



TTA

A little about the awards...

In 2013 a group of freelance stage technicians created and launched a unique set of awards to highlight outstanding achievement and dedication within the technical theatre industry.

The 'Technical Theatre Awards' were launched as a way of formally recognising the 'unsung heroes' working behind the scenes.

In their opening year, the Technical Theatre Awards were presented by multi award-winning lighting designer Rick Fisher, at a ceremony during PLASA London 2013. Fifteen awards sponsored by companies including Philips Entertainment, PRG, and Triple-E were presented.

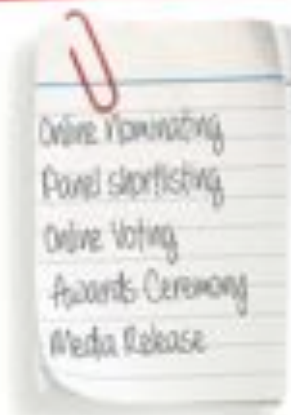
In 2014 we returned to PLASA with eighteen awards and many of our original sponsors with the addition of new companies such as d&b audiotechnik and Pigs Might Fly South. The awards were presented by Artistic Director of the Royal Opera House, Kasper Holten.

Our Aim

Our aim is to continue to develop the awards through various channels to increase the industry's awareness of their ethos and significance. We want to do our very utmost to ensure that the Technical Theatre Awards are an unbiased, wholly inclusive opportunity and that nominees are chosen on true merit for their contributions to the art of theatre.

The Method

Nominations are open to the whole industry. Anyone can register and nominate a colleague in one of twenty categories. The nominations are then shortlisted by an independent industry panel of professionals and opened to public voting. Finally, twenty winners are announced at our annual awards ceremony.



Who are the Technical Theatre Awards for?

These unique awards highlight individuals, teams and companies working in the technical theatre industry. They are aimed at a range of professions and crafts often missed by other conventional awards. For this reason we look to designers, directors and performers to nominate their teams.



Available Awards

With continued support from our sponsors we are currently able to present twenty awards. However, we are always working to develop the TTA's and encourage our followers to suggest new awards, which can be introduced as part of our continued growth. For the latest list of available awards and current sponsors, please visit our website for up to date information.



SPONSORSHIP BENEFITS

The TTA Unique Sponsorship Donation package offers sponsors brand exposure through a variety of channels including our website, social media, email marketing, print marketing and our annual awards ceremony. These all provide great access to our expanding follower base. As a sponsor you can promote any aspect of your business to our followers.

To sponsor one of the unique Technical Theatre Awards this year we are inviting organisations to contribute a sponsorship donation of £900 towards the awards. These sponsorship donations enable us to produce the awards, while continuing their development.

In return for your support the Technical Theatre Awards can help your organization increase it's brand awareness across a diverse cross section of our industry, gain new customers and develop relationships with existing customers. In doing this, you showcase your dedication and involvement in supporting the technical theatre industry through the TTA's.

Becoming a Unique Technical Theatre Award Sponsor:

- Your company name will appear in the title of the award and promoted on all marketing material associated with that award.
- Your company name/logo will be listed on our 'Sponsors' page for this yours and archived for past years.
- Your very own profile page on the TTA website showcasing your company's work and achievements, along with a link to your corporate website.
- A featured company listing on our 'Technical Theatre Directory'
- Sponsor recognition on all event-related marketing & promotional material, flyers, posters, e-mails, editorials etc. Using our extensive mailing list, made up of voting and people working within the technical theatre industry
- Wide media exposure through a variety of Media Partners and marketing channels including our lead sponsor 'The Stage' with a 200,000 banner campaign to promote voting and their access to 'The Stage's' 135,000 twitter followers.
- Your logo will be displayed on the stage backdrop during the ceremony; The event is filmed on HD for release on YouTube.
- Exclusive publicity via social media platforms, running throughout the award process, during the award presentations and undoubtedly during the after show celebrations.
- You will be invited to personally present your award at the exclusive presentation event at The Print Works Roof Terrace. Each award displays the sponsors name, logo and the specific award you have chosen to support.
- Your Logo will appear on the Red Carpet photo backdrop, ensuring media exposure

DEVELOPMENT FOR 2016

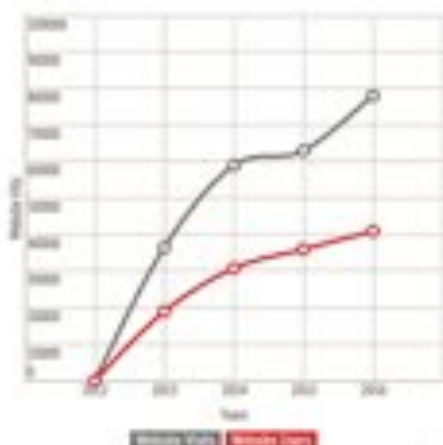
Technical Theatre Directory
 The 'Technical Theatre Directory' is the latest addition to our website and will become core to our community and the awards. The directory is an opportunity for any small company, group or organisation within the industry to create an easily accessible listing. Members can add their own listing or any other listing they think would be useful to others. Our sponsors and supporters' listings will be highlighted in the directory and can be regularly updated with their latest information.

Awards Ceremony

We are delighted to confirm that as part of the 2016 TTA experience the TTA's will be held on the 19th September 2016 at a dedicated exclusive awards ceremony held on the Roof Terrace of 'The Printworks Club' overlooking this years PLAS/ Show London at Kensington Olympia. The Printworks' unique location will giving the awards that red carpet sparkle and presence over the Kensington sky line.



This amazing venue will enable us to guarantee a well-organised ceremony and even more exposure for our sponsors through media output and social media. The Red carpet will lead guest thought the building and step out onto a unique event venue in the hart of West London's sky scape.

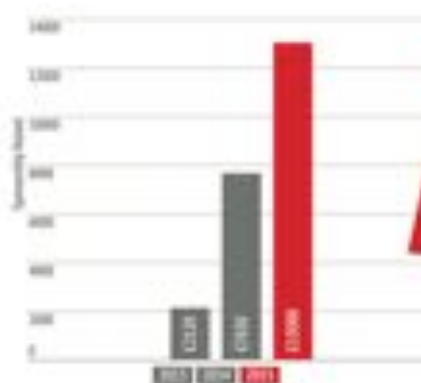
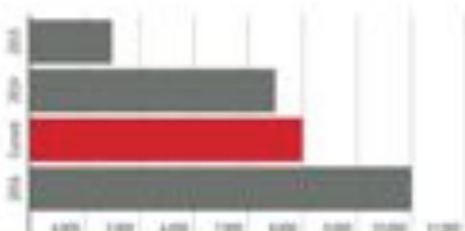


Website Visitors
 As you can see, we have seen a steady increase in visits to our website and an increasing number of visitors returning on a regular basis. With the development of the Technical Theatre Directory, we expect to see these returning figures continue to increase.

Social Media
 Social media is a big development point for us this year. We have started to work with 'Laughing Buddy', specialists in social media for the entertainment industry and as you can see (right) we are already seeing growth with our Twitter figures across the world.



Mailing List
 Our mailing list is developing fast with voters and nominators automatically being subscribed. We have seen excellent growth and very low drop-off figures. With just over 8000 (currently) we expect this to grow substantially during voting this year.



Funding
 As the awards grow and develop they require more funding to operate. We have been successful in achieving funding to support this growth over the past three years, but we always strive to achieve more with the help and support of our sponsors.

Previous and current sponsors: