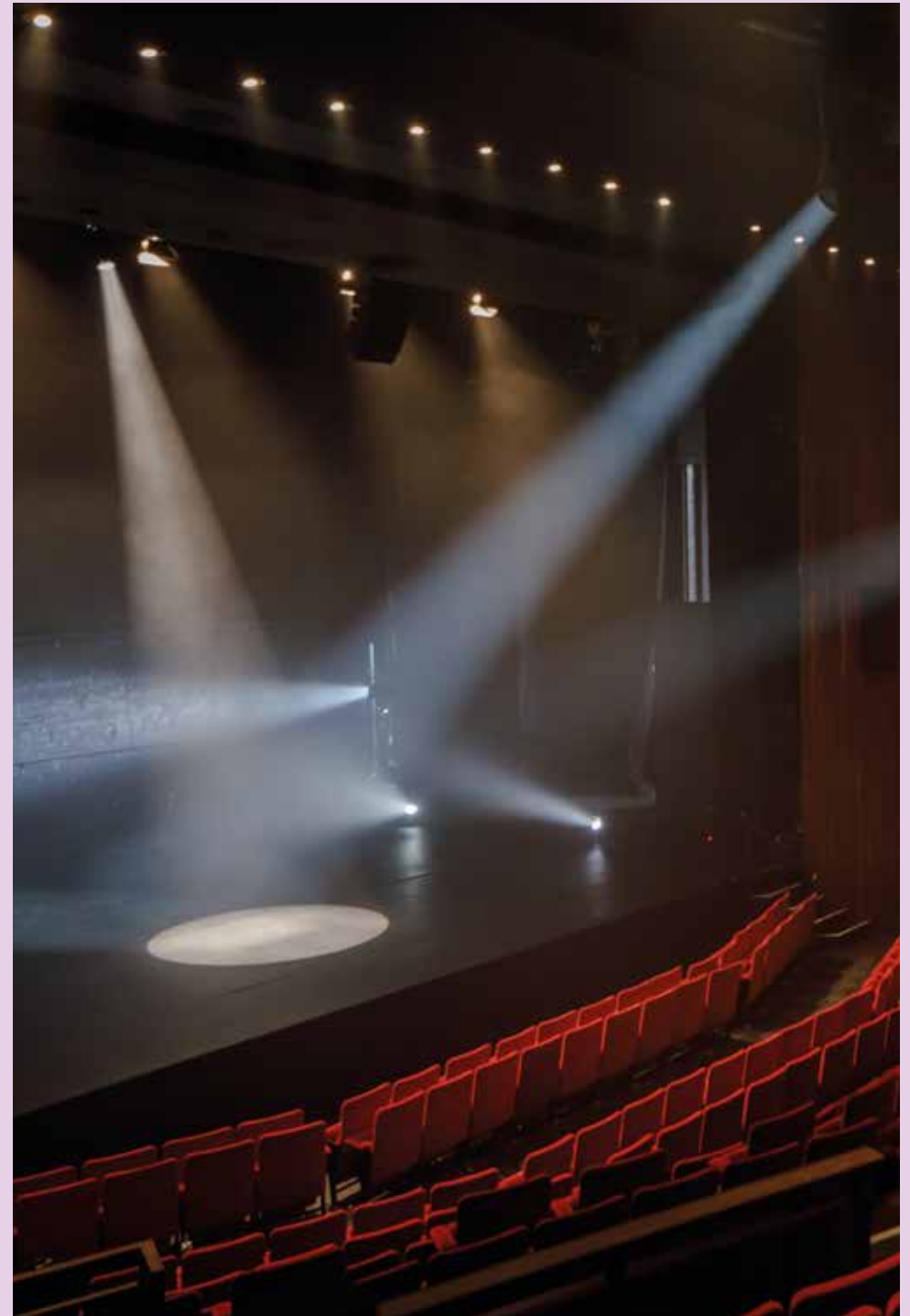
'Ireland and the world are in a time of profound change; we understand the challenge in that, but also, the potential for renewal. Let's create an environment within which great art and people can flourish, promoting real collaboration, inclusiveness, diversity, and equality.

