

JOURNEY THROUGH EAST OF ENGLAND WITH CAROLINE: A NEW MUSICAL

PARTNER WITH & SPONSOR EATC'S NEW PRODUCTION

As a partner, you will connect with engaged local audiences in towns and cities in the east of England and London, extend your reach and boost brand visibility. This partnership gives you the unique opportunity to place your brand in front of a broad and dynamic audience of this world-class production.



THE PIRATE RADIO STATION THAT
ROCKED THE AIRWAVES



CAROLINE
A NEW MUSICAL

PARTNER BENEFITS:

- Guest Night invitations
- Banner at the theatres
- Branding and marketing advertising across all print and digital assets
- Dedicated social media post through partner organisations
- Alignment with a positive and creative project to support your brand
- And more

Sponsors Club
From £500

Headline Sponsor
From £2,500

ONE GROUNDBREAKING PRODUCTION

350,000+
social media reach

140,000+
print ad reach

160,000+
email reach

50+
performances

19,000+
audiences

KNOW MORE ABOUT CAROLINE AT:

<https://carolineanewmusical.com/>

Presented by



MERCURY



Norwich Theatre



The **East Anglian Touring Consortium (EATC)** Eight leading theatre and arts organisations from across East Anglia. This groundbreaking collaboration aims to create a sustainable model for midscale theatre touring, championing new writing, local talent, skills development, and audience growth. 2026 marks the start of East Anglian Touring Consortium's new production, *Caroline: A New Musical*.

Supported by



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ARTS COUNCIL ENGLAND

CONTACT US:

Ellis Northrop (New Wolsey Theatre)
ENorthrop@wolseytheatre.co.uk

Emma Suckling (Theatre Royal Bury St. Edmunds)
Emma@theatreroyal.org

Nelson Natata (New Theatre Peterborough)
Nelson.Natata@landmarktheatres.co.uk
or 01733 852992

Beth Watson (HighTide)
Beth@hightide.org.uk

Alison Frankish (Mercury Theatre Colchester)
Alison.Frankish@mercurytheatre.co.uk

Kathryn Winter (Queen's Theatre Hornchurch)
KathrynW@queens-theatre.co.uk