

# SPONSORSHIP OPPORTUNITIES



THE  
ROUND



# THE ROUND

## **A state-of-the-art, iconic venue**

The Round is the new premier cultural venue located in Melbourne's East.

Designed by internationally renowned architects, The Round boasts exceptional facilities accentuated with luxurious finishes. The venue's centrepiece is a beautiful 626 theatre, complemented by a versatile 203 seat studio theatre, light-filled function centre, creative studios and a soundshell for outdoor events.

The Round has been meticulously crafted to provide an exceptional experience for our guests, making it a destination venue in Melbourne's cultural landscape.



# THE ROUND SPONSORSHIP OPPORTUNITIES

As we raise the curtain on our exciting lineup of sponsorship opportunities for 2025, we invite you to become an integral part of this cultural landmark. From our beloved Midweek Matinees and Underground Cabaret to our world-class Season, The Round offers a diverse range of partnership options.

Each sponsorship tier is carefully crafted to provide maximum visibility, engagement and opportunity, allowing your brand to shine in a venue that promises an exceptional experience for performers, patrons and event organisers alike.



# WHITEHORSE DEMOGRAPHICS



**171,167**  
POPULATION



**2.6**  
AVERAGE HOUSEHOLD SIZE



**65,115**  
HOUSEHOLDS



**44.9%**  
DIVERSITY

The most common countries of birth were China, India, Malaysia, United Kingdom and Hong Kong were born overseas



**39**  
AGE

Median age of Whitehorse residents



**\$3000**  
INCOME

26.85% of households had a weekly income of more than \$3000

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## THE ROUND



**160K**

Annual visits to The Round



**260K**

Annual website visitors



**1.1M**

Social media accounts reached annually



# SEASON OPPORTUNITIES

**The Round's Season is our flagship offering. Providing our community a rich tapestry of entertainment options throughout the year.**

Our programme spans a wide variety of performance, from plays to music, comedy to dance. We strive to present a balanced mix of well-known performers and emerging talent, giving our audience the chance to enjoy some of the best creative works in the country.

By supporting The Round's Season, you'll be part of an initiative that adds colour to Melbourne's cultural calendar and provides memorable experiences for our patrons.





## SEASON OPPORTUNITIES

# PRINCIPAL SEASON PARTNER

**We extend a warm invitation to you to become the Principal Season Partner of The Round's Season, a remarkable showcase of the arts in Melbourne.**

As our Principal Season Partner, you will play a pivotal role in shaping the cultural landscape of our region by supporting a diverse array of artistic performances and events. This year-long celebration promises to captivate and engage audiences through compelling theatre, music, comedy and more.

This is your organisation's opportunity to be associated with a range of Australia's biggest players in the entertainment industry, in 2024 this included Marcia Hines, Sydney Theatre Company, Opera Australia and Melbourne Symphony Orchestra.

By aligning your organisation's name and brand with The Round's Season, you will enjoy prominent visibility in all marketing and promotional materials, VIP activations and experiences, and the chance to leave an enduring legacy that nurtures artistic expression and cultural growth.

Join us in enriching, connecting and uplifting Melbourne's East through the power of the arts.

### Benefits and inclusions:

- Sponsorship acknowledgment on the Season landing web page
- 10 VIP tickets to all season shows including our Season Launch
- VIP pre-show catered function for 10 guests in a private room prior to the show at up to 3 Season shows
- Photo opportunity available on stage at up to 3 Season shows
- Backstage venue tour available at up to 3 Season shows
- Digital venue signage at all Season shows
- In-foyer activation available at up to 3 Season shows
- Acknowledgement in all pre-season show electronic direct mails (EDMs)
- Bi-annual feature placement in The Round's eNewsletter
- Bi-monthly acknowledgment across all social media channels
- In-venue logo where appropriate
- Meet and greet with cast at up to 3 Season shows (subject to availability)

**Cost of sponsorship:** \$50,000



**PLAY A PIVOTAL  
ROLE IN SHAPING  
THE CULTURAL  
LANDSCAPE OF  
OUR REGION**

## SEASON OPPORTUNITIES

# SHOW PARTNER

**We are delighted to offer you the opportunity to become the Show Partner of one of our Season shows. As the Show Partner, your organisation will take centre stage and play a crucial role in bringing a captivating show to life.**

This partnership offers a unique platform for you to align your brand with a specific show from Season 2025 and showcase your commitment to the arts.

By joining us as the Show Partner, you will enjoy prominent visibility, exclusive VIP experiences, and the satisfaction of supporting the performing arts while engaging and inspiring audiences.

Together, let us create an unforgettable experience that leaves a lasting impression on our community.