By exploring and leading new models of artistic and civic engagement, we are making a blueprint for national theatre, designed with ambition, built for artists, and inhabited by everyone. A place where ambitious and courageous stories can be told.'

CAITRÍONA MCLAUGHLIN AND MARK O'BRIEN

Artistic Director/Co-Director and
Executive Director/Co-Director of the
Abbey Theatre, National Theatre of Ireland

ABB THEATRE





THE ABBEY THEATRE

Live theatre is a shared unique experience that has a lasting effect on audiences. Beyond the work on our stages, we support young people, new talent, and courageous innovation. The Abbey Theatre is a home for creativity, opportunity, expression, and exploration.

We are Ireland's national theatre with international recognition and reach. We are creative and ambitious for ourselves and our collaborators. In partnership with you, we can nurture and cultivate the next generation of Irish artists, seed new stories, told in a variety of voices, and challenge outdated perceptions and behaviours. Together we will design a culture where collaboration, investment and ambition are the foundations on which the future of Irish theatre are built.

By partnering with the Abbey Theatre you can help us to:

- Create world renowned theatre
- Support Irish artists
- Empower creative thinking
- Give a voice to all our communities
- Inspire open and curious young minds
- Showcase the best of Irish talent on an international stage

'Heading off-site to the prestigious Abbey Theatre for a day of "Abbey Theatre:Skills for Business" training was incredible. We work with executives of some of the world's largest business' and this course added something different to how we communicate with them. The day provided numerous practical tips, learnings on storytelling and how to use your voice most effectively. The Abbey training facilitators were true professionals and created a positive environment for learning. Beyond the core skills developed, the content and space provided additional value as a team building event. This wasn't our first time at the Abbey, and it surely won't be our last.'

BILLY DELANEY
Accenture

PARTNERING WITH THE ABBEY THEATRE

Take centre stage with the Abbey Theatre. We are committed to working with our supporters to create long lasting, mutually beneficial partnerships which can be adapted to meet your organisational needs.

As a partner you will have access to a series of exclusive benefits which will deliver elevated brand awareness and bespoke experiences for you, your clients and your hard-working employees.

Benefits can also include our transformative learning and development workshops which aid employee retention and attract new talent. As a partner, you will be invited to unique networking events with fellow supporters and stakeholders.

BESPOKE PARTNERSHIPS

Creative thinking plays an integral role in every organisation. A bespoke partnership with the Abbey Theatre will bring added creativity and energy to your brand. Partnerships can include:

- Principal Partnership of the Abbey Theatre
- A specific Abbey Theatre production which resonates with your values and brand
- A theatre season
- A national or international tour engaging with aligned audiences
- An education programme which puts creativity at the heart of primary and secondary school learning
- Artistic development of existing and emerging talent
- A value led community programme delivering social impact

PARTNERSHIP AWARDS

- Winner of the Irish Sponsorship Award Best Arts and Cultural Sponsorship 2022
- Shortlisted for the Business to Arts Best Creativity in the Workplace Award 2022

'It is our hope that the recent years have incubated a new generation of dramatists whose innovative forms allow them to create work on their own terms, and in so doing, enrich our already vast literary and dramatic canon.'

CAITRÍONA MCLAUGHLIN AND MARK O'BRIEN

Artistic Director/Co-Director and
Executive Director/Co-Director of the
Abbey Theatre, National Theatre of Ireland.

'As important as it is to find the next writer or next actor, it's equally important to find the next person with the passion, enthusiasm, energy and ideally with some of the financial resources to help them be as good as they can be. We can't do anything with any of those things missing.'

CAITRÍONA MCLAUGHLIN

Artistic Director/Co-Director of the
Abbey Theatre, National Theatre of Ireland.

THE FUTURE OF IRISH THEATRE

The Abbey Theatre is committed to nurturing existing and emerging talent through a number of mentoring programmes led by both Abbey Theatre and industry experts.

Help us support the future of Irish Theatre.



'The significance of our national theatre, its power and potential, has always held huge importance for me. The ideas, conversations and provocations begun from its stages vibrate through time and across generations, inclusive of all.'

