



West End Bares

INFORMATION PACK 2017



THE SHOW



WEST END BARES is the biggest charity fundraiser in the West End calendar and is the UK's biggest theatre community event. An annual event that combines the naughtiness of burlesque with the spectacle of the West End, featuring some of theatre's hottest performers. This year's show returns to the Novello Theatre on Sunday 29th October for two sizzling performances at 7pm and 9.30pm.

In 2017, the West End community will come together once again to donate their time and talents for this one night spectacular to benefit the Make a Difference Trust, the UK entertainment industry's response to HIV/AIDS. Funding grass roots community projects in the UK and Southern Africa, the funds raised benefit people affected by HIV/AIDS, as well as providing practical financial support to members of the entertainment industry experiencing hardship.

Now in its 8th year, the hugely successful production is based on the original BROADWAY BARES concept, created by legendary Broadway and West End director and choreographer Jerry Mitchell, TheatreMAD produced its first WEST END BARES in 2010. Since then WEST END BARES has raised over £241,000.

West End Bares 2016: EXCALIBARE was hosted by Graham Norton and saw an even bigger – and, of course, barer – production, taking over the stage at the beautiful Novello Theatre.

Graham was joined by West End star co-hosts Ramin Karimloo (Les Miserables, The Phantom Of The Opera), Gina Beck (Show Boat, Wicked) and Ben Freeman (Wicked, The Rocky Horror Show) with appearances from the legendary Samantha Bond, Helen Lederer and an exclusive performance from the brilliant Michelle Visage from Ru Paul's Drag Race.

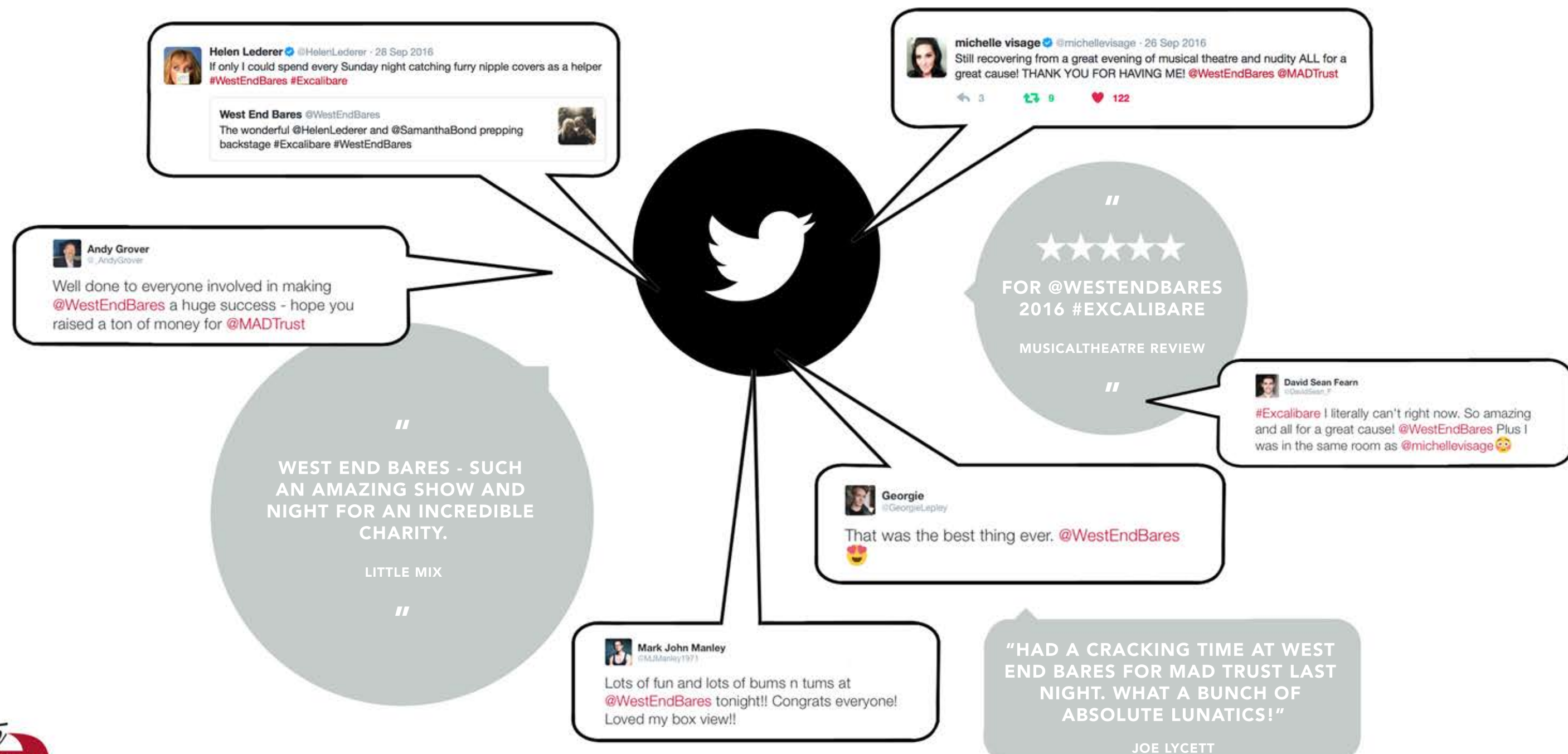
Billed as a 'Knight like no other', the show also featured performances from double Olivier Award-winner David Bedella (Jerry Springer The Opera, In The Heights, The Rocky Horror Show) and Theatreland favourite Summer Strallen (Top Hat, The Sound of Music, Hollyoaks). EXCALIBARE featured over 100 of the hottest and most exciting performers from the West End and beyond, including cast members from Aladdin, Charlie and the Chocolate Factory, Dreamgirls, Funny Girl, Kinky Boots, Mary Poppins, Motown and Wicked who all raised their swords to join the charity crusade.

The event raised over £42,000 for the Make a Difference Trust.

OUR AUDIENCE

THE SHOW HAS AN AUDIENCE OF 1,860 (OVER THE TWO SHOWS) AND 165 CAST, CREW AND HOSTS.
THIS NUMBER DOESN'T INCLUDE THE THOUSANDS OF PEOPLE WHO VIEW AND SHARE
CONTENT AFTER THE SHOW HAS FINISHED.

ON THE NIGHT, THE AUDIENCE IS MADE UP OF HIGH NET WORTH INDIVIDUALS.
A PERFECT MATCH FOR YOUR BRAND.



SOCIAL ***PRESENCE***

SOCIAL STATS FOR WEST END BARES 2016 - EXCALIBARE



**2,689,979
REACH**



**4,592,406
IMPRESSIONS**



**4.6K COMBINED
FACEBOOK LIKES**



**4.8K TWITTER
FOLLOWERS**



**62% MALE
38% FEMALE**



**1,117 YOUTUBE
SUBSCRIBERS WITH
914.4K VIEWS**

25-34

**40.4% ARE 25-34
YEARS OLD**

**WITH A CAST AND CREW OF OVER 220 IN 2016, OUR SOCIAL MEDIA PRESENCE HAS
CONTINUED TO INCREASE YEAR ON YEAR AND WE ANTICIPATE THIS YEAR'S SHOW
TO CREATE MORE ONLINE TRAFFIC THAN EVER BEFORE.**

MARKETING COMMUNICATIONS

SEND A BIG MESSAGE TO THE WHOLE THEATRE COMMUNITY BY GETTING BEHIND WEST END BARES
AND HELP SHAPE THE FUTURE OF THE SHOW.



You will be partnering with the hottest show in London, championing the work of one of the leading theatre charities in the UK. Your support will help us to change people's lives.

We have approached you because we have the right type of audience for your brand.

A huge marketing campaign is being planned for this year's show. Your brand will be involved in all marketing communications leading up to the show, during the show and afterwards.

Your brand will be included in email campaigns and all press releases sent by the Make A Difference Trust and our partners.

We have a strong social media presence and your brand will be featured mentioned on all our channels – Twitter, Facebook, Instagram and YouTube. Your twitter handle or hashtag will feature in weekly tweets promoting the show. Your brand will also be displayed on our website as a key supporter.

Your logo will feature on all print marketing*. The flyers and posters will be distributed across London to theatres and other venues that promote West End shows.

