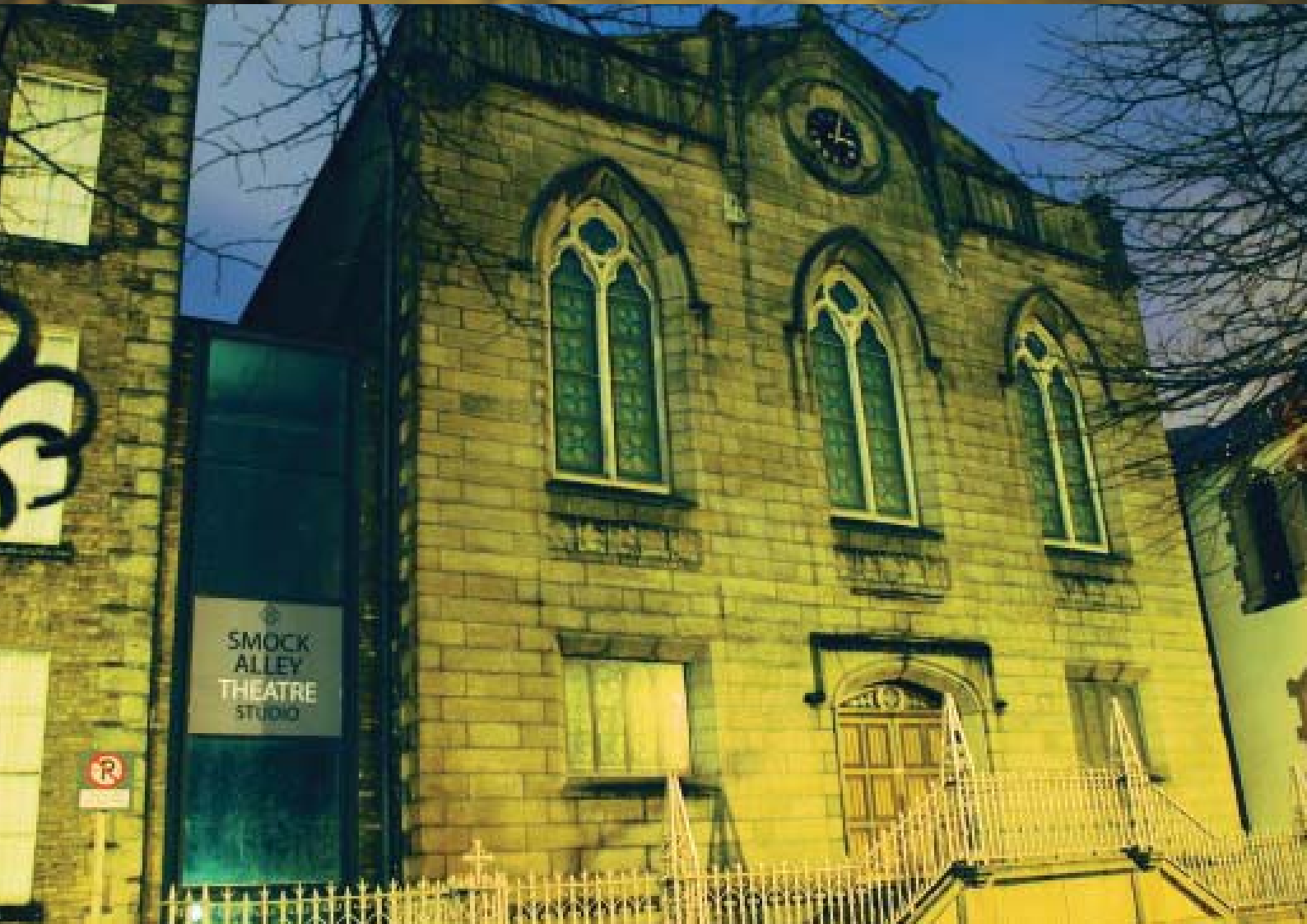




Fundraising Corporate Pack



Let Us Introduce Smock Alley...

