

**Filter Theatre presents Twelfth Night, India Tour**  
**November-December 2015**  
**Opportunity for UK institutions**

**As part of the British Council's Re-Imagine Arts initiative and Shakespeare Lives global programme, Filter Theatre** is supported by the Royal Shakespeare Company in presenting 12<sup>th</sup> Night which is a radically cut, fast paced version of Shakespeare's much loved comedy -- known throughout India and indeed studied as part of the curriculum in schools and Higher Education -- where classical verse meets riotous gig.

Touring in India for the first time, Filter brings one of Shakespeare's most popular plays in a series of shows followed by theatre workshops across 8 cities in the country.

This is part of the British Council's [Shakespeare Lives](#) global programme. It is an unprecedented global programme of events and activities celebrating Shakespeare's life on the occasion of the 400th anniversary of his death in 2016. The British Council and the GREAT Britain campaign are working with a host of British theatres, museums, educators and artists on brand new productions of Shakespeare's plays, film adaptations, public readings and educational resources for schools and English language learners of all ages in the UK and around the world.

**SIEM India is delighted to offer UK Institutions an opportunity to reach potential student and influencer audiences around the Filter Theatre showcases across 8 cities in India through sponsorship packages and a series of master classes and webinars at local institutions on Shakespeare.**

### **Why India?**

Children in Indian schools, especially English medium ones, from a young age grow up on a rich diet of English literature books and texts, carefully cultivated through well stocked libraries right through to their college and university days. Shakespeare, needless to say, can command centre stage in this educational journey as for centuries, students in India have celebrated, interpreted and re-imagined the bard through texts, school plays, cinematic productions and translated works.

Every certificate board in the country offers Shakespeare in its curriculum and students continue to study the text compulsorily through school and then in literature courses in colleges and universities across the country.

English Literature studies thus continue to be a popular course for students in India.

Not surprisingly, English studies which include literature are popular amongst students going to the UK for higher studies.

### **HESA figures show:**

<b>Academic Year</b>	<b>English studies, India</b>
2011/12	190
2012/13	150
2013/14	140
Total	480

### **Benefits for participating UK institutions:**

1. Raise your institution's profile and showcase your institution's excellence. Position the UK as the first choice for international education
2. Promote your Institution's profile specifically in English literature courses in local Indian schools and HEIs across
3. Be a stakeholder in the global Shakespeare Lives programme and be a part of international digital and social media marketing campaigns
4. Promote your specific literature courses to targeted local audiences through academics via face to face or digital media through subject specific master classes
5. Generate leads for recruitment for your courses in literature or Shakespeare studies
6. Two-pronged promotional approach: Reach massive audiences through the Filter showcases at the theatre venues as well as through digital and social media publicity **and** focussed audiences through master classes

### **Marketing plan:**

An extensive marketing plan across print and digital media will ensure reach to millions across the country. A digital and social media campaign across British Council websites, Facebook, Twitter and Instagram will be executed, promoting all the showcases across 8 cities and will tie in with the global Shakespeare Lives and GREAT campaigns.

**UK Institutions who participate in this opportunity through sponsorship or master classes will be mentioned in Website, Facebook, Twitter and Instagram promotions and can be stakeholders in this all-India campaign, reaching massive young audiences across the country.**

### **Who can participate?**

UK higher education institutions including universities and colleges

We have developed a package which includes sponsorship as well as outreach activities designed specifically to promote your institution in the local market and increase your brand presence, to make the most of the Shakespeare Lives and Filter Theatre's programme in India.

## Sponsorship proposal

Offer	Details:
<p><b>Sponsor logo to feature prominently across all British Council publicity material including all digital and social media promotion</b></p>	<p>This will include:</p> <ul style="list-style-type: none"> <li>• Banner</li> <li>• Hoardings</li> <li>• Standees</li> <li>• Brochures</li> <li>• Flyer</li> <li>• Posters</li> <li>• e-flyers</li> <li>• emailers</li> <li>• Publicity through British Council Facebook, Instagram and Twitter campaigns and channels.</li> <li>• Promotion through the Shakespeare Lives campaign and channels</li> </ul>

SIEM is happy to negotiate packages that meet the needs of our partners and to discuss options and benefits not listed above. Please contact [Shruti Khanna](#), Senior Manager SIEM, India

## Outreach Events:

Webinar	Academic visits to local institutions
<p><b>Description:</b> Master class through a digital platform delivered at key local institutions to targeted audiences on specific topics agreed between both local and UK institution beforehand.</p> <p>Suitable for both UG and PG The themes will be around Shakespeare and related studies</p> <p>This will be organised across <b>two local institutions in each city</b></p>	<p><b>Description:</b> Visiting UK academic can deliver master classes on specific themes agreed beforehand with local institutions in a direct face to face format at key local institutions.</p> <p>Suitable for both UG and PG The themes will be around Shakespeare and related studies</p> <p>This will be organised across <b>two local institutions in each city</b></p>
<p><i>Ideal for institutions who are unable to send an academic to India during the dates mentioned below</i></p>	<p><i>Ideal for institutions that already have academics visiting India during the dates mentioned below or would like to send academics at that time.</i> <b><i>This coincides with the India exhibitions and UK Institutions may want to make the most of their academics' time in the country.</i></b></p>

Dates	Cities	Format	
		Webinar	Academic Visit
19 Nov	Chandigarh		√
20 Nov	Delhi	√	√
23 Nov	Mumbai	√	√
25 Nov	Kolkata	√	√

You may also choose to only participate in wrap-around events, without taking sponsorship options, or vice versa.

## Cost and packages:

Package	Actual cost (£)
Sponsorship across eight cities (as below)	4000 + VAT
Webinars (per city)	300 + VAT
Academic visits (per city)	400 +VAT

**Action required:** To participate, please send an email to [Shruti Khanna](#) by **12 October 2015**

## Annex:

### Filter Theatre Showcase Schedule in India:

City	Performance dates
Delhi	24-25 November
Chandigarh	27-28 November
Kolkata	1-2 December
Bhubaneswar	4-5 December
Chennai	8-9 December
Hyderabad	11-12 December
Goa	15-16 December
Mumbai	18-19 December