You will be invited to a Supporters' Champagne event at the Novello Theatre before the show where you will have the opportunity to connect with other sponsors and high profile supporters.

There are many ways to support the show this year, with a variety of benefits at each level (see below) and your help will ensure we can continue to make WEST END BARES the most exciting theatre fundraising event of the year.

Sponsorship / Partner packages start from as little as £500.





We have a package to suit everyone's requirements.

*print deadlines may apply.

ADVERTISE WITH US

GET A SPACE IN THE WEST END BARES PROGRAMME AND GET YOUR MESSAGE TO A CAPTIVE SELL OUT AUDIENCE OF THEATREGOERS.

ADVERTISEMENT PRICES FOR 2017 ARE AS FOLLOWS:

 FULL PAGE £800 TRIM SIZE 297 X 210MM BLEED SIZE 303 X 216MM (VITAL INFORMATION SHOULD BE POSITIONED 15MM FROM ALL EDGES)	 HALF PAGE VERTICAL £450 ADVERT SIZE 281 X 93MM NO BLEED REQUIRED	 HALF PAGE HORIZONTAL £450 ADVERT SIZE 136 X 194MM NO BLEED REQUIRED	 QUARTER PAGE £250 ADVERT SIZE 136 X 93MM NO BLEED REQUIRED
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FOR FURTHER INFORMATION ABOUT ADVERTISING WITH US AND TO TALK MORE ABOUT ANY OF OUR PACKAGES PLEASE CONTACT DARREN MURPHY D.MURPHY@MADTRUST.ORG.UK

THE MAKE A DIFFERENCE TRUST

THE MAKE A DIFFERENCE TRUST, TRADING AS THEATRE MAD AND ALSO KNOWN AS MAD TRUST IS THE ENTERTAINMENT INDUSTRY'S RESPONSE TO HIV/AIDS. AS WELL AS WEST END BARES, THE MAKE A DIFFERENCE TRUST PRODUCES THESE OTHER AMAZING SHOWS.



A West End Christmas is our annual celebration of the festive season with a magical mix of music and verse with the stars and casts of London's West End Theatre.

Previous celebrities involved have included: Gaby Roslin, Tim McInnerny, Natalie Casey, Celia Imrie, Alex Jennings, Jenny Seagrove, Christopher Biggins, Nickolas Grace, Tim Curry, Sally Dexter, David Rintoul, Aden Gillett, Sian Phillips, Lynda Baron, Brian Protheroe, David Soul, Jessie Wallace, Petula Clark, Jason Donovan, Maureen Lipman, Nigel Harman, Peter Bowles, Derek Jacobi, & Harriet Thorpe.



West End Eurovision celebrates the annual Eurovision Song Contest in true West End style, as West End casts perform fully costumed and choreographed songs from previous Eurovision's and compete to be crowned West End Eurovision Champions.

It's undoubtedly one of the campest nights of the year in the West End and now traditionally includes a performance from a bona fide past Eurovision Song Contest contestant.

Previous Celebrity Judges have included: Graham Norton, Cheryl Baker, Lisa Riley, Toby Anstis, Arlene Philips, Caroline Quentin, Russell Grant, David Ian, Sheridan Smith, Kerry Ellis, Stefanie Powers, Tony Blackburn, Rylan Clark.

Previous performances from past Eurovision contestants include: Bucks Fizz, Katrina & The Waves, Bardo, Scooch, Sonia.



A MAD Drag Night is a night of celebration for all things Drag featuring some of the finest performers from the West End and some of the UK's finest Drag Artists dressed to impress to raise money for The Make A Difference Trust.

Seasonal West End Cabaret's bring dozens of West End, Fringe and national touring shows — actors, dancers, singers, stage managers, wardrobe, wigs, make-up, musicians, technicians and backstage crews, company managers, theatre staff, ushers, stage door, box office personnel & producers — all contribute every year to our incredible fundraising success and entertainment.

An evening of the finest talent from the West End at the Hippodrome Casino in the heart of Theatre Land. Previous cabarets have come from the cast of: The Phantom of the Opera; The Book of Mormon; Miss Saigon; Mamma Mia!; Wicked; Gypsy; Funny Girl and Kinky Boots.



