

NEW PRINCIPAL SPONSORSHIP ANNOUNCED WITH CHARLES STANLEY

**CHARLES
STANLEY** ▲
Wealth Managers

Guildford Shakespeare Company are proud to announce a new sponsorship arrangement with Charles Stanley Wealth Managers for their magical open-air theatre season this summer.

The award-winning Guildford-based theatre company have been making unique experiences in non-theatre locations since 2006. Central to their ethos of being at the centre of the community their work with and for, is to promote the relationship between arts and business.

“They may seem very different”, explains GSC Co-Founder Matt Pinches, “but arts and business share many common frontiers; growing our communities, sharing best practice and encouraging a healthy local business and cultural economy. Post-pandemic it is imperative we all look for ways to help each other return and thrive again; our industries may be very different but the people we all serve and who work with us are from the same community.”

This year the charity has secured support for the first time from leading UK Investment Management Company **CHARLES STANLEY**, as one of their two Principal Sponsors for the annual open-air theatre season. Head of Charles Stanley Guildford, Charles Turton, commented:

“We are delighted to sponsor the Guildford Shakespeare Company and its exciting summer season. The culture sector drives innovation and creativity, and the theatre is an important pillar of the local community, and one that we all sorely missed throughout the lockdowns that characterised the global pandemic. The arts provide an important sense of connection and we’re delighted to be supporting a cause close to the hearts of all those in the community.”

The current summer season will cost in the region of £154,000 to stage and historically around 75% of these budgets are met from earned income, which means corporate supporters and funding grants are often the difference between the theatre company being able to realise their artistic ambitions and not. The success of GSC’s shows also has a direct impact on the life-changing work it does with their outreach and schools’ programmes throughout the year.

“The vision, generosity and friendship of our corporate supporters is a lifeblood for us. We’re thrilled to be welcoming Charles Stanley into our sponsors’ family for the first time and are looking forward to welcoming them and their guests to the two magical shows we are staging this summer.”

Guildford Shakespeare Company’s 2022 summer seasons features two of Shakespeare’s best-loved comedies **A MIDSUMMER NIGHT’S DREAM** and **THE TEMPEST**. Both staged in stunning town centre locations, the company promises a magical summer of open-air theatre for everyone. Booking now open





Press Release

Date: 09 MAY 2021 Use: **immediate**
GSC Honorary Patron **Brian Blessed OBE**

TICKETS

£10 - £27.50

DATES

A MIDSUMMER NIGHT'S DREAM

16 June – 02 July

Racks Close, Quarry Street, Guildford, GU1 3XZ

Evenings 7.30pm

Saturday matinee 18 June 2.30pm

PRESS NIGHT MONDAY 20 JUNE 7.30pm

Details of Accessible performances to follow on website

THE TEMPEST

15 – 30 July

Astolat Pavilion, Lido Road, Stoke Park, GU1 1FH

Evenings 7.30pm

Saturday matinees (16, 23, 30 July) 2.30pm

PRESS NIGHT MONDAY 18 JULY 7.30pm

Details of Accessible performances to follow on website

BOOKING & FURTHER DETAILS

www.guildford-shakespeare-company.co.uk

PRESS

Matt Pinches matt@guildford-shakespeare-company.co.uk

07971 234141

ENDS 2 OF 2

Note to Editors

Guildford Shakespeare Company is an award-winning, site-responsive theatre company, established in 2006 by actor-managers Sarah Gobran and Matt Pinches. GSC has a site-responsive approach that places audiences right at the heart of the action, immersing them in the world of the play, enabling us to demystify the legend that theatre is for an elite, educated few but is immediate and accessible to everyone.

2022 will see the company produce its 50th production. Specialising in site-responsive interpretations of Shakespeare and other classics from literature, unique venues have included Guildford Cathedral, Watts Gallery, West Horsley Place and a Flemish Spiegel tent. In 2022 Freddie Fox played the title role in *Hamlet*, receiving wide-spread national acclaim and in 2015, Brian Blessed OBE played the title role in *King Lear*.

Its Education and Outreach works with over 8500 people young and old every year through workshops, in-house drama clubs and free-to-access social inclusion programmes. GSC's mental health programme for families, has gone on to be used as a case study for Systemic Family Training at Tavistock and also the British Association of Dramatherapy. TIE tours reach a further 9000 students a year in disadvantaged primary and secondary schools across Surrey. GSC is a registered charity and one of the largest producers of home-grown theatre in the region.

About Charles Stanley

Charles Stanley is a leading UK Investment Management Company with £27.4 billion of client funds under management and administration (as of 30 September 2021). Its origins trace back to 1792, making it one of the oldest firms on the London Stock Exchange. It provides services direct to private clients, charities, trusts and professional institutions. It also works with financial advisers, legal, accountancy and other professional services firms, supporting them with their client objectives.

It is dedicated to providing clients with the highest standard of service and peace of mind at every step of their financial journey, delivered by over 800 staff located in 26 offices across the UK. Its services comprise:

- **Investment Management Services**, offering personal discretionary, advisory and execution-only services.
- **Asset Management**, providing a range of pooled funds and bespoke solutions.
- **Financial Planning**, advising clients on how to plan their finances to meet current and future lifestyles.
- **Charles Stanley Direct**, an award-winning digital execution-only platform that makes investing in a portfolio of funds and shares simple and cost-effective.

Charles Stanley & Co. Limited is a member of the London Stock Exchange, is authorised and regulated by the Financial Conduct Authority and is part of the Raymond James Financial, Inc. group of companies. www.charles-stanley.co.uk