Smock Alley Ltd is the charity dedicated to restoring **The Smock Alley Theatre** into a stunning, vibrant and professional performance venue. There will be spaces to hire for touring theatre and dance companies, youth theatre, community theatre and the Gaiety School of Acting. We aim to create a place where artistic ability is nurtured from development to performance, and where audiences can experience engaging and vitalising work.

The Directors of the company are Joe Dowling, Patrick Sutton, Philomena Byrne and Dermot McLaughlin. And the members of the company are Joe Dowling, Patrick Sutton, Dr Christopher Murray, Dr Christopher Morash, Marie Louis O'Donnell, Mark Lambert, Dermot McLaughlin, Fergus Redahan, Jimmy Fay and Pat Laffan. We each have a strong background in and commitment to working in the performing arts. And here we present our plan for Smock Alley Theatre.....

Our Vision

Building on the rich heritage of the past,
Smock Alley Theatre will once again be
at the cultural heart of Dublin.

We wish to restore Smock Alley into a vibrant, professional and top quality theatre and performance venue.

Our spaces will be available for touring theatre and dance companies, youth theatre, community theatre and the productions of the Gaiety School of Acting. We aim to create a place where artistic ability is nurtured from development to performance, and where audiences can experience engaging and vitalising work. Smock Alley Theatre will be an active performing arts resource delivering an administrative hub capable of working with a range of companies who require both practical support and mentoring and who may not require long term administrative bases.

Dublin still has many secrets waiting to be recovered. Smock Alley is an icon of the quality and dedication seen in Ireland's arts sector today, a sign of optimism and hope. We want to help raise the profile of Dublin and Ireland internationally through the quality of our work and our involvement with a number of Ireland's best festivals.

The heart of Irish theatre, in the heart of Dublin.

The History of The Smock Alley...

The Smock Alley was the first Theatre Royal built in Dublin. John Ogilby opened it in 1662 as part of the Restoration of the British monarchy and King Charles II in 1660, along with the London's Drury Lane (1662) and the Lincoln's Inn Fields (1661). It was the first custom-built theatre in the city and still remains in substantially the same form, making it one of the most important sites in European theatre history.

The Smock Alley was the first theatre outside London to receive the title of Theatre Royal, but because it had been built on land reclaimed from the Liffey the building was unstable and the gallery collapsed twice, being rebuilt in 1735.

In the mid 1740's Thomas Sheridan took on the role of manager of Smock Alley and made many improvements to it. While it was in operation as a theatre, it gave the world the plays of George Farquhar, Oliver Goldsmith and Richard Brinsley Sheridan, and the brilliant performances of Peg Woffington, Thomas Sheridan, Spranger Barry and Charles Macklin. It was on this stage that David Garrick, the greatest actor of the 18th century, first played Hamlet.

The theatre closed in 1787. The building was then used as a whiskey store until Fr Michael Blake bought it to set a church that would work between 1811 and 1815. When the bell tolled in 1811, 18 years before the Catholic Emancipation; this was the first Catholic bell ringing in Dublin in nearly 300 years. The boasts ornate stained glass windows and the original ceiling plasterwork remain in the Smock Alley as a witness of this time.

In 1989, the church was deconsecrated due to falling numbers of parishioners. It was then redeveloped into the 'Viking Adventure', as part of the Temple Bar rejuvenation scheme, closing down in 2002.

The building is now in the safe hands of Smock Alley Theatre Ltd., which aims to bring it back to its original function. In 2009, the old Smock Alley theatre was found underground, adding to the project an even higher value as part of the theatre history in our country.

Besides recovering its old purpose, the Smock Alley will also be the new house of The Gaiety School of Acting – The National Theatre School of Ireland, and its first phase should be over by the end of 2010.

For more than a century, the Smock Alley put Irish theatre on the European map, acting as the very core of an Ireland striving to find its own voice. If we are to ask historically what makes theatre such an important part of culture today, we would need to go back more than two centuries before the founding of The Abbey Theatre, to the Smock Alley Theatre of the 17th century.