AMY CONROY

Playwright and Actor

'Founded by W.B. Yeats and Lady Gregory, the Abbey has a rich tradition and a legacy to be proud of as a haven for artists and audiences. It is a theatre that goes deep into the heart and soul of the national psyche. A sacred place of great pride to us all. The Mothership. The Cauldron. The Temple.'

MARINA CARR

Playwright

STORIES OF THE NATION

At the Abbey Theatre, audiences experience those stories which are nationally, socially, and culturally relevant. Support us in telling the stories of the nation.



'A beautiful play, performed in our school JCSP Library. The story captivated students from a myriad of ethnic backgrounds. The post show conversations were rich and important ones. Thank you, Abbey Theatre, for reminding us of the power and beauty of theatre in schools.'

MÁIRE O'HIGGINS

Assistant Principal,
Larkin Community College
'Her, Sive' National School Tour 2022

INSPIRE THE NEXT GENERATION

Transform the lives of young people by supporting the Abbey Theatre educational programmes. Our range of school's initiatives focus on embedding a love of theatre, storytelling, and creativity in primary and secondary schools throughout Ireland. The wider impact of this work is in nurturing creative thinking, building collegiality, and fostering stronger and more confident communication skills.



'I thought that we really spoke to people. It felt like real queer people talking about real queer issues. It was like we all had something to say, and we got to say it. It was a beautiful thing to do, people loved the show.'

BeLonG To PARTICIPANTS

Following their performance of 'Under the Tree at (Gay) Spar' in the Peacock Theatre. Developed with the Community and Education team.

'Under the Tree at (Gay) Spar' was the culmination of a period of workshops between BeLonG To and the Abbey Theatre.

A rambunctious tale in free verse, the play while not autobiographical is representative of what it means to be queer in Ireland today. The play centres on the origins of Pride parades in a small-town Ireland and the Dublin institution, Gay Spar.



COMMUNITY INITIATIVES

Support the Abbey Theatre community projects that align with your strategic CSR and ESG objectives. Help us give voice to a range of communities, giving them a space to connect and to share their stories.



CONSERVE AND CREATE TOGETHER

A national collection illustrating the rich canon of Irish dramatic writing, the Abbey Theatre Archive is the guardian of the theatre's living heritage. The Archive collects records of every kind documenting the work produced on the Abbey and Peacock stages, ensuring their preservation for future generations.

This extensive multi-media collection dating from the 1890s to present day includes programmes, posters, photographs, audio visual recordings, costume and set designs, model boxes, scripts, artworks, stage management and administrative records allowing the Abbey Theatre's literary canon to be examined in its full production context.

Access to items such as the 1926 original prompt script of Sean O'Casey's 'The Plough and the Stars' allows a tangible interaction with the heritage of the Irish National Theatre. The material preserved by the Abbey Theatre Archive has an intrinsic intellectual, artistic, historic and cultural value that is incalculable, and draws an ever-widening community of users, both national and international.



'Dublin Airport have been proud supporters of the Abbey, Ireland's National Theatre, since 2017. This partnership not only reinforces our support of the arts in Ireland but fits perfectly with our ethos of promoting tourism, visitor attractions and Irish culture to both our passengers and customers. Over the years, we have developed a strong sponsorship relationship with the Abbey team, and working together we have delivered a variety of activation opportunities and events for our clients, staff, and stakeholders. The Abbey Theatre provides a unique backdrop for a wonderful, shared experience in a venue that has been at the heart of Dublin and Irish culture for over 100 years.'

EDEL REDMOND

Head of Airline and Partner Marketing,
Dublin Airport Authority

BRING LIVE THEATRE TO NEW AUDIENCES

Engage with audiences at home and abroad as an ambassador for great Irish theatre. Help to showcase new and existing Irish talent on the national and international stages as an Abbey Theatre tour sponsor.





**ABBAY
THEATRE
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NA MAINISTREACH**

WHOSE STORY WILL YOU HELP US TELL?

GET IN TOUCH

To explore potential partnership opportunities with the Abbey Theatre please contact our Corporate Partnership and Philanthropy Team.

E marie.lawlor@abbeytheatre.ie

E deirdre.daly@abbeytheatre.ie

T 01 887 2200

VISIT ABBAYTHEATRE.IE

