

LOWRY

SUPPORT US



JOIN US AND MAKE A DIFFERENCE

Lowry is a registered charity (no. 1053962)

ABOUT US

Lowry sits on the waterfront, at the heart of Salford Quays and MediaCity. A flagship £106m millennium building, we have been the catalyst for the incredible redevelopment of Salford Quays and MediaCity. We welcome over 1 million visitors a year, contribute £47.7million in Gross Value Added (GVA) every year and work with thousands of people from our local community.

From incredible drama and smash-hit musicals to world-class dance and opera, and our permanent LS Lowry collection to inspiring contemporary visual art, we're incredibly proud of the work we do at Lowry and across our city. And at the heart of everything we do are our local communities and children and young people.





As a registered charity, we rely on the support and generosity of individuals, businesses and trusts to help us:

- Deliver an **award-winning creative participation programme** with young people and their families in Salford
- Work with people from all backgrounds, **nurturing talent and building skills, confidence and ambition** through creativity
- Fire **young people's imaginations** and help them to develop creatively, personally and professionally
- Care for and display the **LS Lowry collection**, and commission and present amazing new work by contemporary artists from around the world and closer to home
- Bring the **best performances** to Lowry, produce new work and support young and emerging talent

Your support is absolutely crucial to the continued success of Lowry and will always make a difference – thank you.

SUPPORTERS SCHEME

Lowry is hugely grateful to its family of dedicated Supporters, who not only enable us to deliver our work through their generosity, but also celebrate and widely champion our life-changing community engagement work and our diverse and world-class artistic programme.

Our long-standing and popular Supporters Scheme offers a range of levels for both businesses and individuals, each with a generous and exciting package of benefits. From tickets to shows, access to The Quay Club with VIP hospitality, to exclusive events and unique opportunities, there is always something new to enjoy.

We are passionate about making sure that all Supporters receive a personal, warm and bespoke experience as part of the Lowry family.

'We are passionate supporters of Lowry because it is so much more than an arts venue. We are warmly welcomed by curators, volunteers and staff and feel privileged not only to be involved in such an inclusive organisation but also part of the Lowry family.'

**ALLAN AND JO MELZACK,
SILVER SUPPORTERS**



War Horse (2024)

MEMBERSHIP TIERS & BENEFITS	YOUNG £500	BRONZE £800	SILVER £1500	GOLD £3500	PLATINUM £6500	BOX £11000
Number of tickets allocated to use across the programme	2	4	10	30	70	90
One 2-4-1 ticket for many opening nights throughout the year	✓	✓	✓	✓	✓	✓
Priority updates and access to selected shows and opportunities	✓	✓	✓	✓	✓	✓
10% discount at our Gift Shop	✓	✓	✓	✓	✓	✓
10% off your bill at Lowry Restaurant	✓	✓	✓	✓	✓	✓
Personal account management	✓	✓	✓	✓	✓	✓
Access to seats reserved specifically for supporters	✓	✓	✓	✓	✓	✓
A full calendar of exclusive events including private views, backstage tours with Q&As, & supporter Christmas drinks	✓	✓	✓	✓	✓	✓
Thank you on our website, on our digital donor board in the main foyer and in the annual review	✓	✓	✓	✓	✓	✓
Use of the Quay Club with complimentary drinks, programmes and host	Once a year with up to 3 guests	✓	✓	✓	✓	✓
Box branding	—	—	—	—	—	✓

CORPORATE SPONSORSHIP

Align your brand with **Lowry's world-class programme** of visual and performing arts and access our audiences through sponsorship.



Dear England (2025)



PROGRAMME SPONSORSHIP

Sponsor a genre of theatre programming, including Classics, Family and Contemporary, and align your company with acclaimed performances. Be part of a fully integrated PR and marketing campaign and reach our thousands of loyal visitors.



EXHIBITION SPONSORSHIP

Sponsor the world's largest public collection of LS Lowry's work, or a major contemporary exhibition that brings innovative international artworks. Reach our audiences and entertain clients in our stunning gallery spaces alongside extensive Marketing and PR benefits.



EVENT SPONSORSHIP

With sparkling drinks receptions, gourmet dining and the best seats in the house for our most popular shows, our Gala Dinners are a popular choice for a truly special evening at the theatre. Sponsorship packages provide brand exposure before and during the event as well as VIP treatment for you and your guests on the night.



FOYER PROMOTION

With over 1 million visitors per year, Lowry is the most visited cultural attraction in the North West and always buzzing on performance days. We can work with you to directly target and interact with your ideal audience through prominent positioning in our foyer or outside on our plaza to promote your brand.



Top Hat The Musical (2026)



A recent gala event held on the Lyric Theatre stage ↓

LOOKING FOR SOMETHING
DIFFERENT
AND EXCITING?



BESPOKE CORPORATE EVENTS

We can create 'wow' moments with fine dining experiences in unexpected places and special backstage access to our shows.

Please get in touch to discuss your requirements.

OTHER WAYS TO SUPPORT

Make a lasting impression by Adopting a Lowry or Taking a Seat.



ADOPT A LOWRY

Does an LS Lowry artwork have a personal connection to you or a loved one? Adopt an LS Lowry artwork and have your name proudly displayed alongside it, enjoy a private tour of the collection and archive with the curator and receive a certificate of adoption.

What's more, Lowry is a registered charity and your adoption will help to ensure our Galleries remain free and accessible, so everyone can enjoy them for many years to come.

TAKE A SEAT

Our Take a Seat scheme is an ideal way to celebrate a special occasion, honour a loved one or simply demonstrate your love of the arts.

Starting from £250, your personalised seat plaque will be in place for 2 years and also includes an invitation to one of our press nights so you can enjoy a show in your chosen seat.



LEAVING A LEGACY

Leave a gift to Lowry in your Will and believe in the future of art and culture.

By leaving a gift to Lowry in your will, you can be part our vision of a city where the benefits of creativity are felt by the many not the few.

'I wanted to hand on my love of theatre and ensure the survival of one of the greatest art forms we've got.'

D GRESTDY, LEGATOR

WANT TO **PLAY YOUR PART?**

As a registered charity, we rely on the generous support of our members, donors and trusts and foundations to support the work we do. **Only 5% of our income comes from public funding**, so your support really does make a world of difference.



GET IN TOUCH

For more information on any of our schemes or to join today, please contact the Development Team:

DevelopmentTeam@thelowry.com • 0161 876 2009