The Transformation Project

In 2009, our archaeological excavations discovered, unearthed and revealed, the original walls of the Smock Alley Theatre of 1662.

In an effort to respect this extraordinary heritage and history, we are now on the road of reinstating it for Dublin, Ireland and the world. We are rebuilding a 250-seat theatre on the identical site on which there lived and breathed a famous theatre almost 350 years ago.

This large development of over 16 000 square feet will include:

- 220-seat Multipurpose Theatre with state of the art equipment
- 110-seat Studio Theatre with state of the art equipment
- 70-standing performance space
- Six rehearsal studios
- Student accommodation, including library and ICT facilities
- Staff accommodation, including ICT and research space
- Office accommodation

Our Planning Permission was granted on the 22nd of April of 2008. There were a number of significant conditions that required considerable works to be undertaken before we could put the project on site, and, in order to satisfy the Planning Grant conditions, there were also a number of technical negotiations and works involved in addressing and satisfying the conditions of the Grant of Permission. These have now been agreed and submitted for the local authority's written approval.

The Archaeological condition of the Grant has been fully undertaken, under licence No 06e1073, completed and reported on, and submitted as required not only to the local authority under Compliance, but also directly to National Monuments, Department of The Environment, National Museum of Ireland and the Architectural Archive in March 2010.

But, economic conditions have altered drastically since the scheme was originally applied for, and this has had an impact on the delivery of the full project. Notwithstanding this we – the design team, client, local authority and DAST - have been able to reformulate a deliverable phasing methodology for the development that includes all the main features of the full scheme.

We are currently starting the Phase I of the project.
This stage will deliver will the following:

1. Smock Alley Theatre
212 seats plus 52 standing positions
2. Smock Alley Theatre
Studio. 95 seats.
3. Smock Alley Theatre
The Boys School. 70 standing positions
4. Box Office facilities
5. Bar facilities
6. Green Rooms
7. Dressing Rooms
8. Storage Facilities
9. Four studio and rehearsal spaces



10. A new home for the Gaiety School of Acting - The National Theatre School of Ireland to include office space, library, student area, shower and toilet facilities.

11. A new cultural tourism initiative based on the history of Smock Alley Theatre to include a museum visitor experience, a tour, an educational experience for schools and a popular summer theatre season.

The design team is working hard at this time on the Tender documentation for a start on site in early autumn this year 2010, and projecting the culmination of Phase 1 by the end of December 2010.

It has also fully turned to the development of a set of documents suitable to meet the New Government Contract standards, which should be issued on July 2010. We have also received expressions of interest back following our OJEC tender advertisement, and we are currently completing our selection process.

By the end of this three-phases development, Smock Alley Theatre will be the finest venue of its size in the country. Reflecting the glory days of the Irish theatre of the 17th and 18th centuries, and been transformed into an iconic venue for Dublin City, capable of delivering work to the highest possible standard.

Appeal

Our vision for Smock Alley Theatre's future is ambitious but our restoration efforts are well on their way to transforming this historic building into a lively exciting venue!

The project is being delivered in a phased approach. Affording Phase I is our current goal. The total cost of this phase is €1.6 million. We have been generously supported by the Department of Tourism, Culture and Sport and by private supporters, but, in addition to this support, we still need to raise €350,000 to finish this phase.

Through the Recover The Smock Alley Appeal we are still asking everyone to play their part. Please contribute in whatever way you can, and join us in getting back this iconic building to our city. **We need your help!**

5 Good Reasons to Invest on Us

Why not associate your brand with a thriving creative hub?
Why not associate your brand with an urban iconic building?

1. At present Smock Alley Theatre is a fully functioning, unique and atmospheric performance venue. It has been recently used as a venue for cutting edge performances in the Ulster Bank Dublin Theatre Festival, Dublin Fringe Festival, Dublin Dance Festival, Dublin Gay Theatre Festival, the Dublin Writers Festival and St Patricks Festival. It continuously hosts touring and one off productions, performances and exhibitions.

2. The Gaiety School of Acting, the prestigious National Theatre School of Ireland, will be the anchor tenant with its offices and studios in the building. As a result there will be a strong emphasis on artistic development and exploration.

