



# ADVERTISING

## PACKAGES

2025

[Hydemusicalsociety.org.uk](https://Hydemusicalsociety.org.uk)

# WHY ADVERTISE WITH HMS?

Nestled in the heart of Hyde, our small but esteemed musical theatre society has been captivating audiences with its annual productions at the Hyde Festival Theatre for over 80 years. As a volunteer-run organisation, each of our high-calibre, award-winning shows requires a substantial financial investment ranging from £10,000 to £20,000 to produce.

From timeless classics like West Side Story and Jekyll & Hyde to new, contemporary hits such as Avenue Q and All Shook Up, our diverse repertoire continues to delight and impress theatre-goers year after year. However, to ensure we can sustain this tradition of theatrical excellence for generations to come, we rely on the generous support of the community.

By contributing to our cause, you can help us continue bringing the magic of live musical performance to the people of Hyde. We deeply appreciate any assistance you can provide, and within this pack are just a few ways your business could support us. Together, we can preserve this longstanding cultural institution and keep the spirit of musical theatre alive and thriving in our beloved town.

# ADVERTISING PACKAGES

£80

## BASIC PACKAGE

- Full page (inside) programme ad
- 1x social media post

£120

## STANDARD PACKAGE

- Full page (inside) programme ad
- 3x social media post
- Programme interview page sponsor

£500

## PREMIUM PACKAGE

FULL SHOW SPONSORSHIP

- Mentioned in all press coverage
- Logo on the set
- Back page ad & article in programme
- 8x social media posts
- 2 free tickets to the show

# PROGRAMME ADVERTISING

**FULL PAGE  
(BACK PAGE)**

A4 PORTRAIT

**£60**

**FULL PAGE  
(INSIDE)**

A4 PORTRAIT

**£50**

**1/2 PAGE**

A5 LANDSCAPE

**£40**

**1/4 PAGE**

A6 PORTRAIT

**£30**

GET YOUR  
BUSINESS IN  
FRONT OF LOCAL  
AUDIENCES.

YOUR ADVERT  
COULD BE SEEN  
BY OVER 1,000  
PEOPLE DURING  
OUR SHOW WEEK.

# SOCIAL MEDIA



INSTAGRAM

945 followers

Statistics per month:

- 8.3k views
- 2k reach
- 133 interactions

Demographics:

- 66% women
- 33% male
- 10% from Hyde
- 7% from Stockport
- 5% from Ashton-Under-Lyne



FACEBOOK

1.7k likes

2k followers

Statistics per month:

- 50.9k views
- 18k reach
- 730 interactions

Demographics:

- 70% women
- 30% male
- 13% from Stockport
- 12% from Hyde
- 9% from Manchester

# A GLIMPSE AT SOME OF OUR PAST SHOWS...



Martin Oaden, 2018

FIND MORE AT [HYDEMUSICALSOCIETY.ORG.UK](http://HYDEMUSICALSOCIETY.ORG.UK)

# GET IN TOUCH

• Up to 100 copies

If you need any more information, or would like to book your advertising package, please get in touch - we'd love to hear from you!



Send us an email on:

Marketing & Publicity - [publicity@hydemusicalsociety.org.uk](mailto:publicity@hydemusicalsociety.org.uk)

Secretary - [secretary@hydemusicalsociety.org.uk](mailto:secretary@hydemusicalsociety.org.uk)

# THANK YOU!

#### Package T&C's

- Social media post will be shared on 1 agreed upon platform of your choice.
- Content for social media posts must be provided by the company (including information for the post & images / videos).
- Programme ads are offered first come first served, if the package location is not available and alternative will be provided.
- Content for the programme must be provided before the given deadline.
- For anything that requires a logo, the logo must be provided by the company.