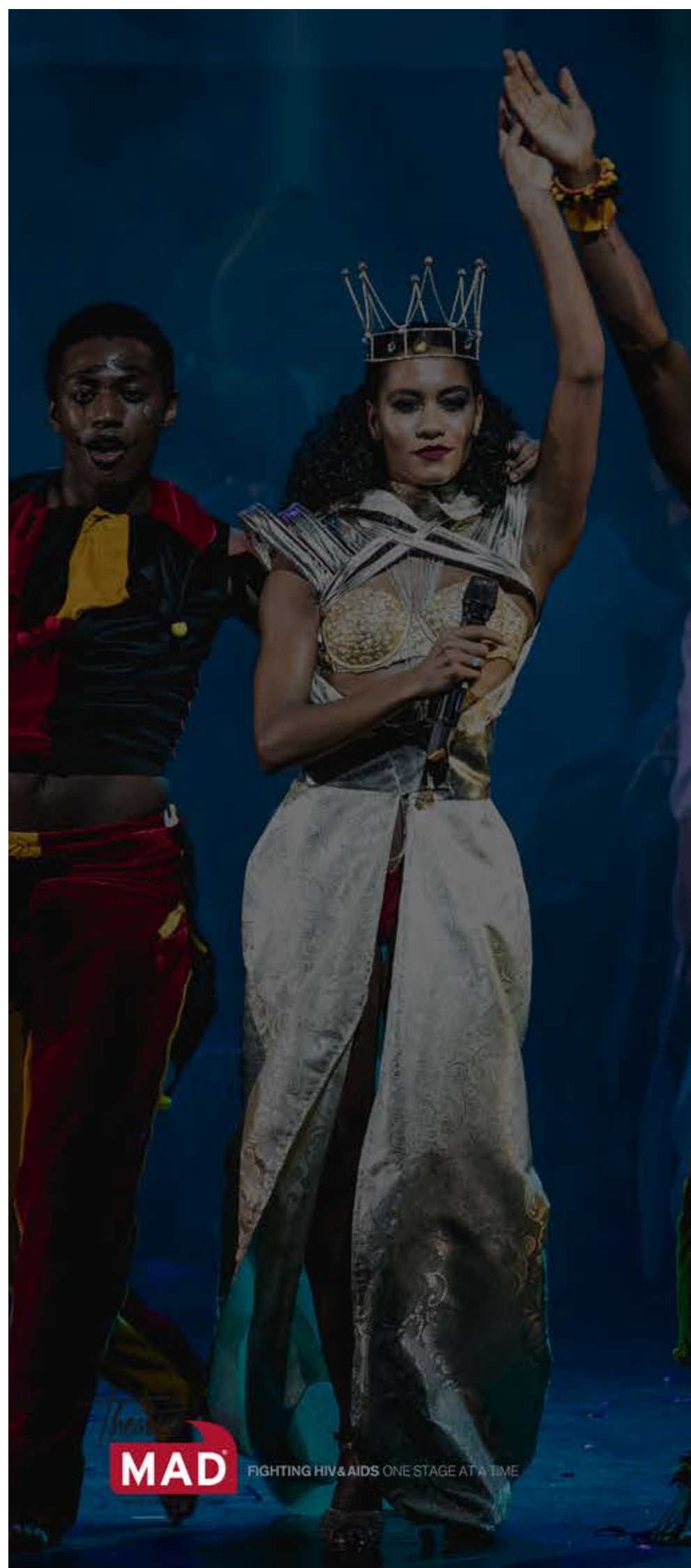
THE MAKE A DIFFERENCE TRUST

With a legacy of over 25 years, the MAD Trust brings together the theatre industry and its supporters to raise funds for HIV/AIDS projects that raise awareness, and provide care, support and education in the United Kingdom and Sub-Saharan Africa. The Trust also supports those in the UK's entertainment industry facing hardship as a result of a long term illness.

The Trust works with established partners to ensure projects have maximum impact and are sustainable. The Trust has distributed £1.6 million in grants to support individuals experiencing hardship across the UK as well as over £1 million to support projects with their UK and International partners.

With years of research and the development and advancement of effective medications, HIV/AIDS is considered by many to no longer be an issue. However, rising rates of infection and continued stigma, prejudice, discrimination and fear continue to mean that the need for your support and our work has never been greater.

AWARENESS. EDUCATION. TESTING. PREVENTION. CARE. SUPPORT.



HOW DO WE MAKE A **DIFFERENCE IN THE UK?**



Waverley Care's Children and Families Project supports children and young people who are living with HIV in Scotland as well as those from families affected by HIV or Hepatitis C. The project helps children and young people develop the skills and emotional strength they need to be successful in school, relationships and life. A large part of this includes nurturing confidence and self-esteem through one-to-one support, school holiday programmes and short breaks. Children benefit from specialist professional support alongside having fun, learning new skills and making friends with other young people in a similar situation.



Since the first camp, we have run 'Freedom To Be' annually. The camp sees young people aged between 13-17 travel from all over the UK and Ireland come together for 5 days. Everyone who attends is HIV positive. During camp, there are mandatory workshops on issues related to growing up and living well with HIV, creative and outdoor activities which encourage expression and sharing this experience, as well as free time to build friendships.



National AIDS Trust (NAT) The case for HIV Support Services Project is focused on developing an agreed minimum pathway for non-clinical HIV services. These support services are designed to meet a range of psychological needs of people living with HIV/AIDS in the UK.



HOW DO WE MAKE A **DIFFERENCE INTERNATIONALLY?**



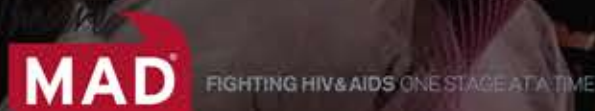
The Mamohato Network Clubs and Camps Programme works with thousands of children living with HIV every year. Often these children are particularly vulnerable as they are isolated and rejected due to their status, and receive little support from their families and communities. Often one of the parents has died from AIDS. By providing these vulnerable children with both education and psychosocial support, Sentebale aims to play its part in reducing the HIV rate in Lesotho, and reducing the number of adolescents dying from AIDS related illnesses.



The Neema Rescue Centre is part of Little Rock School in Kibera, Kenya, and provides a home for 20 children who have been orphaned by AIDS. The children attend the school on a daily basis where they receive food and learn to read and write. This in turn prevents them from living in extreme poverty and improves their life opportunities and chances for gaining employment by providing them with an education.



The After Schools Programme in Port Elizabeth, South Africa has funded over 14,000 children, orphaned due to HIV/AIDS. The Programme is designed to support gifted children with their education, as well as providing counselling and other practical support.



WHY THE WEST END **SUPPORTS US**



GRAHAM NORTON

"I want to live in a world where HIV and AIDS is history. And if it means me standing on stage with naked people, and do my bit to raise awareness and funds to rid us all of this horrible disease then bring me back next year. I am having so much fun!"



BEVERLY KNIGHT

"Having lived and looked after and ultimately lost someone very close to me who went through the trauma of HIV to full blown AIDS, I know how that feels. I've watched it. I've lived it, and for any actors or actresses out there who are going through it, I have to do my bit to stand with them, get behind them, do anything I can to eradicate HIV and AIDS for good."



BIANCA DEL RIO

"It's a wonderful charity that's worth supporting. I would like to see the end of, see the back of this terrible disease."



PETER MCPHERSON

"It's a great cause and it's something that is very close to my heart. I was diagnosed with HIV when I was 28 and so I know the affects it can have on your life and what it's like to go through being diagnosed with something like that. I was very fortunate to have help and support. So if me taking my clothes off in Bares can raise money to help others dealing with HIV & AIDS then for me it's a no brainier."

gaytimes

"Growing stronger and building its audience each year, the highly anticipated charity evening delivers so much more than just the guilty delight of stripping."

**MUSICAL
THEATRE
Review**

"So much work, energy and talent are put into this one-night performance for the benefit of the Make A Difference Trust and its vision of a world free from HIV and AIDS, that we can never applaud enough. Long live West End Bares!"

WESTENDWILMA.COM
Causing theatrical chaos since 2012

"West End Bares is always a very stagey event and everyone comes out in force to help raise money for this great charity...a great night for a great cause!"





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PLEASE EMAIL DARREN MURPHY D.MURPHY@MADTRUST.ORG.UK TO GET INVOLVED AND HELP
MAKE A DIFFERENCE.**

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