TUDOR PLAYERS
SHEFFIELD

BE PART OF OUR STORY…

PROGRAMME ADVERTISING 2027

Six decades of theatre. One great opportunity for your business.

In 2027, Tudor Players celebrates 60 years of bringing memorable live theatre to Sheffield. Since 1967, we've built a reputation for ambitious, entertaining productions, strong performance standards and a loyal audience that keeps coming back.

Based at our Attercliffe studio and workshop, we present three productions each year at the Library Theatre on Tudor Square, at the heart of Sheffield's theatre district. Our programme spans comedy and drama, contemporary writing and much-loved classics—offering audiences variety, quality and a reason to return season after season.

Our recent productions have ranged from familiar television favourites such as Blackadder II and Keeping Up Appearances to the true story of women's football in The Invincibles, Terry Pratchett's Wyrd Sisters and the acclaimed comedies The Unfriend and The Hound of the Baskervilles. Strong ticket sales and sell-out performances reflect the connection we've built with audiences across the region.

Our 60th anniversary season

For this landmark year, we're bringing three distinctive productions to Sheffield—showcasing the range and spirit that have defined Tudor Players for six decades.

9–13 February 2027	**Some Mothers Do 'Ave 'Em**	By Guy Unsworth | Directed by Phil Gascoyne
8–12 June 2027	**The Wind in the Willows**	By Mike Kenny | Directed by Alex Appleton
12–16 October 2027	**Carpe Jugulum**	By Terry Pratchett | Directed by Phil Gascoyne

Each production runs for five nights, with capacity for up to 250 people per performance. Tickets can be booked online or in person, helping us welcome a broad mix of theatregoers.



Wyrd Sisters (2025)



The Unfriend (2026)

Put your business in the spotlight

Advertising in a Tudor Players programme is a practical way to connect your business with people who value local culture—and to show your support for the creative life of Sheffield and the surrounding area.

- **A loyal local audience —** Reach theatregoers from Sheffield, South Yorkshire and North Derbyshire, with a broad age range and a balanced mix of men and women
- **A quality setting for your brand —** Associate your business with high-quality, locally produced entertainment and a respected community theatre group
- **More than a one-night impression —** Our full-colour, glossy A5 programmes are provided free to audience members. They're read at the theatre and can be taken home and shared with family and friends
- **Support local talent —** Tudor Players is a registered charity (No. 511692), providing performing arts for Sheffield and the surrounding area while helping develop local talent
- **Season-long value —** Choose an advert for one production or advertise across all three productions in our anniversary season

2027 programme advertising rates

Our advertising rates have remained unchanged since 2022.

Advertising option	Full page (A5)	Half page
Single production	**£200**	**£100**
Full 2027 season (3 productions)	**£500**	**£250**

As an added benefit, half-page advertisers receive two tickets and full-page advertisers receive four tickets for each production covered by their advert.

Advertisers supply their own artwork. Artwork and payment are due three weeks before the relevant production opens.

Join the businesses supporting local theatre

Our advertisers from 2022–2026 have included Connect Financial Solutions, Taylor Emmet Solicitors, Bird Opticians, Phil Gascoyne Photography, Heatherbank Print, Caboodle Textiles, Springwater Taekwondo, Patchwork Garden, ALD Print, Heatherbank Print and The Sheffield Christmas Dinner.

Whether you're looking to raise your profile locally, support the arts or build a connection with Sheffield audiences, we'd be delighted to discuss how your business can be part of our 60th anniversary season.



Blackadder II (2024)

LET'S TALK ABOUT ADVERTISING

John Jex | 0114 400 0611 | accounts@tudorplayers.net

tudorplayers.net – read more about us and read press reviews of our shows