

Join the 260+ theatres already benefitting



Over £10 million of Theatre Tokens are sold each year, with NO EXPIRY DATE, and are waiting to be spent at your theatre



**The magic
of theatre**



**The joy of
theatre**



**The love
of theatre**

For more information on joining Theatre Tokens or making the most of your membership, email jamie@theatretokens.com or phone 07530 508813

Benefits of being a member



Access to data

List your events and offers for FREE on TheatreTokens.com (52k visitors monthly) and your information will be automatically emailed to subscribers located (or interested) in your area.

"It has inspired us to make more use of our own local theatres such as Greenwich, Churchill and Orchard."

John, a Theatre Tokens customer in Kent



Sell Theatre Tokens as well as your own gift vouchers

Theatre Tokens can be sold alongside your own in-house voucher scheme, earning you commission and encouraging extra footfall into your box office.

"When it comes to selling gift vouchers... we find that if the gift is for someone they know wants to come to our theatre, they tend to choose our scheme. If they aren't sure or if the person doesn't live in York, they choose Theatre Tokens."

Rachel Naylor

Sales & Audience Development Manager
York Theatre Royal



More reach for touring productions

We publicise major touring productions to our national mailing list with over 160k subscribers, featuring only Tokens participating venues.



Marketing collateral

We can provide you with Theatre Tokens branded marketing collateral, at no cost to you, to support your sales and redemptions.

Google O₂

Be part of our national campaigns

All Theatre Tokens venues are automatically listed on our exclusive Google Arts & Culture Hub to support reaching new audiences.

Our partnership with O2, offering their 11million+ priority app customers £40 of Theatre Tokens for just £20, or £80 for just £40, is just another way participating theatres can access customers ready and waiting to spend on theatre.



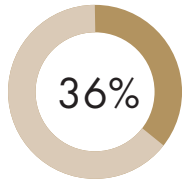
Brand your own Theatre Tokens eGifts

Venues and long-running productions can brand their own Theatre Tokens eGifts to encourage further redemptions.

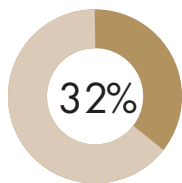
How do Theatre Tokens benefit theatres?

Nearly
10%

of people buy for an infrequent or non-theatre-goer. In real terms this means an additional 27,500* tickets were sold to new audiences in 2015.

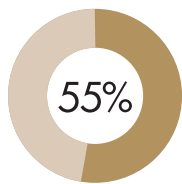


of people indicated they would use Theatre Tokens to buy tickets for something they may otherwise not have seen or to visit a venue for the first time.

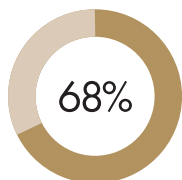


When Theatre Tokens are used you can often upsell to a higher price band. Customers who use Tokens as part payment up-spent with cash or card by an average of 32%**

Also, when redeeming online through OfficialLondonTheatre.com, customers using Theatre Tokens up-spent by 57% on average.***



of Theatre Tokens redeemers will definitely or probably spend money on additional items such as drinks and programmes as a result of having used Theatre Tokens to purchase their tickets.



of people purchase for birthdays, meaning sales and redemption opportunities all year round.



you will get commission for all Theatre Tokens sales made at your box office.

“Being a Theatre Tokens member has always been a positive for us, but now that customers can redeem their Tokens on our website it’s a no-brainer to be a member.”

Keith Kelly

Head of Ticketing

The Lowry & Quaytickets

All facts based on the Theatre Tokens survey taken by 5,430 people in March 2014 unless otherwise stated.

*Figure based on 10% of overall sales and average regional ticket price calculated by UK Theatre 2014

**Percentage based on annual sales of 3 regional theatres in the 12 months up to September 2019

***Percentage based on annual sales in the 12 months up to September 2019

Where can customers buy Theatre Tokens?

800
branches



690
branches



500+
branches



360
branches



220
branches



Now rolling
out in



260+



Map is purely visual representation
All information correct as of December 2021