### Benefits and inclusions

- Presenting partner of a single Season show
- Choice of show by priority of response
- 6 VIP tickets to your presented show
- VIP interval catered function for 6 guests in a private room
- Logo on show web page
- Acknowledgement in pre-show EDM
- Acknowledgement across all social media channels
- Acknowledgement on digital venue screens prior to performance

**Cost of sponsorship:** \$6,500



**TAKE CENTRE  
STAGE AND PLAY  
A CRUCIAL ROLE  
IN BRINGING A  
CAPTIVATING  
SHOW TO LIFE**



# UNDERGROUND CABARET

**Underground Cabaret brings a touch of allure to The Round, offering a dazzling evening of entertainment.**

This monthly series transforms The Round's Studio into a speakeasy to showcase some of Melbourne's best cabaret acts.

Featuring both local and touring artists, each night is a diverse blend of music, laughter and world class performance.

Underground Cabaret is an opportunity for audiences to experience entertainment in a more intimate and engaging way than traditional theatre settings allow.





## ANNUAL CABARET PARTNER

**We are delighted to present to you the opportunity to become the Annual Cabaret Partner of Underground Cabaret at The Round. An exceptional monthly series of captivating performances that will transport audiences into a world of glamour, music, and enchantment.**

As the Cabaret Partner your organisation will take a prominent role in this extraordinary cabaret experience and leave your mark on the the cultural landscape of Whitehorse. This partnership offers a unique platform for you to align your brand with the allure, diversity and sophistication of cabaret, while showcasing your passionate commitment to the arts.

By joining us as the Cabaret Partner, you will enjoy prominent visibility, exclusive VIP experiences and the satisfaction of supporting a season that celebrates the magic of live performance.

Together, let us create unforgettable moments and inspire our audience with the remarkable world of Underground Cabaret – Whitehorse’s new favourite night out.

### Benefits and inclusions

- Sponsorship acknowledgment on landing web page
- Logo on all physical collateral
- A catered cabaret table for four people at up to 3 cabaret performances
- Acknowledgement on venue screens prior to all Cabaret performances
- Acknowledgment across all social media channels
- In-foyer pre-show activation at up to 3 Cabaret performances
- Seat drop opportunity at all performances
- On-stage photo opportunity at up to 3 Cabaret performances
- Backstage and venue tour at up to 3 Cabaret performances
- Meet and greet with cast at up to 3 Cabaret performances
- Acknowledgement from artist on stage

**Cost of sponsorship:** \$12,500



**CAPTIVATING  
PERFORMANCES  
THAT WILL  
TRANSPORT  
AUDIENCES**

# MIDWEEK MATINEE

**Our Midweek Matinee season at The Round is an engaging program designed to captivate and inspire our older community.**

This year's lineup features a selection of timeless music performed by some of Australia's most exceptional talent.

A welcoming and accessible experience our Midweek Matinee offers a complimentary morning tea and opportunity for our community to socialise and enjoy the arts.





## MIDWEEK MATINEE

# MIDWEEK PRESENTING PARTNER

**We are delighted to present to you the opportunity to become our 2025 Midweek Matinee Season Partner. We present an exceptional season of eight shows specially curated to bring joy and cultural enrichment to our senior audience.**

As the Partner your organisation will take a prominent role in this extraordinary series of performances, showcasing your commitment to the wellbeing and enjoyment of our valued patrons.

This partnership offers a unique platform for you to align your brand with our senior audience while enjoying prominent visibility and exclusive benefits.

Join us in creating treasured memories and inspiring our audience through The Round's beloved Midweek Matinee Season.

### Benefits and inclusions

- Sponsorship acknowledgment on all web season and show pages
- 6 VIP tickets to up to 3 Midweek Matinee shows during the season
- Logo on all show pages on the web
- Branding of morning tea
- Acknowledgement on venue screens prior to all Midweek Matinee performances
- In-venue logo placement where appropriate
- Acknowledgement from artist on stage
- Acknowledgment across all social media channels
- In-foyer post-show activation at all performances
- On-stage photo opportunity at up to 3 Midweek Matinee performances
- Backstage and venue tour at up to 3 Midweek Matinee performances
- Meet and greet with cast at up to 3 Midweek Matinee performances

**Cost of sponsorship:** \$12,000



**BRING JOY  
AND CULTURAL  
ENRICHMENT TO  
OUR CHERISHED  
SENIOR AUDIENCE**

# ALIGN YOUR ORGANISATION WITH THE FUTURE OF ARTS IN MELBOURNE

## **Thank you for considering a partnership with The Round.**

We are excited about the possibility of collaborating with you to create exceptional experiences for our community and beyond.

We welcome the opportunity to discuss how we can tailor our sponsorship packages to best suit your organisation's goals and vision. Our team is ready to work closely with you to ensure a mutually beneficial partnership that resonates with your brand values and our audience.

To explore sponsorship opportunities or for more information, please contact:

**[theround@whitehorse.vic.gov.au](mailto:theround@whitehorse.vic.gov.au)**

**(03) 9262 6555**





CONNECT WITH US



THE  
ROUND