3. The hiring of the venue is not restricted to performances and it has been used for filming and has enormous potential as a venue for corporate events.

4. The rich history of the building and those involved with it makes a good story. We are currently in the process of promoting Smock Alley's story to be included on Dublin walking and bus tours, and on the official Dublin tourism website.

5. **We want to work with YOU!** We believe we have something unique to offer you in return for your expert advice, financial support or other way of supporting us. We are a hardworking and creative team who will work on making any partnership extremely beneficial.

Join Us...

Businesses need creative energy
and creativity needs business to survive

How we go about building this relationship is easy, just give us a call and we can start from there. We can make sure you enjoy the biggest benefits possible while improving your company's profile, brand identity and corporate hospitality performance, whether you are a multi-national organisation or a local company.

By joining the Smock Alley Transformation Project you can also involve your customers and staff in the socially responsible side of your company, showing your awareness and belief in the benefits that art development can offer to Dublin city.

And, as corporate donation to a charity is treated as a business expense, you will be able to claim your tax back.

What We Need...

€350,000

Publicity to raise the national profile of the venue

Networking opportunities

Business advice and expertise

What We Offer...

- Brand visibility: logo accreditation of the sponsor board in the foyer
- Potential for product sampling/promotional opportunities
- Newsletters and advanced notice of productions for your staff
- Reduced rate parking on Fleet Street for the show nights
- Discounts on venue hiring
- Networking opportunities
- Exclusive pre-show receptions and after show parties
- Client entertainment packages
- Guided tours of the historic venue
- Be recognised as a key supporter of the arts and a conservator of our heritage



How to Help Us as a Company...

Corporate Giving

Becoming a major corporate donor is an opportunity to fund our transformation project, letting us plan ahead with all the confidence on achieving our long-term goals. Choose to make a one-off donation or to provide sustainable funding over a number of years, with added benefits for you and your staff.

Sponsorship

Whether you wish to sponsor an aspect of the restoration work, to donate equipment or sponsor our events, you are most welcome to talk to our team and work the best scheme. Sponsorship packages are tailored to meet your objectives and fit your budget. You can buy the naming rights to the Smock Alley Theatre, sponsor the seating or bar, sponsor an arts-education programme or a production. The list is endless.

The Imagine €5 Million Charity Giveaway

There is an AMAZING new opportunity through IMAGINE the phone company. They are now working with www.mycharity.ie to help support charities at no cost to your company. If you are already a client, or if you want to change to IMAGINE, they will give us the 5% equivalent of your phone bill, without charging you more for this. Just call to 1800-938080.

Partner with us

As we said, we can use your advice and expertise. Not everything is about the money, so share your company's knowledge or training with us, and we could share ours with your staff, either with training or volunteer and mentorship programs.

Hire us as Your Venue

We have, in fact, excellent spaces available to hire for conferences and events, right in the city centre! Why not take a look at our offer?

Or... You can also help us as an Individual

Making a Major Donation

Becoming a major donor is an opportunity to fund specific projects in our theatre. Major donations help us to plan ahead. This means we can achieve our long-term goals. Whether you wish to sponsor an aspect of the restoration work or donate equipment you are most welcome to talk to our team.

You can choose to make a one-off donation **from €5000 to €25000** and on, or provide funding over a number of years. You can donate to us on your own or in a group with family, friends or colleagues.

Sponsor a brick... and not just any other brick...

How would you like to own an amazing chunk of history for €50? T

The Smock Alley Theatre walls still contain bricks from the original 1662 building. That means they are 348 years old!!! They are rare fragments of one of the oldest theatres in Europe, literally, the building blocks of the European theatrical tradition!

Your valuable contribution will help preserve an invaluable piece of our heritage and ensure it continues on firm foundations, and we will send your own commemorative certificate too.

Shine a light...

Did you ever notice the vast amount of other lights required in a performance space? Profile, fresnels, strobe, fluorescents... its not only about the spotlight! Paying for the lights, wiring, rigging and lighting boards it's not cheap... and we still have to cover the electricity bill!

