

## HOW IT WORKS

Become an Ambassador for Theatre by the Lake and you and your guests can enjoy the following benefits:

- Your guests can get a £3 discount\* per person for performances at Theatre by the Lake. Certain performances are excluded from this offer – you will receive advance notification of shows ineligible for the discount. The discount applies to full price tickets. \*Ts & Cs apply, see website for details.

- We'll provide you with an unique 5 digit discount code you can give to guests once they've made a reservation. The code can be used across all channels: by phone, in person and online.

- As an Ambassador, Theatre by the Lake make available complimentary tickets to our home-produced work. These tickets can be used by customer-facing staff to help enable you to recommend our productions to your guests.

- We'll send you regular marketing information, e-newsletters and promotional materials such as posters and room cards to help encourage your guests to book.

- You'll have the opportunity to place a listing on the 'Places to Stay' page at [www.theatrebythelake.com](http://www.theatrebythelake.com) including an image, 50 word description and link to your website. Only Ambassadors of Theatre by the Lake are entitled to a listing on this page.

### Need more posters or room cards?

To request more promotional material you may need, simply contact the Marketing team on 017687 81116.

### We'd love to hear from you

If you have any questions about what's involved in being an Ambassador, just give us a call and we'll be more than happy to discuss the scheme with you.



@TBT LAKE

## NEXT STEPS

- Complete the application form and email back to [rachel.price@theatrebythelake.com](mailto:rachel.price@theatrebythelake.com). Alternatively hand it in to our Box Office or post to Theatre by the Lake, Lakeside, Keswick, CA12 5DJ

- Once processed we will issue you 5 digit code, and send you a welcome pack with posters and room cards, plus instructions of how to promote the scheme to your guests.

- To use the discount online, your guests will need to enter the code, which is unique to your establishment. at the basket stage of booking tickets via our website.

- To use the discount by phone, your guests can call Box Office on 017687 74411 and will be asked to quote the name of your establishment and your unique code.

- To use the discount at the Box Office, your guests can note down the unique code found on posters and room cards (which we provide) and then mention the name of your establishment when they book in person.

- Theatre by the Lake reserves the right to disable Ambassador codes at any time should we find any instances of abuse. Should this occur the Marketing team will issue the establishment with a new code.

- All bookings will be made under the name of the guest so they can enjoy news and updates from us in the future.

- Theatre by the Lake will contact you annually to let you know how many guests you referred that year – there's even a prize for the most referrals!



# THEATRE BY THE LAKE AMBASSADORS SCHEME

## ABOUT THE SCHEME

If you run an establishment that offers accommodation to visitors to Keswick and the North Lakes, you are eligible to apply to become an Ambassador of TBTL. It's a unique, mutually beneficial relationship which offers first rate entertainment to your guests in one of the most beautiful locations in the UK.

A short stroll away from the shores of Derwentwater on the edge of the market town of Keswick, Theatre by the Lake is Cumbria's only year-round producing theatre. We offer a Spring and Summer Season of plays, a family Christmas show, and host a wide range of visiting drama, music, dance, talks, comedy, film and festivals.

## 'ARTISTICALLY SHARP AND STUNNINGLY SITUATED'

NEW STATESMAN



Jeeves & Wooster in Perfect Nonsense



Bold Girls