



Heywood Civic

Sponsorship opportunities

Touchstones



A new chapter for culture, creativity and connection

Join us in rekindling the magic of arts and culture at Touchstones and Heywood Civic

Two of the borough's most iconic cultural venues, Touchstones and Heywood Civic, are being transformed into vibrant, inclusive spaces for creativity, performance, and community connection as part of a major investment into arts and culture across the borough.

Heywood Civic re-opens in February 2026, followed by Touchstones in 2027.

Your business can be part of it, as these much-loved buildings invite everyone to experience the power of culture.

What's new?

Heywood Civic

- New stage and auditorium seating with state-of-the-art lighting.
- Refurbished and extended dressing room facilities.
- Striking glazed extension housing a stylish new café-bar.
- Fully accessible with Changing Places facilities.
- Exterior public square and events space with new paving, lighting, play areas and seating.
- Spaces to welcome community groups for creative wellbeing programmes.

Touchstones Rochdale

- 150-seat performance space for theatre, music and spoken word.
- Revitalised museum with immersive exhibitions, digital displays and suspended artworks.
- Elegant new dining room for social gatherings and cultural events.
- Reimagined art galleries showcasing local and national talent.
- Dedicated learning wing with two purpose-built classrooms for up to 70 young people.
- Podcast studio.
- Ceramics and messy studios.
- Flexible creative spaces available for hire.





Sponsorship opportunities

Your support could boost your business and help us do even more - inspiring creativity, connecting communities and keeping arts and culture in the borough thriving.

Headline sponsor

A (five+ years) annual sponsorship package, payable 75% to Rochdale Borough Council and 25% to Your Trust – supporting the building fabric and development of services at both venues.

This would include:

- Naming rights (for an auditorium or other hireable space) of 3-5 years' duration depending on size of funding package offered.
- Special events for brand activation (e.g. private views, functions).
- Premium logo placement on marketing materials including tickets, and associated media coverage.

Creative Partner package

This would include:

A shorter-term partnership (2-5 years) payable 75% to Rochdale Borough Council and 25% to Your Trust to support the programmes at both venues:

- Co-branding on exhibitions, performances, or learning programmes.
- Recognition in print, digital, and on social media.
- Opportunities for staff engagement and community days.

Supporter package

Opportunities to provide revenue support (to Your Trust only) e.g. sponsor complimentary tickets and workshops for underserved communities or support our bursary scheme:

- Champion recipients of our emerging talent bursary scheme.
- Feature in case studies about how we are removing barriers to participation.

One-off opportunities

We would be happy to discuss your specific objectives and could prepare an opportunity to suit your specific needs, for example:

Sponsor specific items of equipment or fit-out e.g. educational equipment for Touchstones, classrooms and items for specialist rooms, such as a kiln.

Giving something back to your community

This kind of sponsorship is a great way to support the communities where many of your customers and staff live, work and play.

Whatever level of sponsorship you choose, our team will collaborate closely with you to create a tailor-made programme that delivers real value to your brand and aligns with your marketing goals.

Your Trust and Rochdale Borough Council are both not-for-profit, so every penny of your support will be invested back into the venues, directly benefiting our residents, visitors, artists and local economy.

Why partner with us?

This is a rare opportunity to connect your brand with high profile popular venues, audiences and a diverse programme of cultural and arts related events and activities.

Our audiences are diverse, dynamic and deeply connected to their communities. Typically aged 20-65, they include families, young professionals, and active citizens.

47% of our audience are aged between 25-44, with 62% identifying as female and 38% male. Cultural visitors are informed,

loyal consumers who value businesses that invest in cultural and community life, making sponsorship a smart, high impact opportunity. Your support could also help us achieve our goal of welcoming thousands of new people into buildings they may have never stepped foot in before.

Our reach

Tens of thousands of annual visitors from across Greater Manchester and beyond. Diverse audiences including families, young people, and first-time attendees.

Strong community networks through schools, charities, and local groups.

Extensive local and regional media coverage through PR, digital campaigns and events all year round.

Your support could:

- Help us discover the next generation of talent by supporting our Performance Academy and Saturday Art Clubs.
- Inspire young minds by helping us launch a brand-new schools programme with artist-led sessions, loan boxes and creative workshops.

- Champion innovation by enabling us to work with exciting new artists (we've already collaborated with three Turner Prize winners).
- Bring joy to all ages by supporting new dance, drama, and musical performances at Heywood Civic.

Let's create something special together

Our partnership will help you:

- Amplify your company values and social responsibility through supporting a like-minded local charity.
- Demonstrate your commitment to the communities of Rochdale by supporting local facilities.
- Boost employee morale through creating opportunities for active involvement with a well-known local charity.

Your sponsorship will help us:

- Launch a dynamic programme of performances, exhibitions, and workshops.
- Provide creative opportunities for local people and emerging artists.
- Make culture accessible, inclusive and inspiring for all.

We'd love to discuss the possibilities with you

Your Trust

The two venues are managed by Your Trust a locally-based charity and the cultural and leisure partner of Rochdale Borough Council. Your Trust works with communities across the borough to improve health, wellbeing, and access to culture.

We also operate four council owned leisure centres in Rochdale, Heywood, Middleton and Littleborough, a local studies centre, museum store and archive and a water activity centre in Littleborough.

- We welcome over 1.5 million visitors annually.
- We support 16,000+ leisure members.
- We deliver dozens of specialist programmes for all ages, from nutrition and gentle exercise to mental health support for school children, art clubs and more.



Get in touch

To explore these opportunities and find out more, contact Amy Blair

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