Every little cent can go to towards paying for these, so when the stage manager shouts 'Lights up!' Smock Alley Theatre wont be left back in the dark ages of 1662!

Our target is €25,000, that would be paying for bright Smock Alley! Please join our cause on **Facebook** (www.causes.com/causes/479716/)

Imagine: We could get up to €5 million with your help

Imagine, the phone company, has released this amazing opportunity in partnership with www.mycharity.ie to help support charities.

If you are a new or existing customer, **Imagine will donate 5% of your monthly telephone bill** to a charity of your choice at no cost to you or to the charity. We would be very grateful if you could choose the Smock Alley Theatre as your charity and sign up to this scheme. See instructions on how to help us:

Step 1 - Just call Imagine on their dedicated mycharity.ie number 1800-938080

Step 2 - They will discuss your current telecom spend and do their utmost to provide you with a rate card that provides you with substantial savings, either if you are a customer or you are switching (typical savings for customers who switch to Imagine are in the range of 25% to 40%)

Step 3 - They will donate us 5% of your monthly spend amount

Legacy Giving

If the time is right for you, and after providing for your loved ones, you may like to consider supporting an organisation which will provide opportunities for developing artists and theatre companies in our country.

Leaving a legacy to Smock Alley Theatre, no matter how large or small, is a wonderful way of enabling us to continue our restoration project



Benefit with Tax Relief

A monthly donation of €22
or an annual donation of €250 to the Smock Alley Theatre
is actually worth way more than that to us.

Irish tax legislation allows for tax relief for charities on donations greater than €250 in any tax year at the rate of tax that you would have paid. Typically a €250 donation is worth over €430 to a charity when they claim the tax back.

All you have to do is fill out a **CHY2 form** (it's very easy, takes about 5 mins) and **post it back to us**, and we will be able to claim back the tax you paid on the donation amount from the revenue commissioners.

You are of course under no obligation to fill in this form, but every year literally millions of Euro in charity tax relief go unclaimed. Wouldn't it be fantastic for projects like the Smock Alley Theatre to benefit from hard earned tax Euros at no extra cost to you?

Information about Tax Relief can be found at:

<http://www.charitytaxreform.com>

or alternatively, you can get a form from:

The Office of the Revenue Commissioners,
Charities Section, Government Offices,
Nenagh, Co. Tipperary.
Tel: LoCall 1890 666333 or 067 6763400
Email: charityclaims@revenue.ie



For Further Information

Contact Niamh Byrne,
General Manager
Tel: 01-679-9277
or niamh@smockalley.com

Thank You.



**My gift to Smock Alley Theatre
Donation Form**

I would like to give:

__ €22

__ €50

__ €100

__ Other (€_____)

I would like to give by: Cheque or postal order, made out to Smock Alley Ltd **OR** Credit or debit card

My card is a: Visa/Amex/Mastercard/Laser (*please delete as appropriate*)

Card no.

Expiry date: / Start date: /

Signature:

Today's date: / /

My personal details are: (*please check your name, address and other details*)

Mr/Mrs/Miss/Ms/Other

First name _____

Surname _____

Address _____

My telephone number _____ My mobile _____

My email address _____

THANK YOU FOR YOU SUPPORT!!

Please return this form to: Smock Alley Ltd, Essex St West, Temple Bar, Dublin 2. Registered charity number: CHY 17241. Company registration and VAT registration: 9579752K



Sponsor a Brick

I would like to give:

__ €50 __ €100 __ Other (€_____)

On the name of:

I would like to give by: Cheque or postal order, made out to Smock Alley Ltd **OR** Credit or debit card

My card is a: Visa/Amex/Mastercard/Laser (*please delete as appropriate*)

Card no.

Expiry date: / Start date: /

Signature:

Today's date: / /

My personal details are: (*please check your name, address and other details*)

Mr/Mrs/Miss/Ms/Other

First name _____

Surname _____

Address _____

My telephone number _____ My mobile _____

My email address _____

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