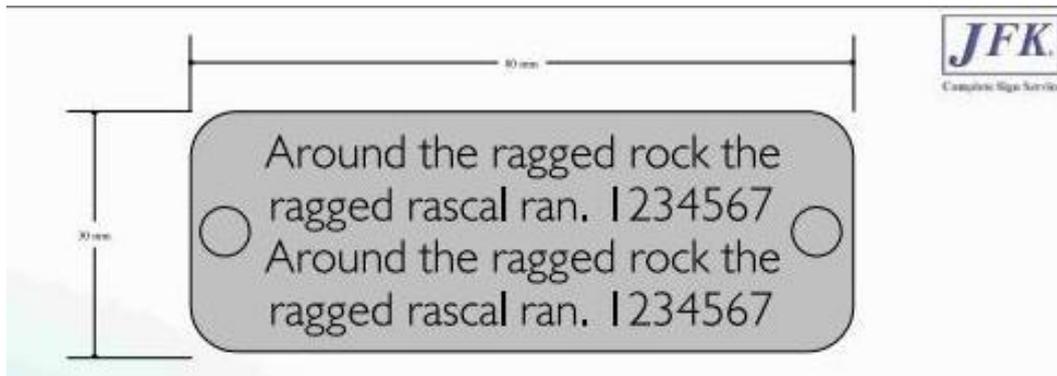


Sadler's Wells Seat Appeal FAQ sheet

Your dedication

How many words can I ask to be on the plaque?

Please see the design below for the absolute maximum number of characters for our plaque size (102 including spaces)

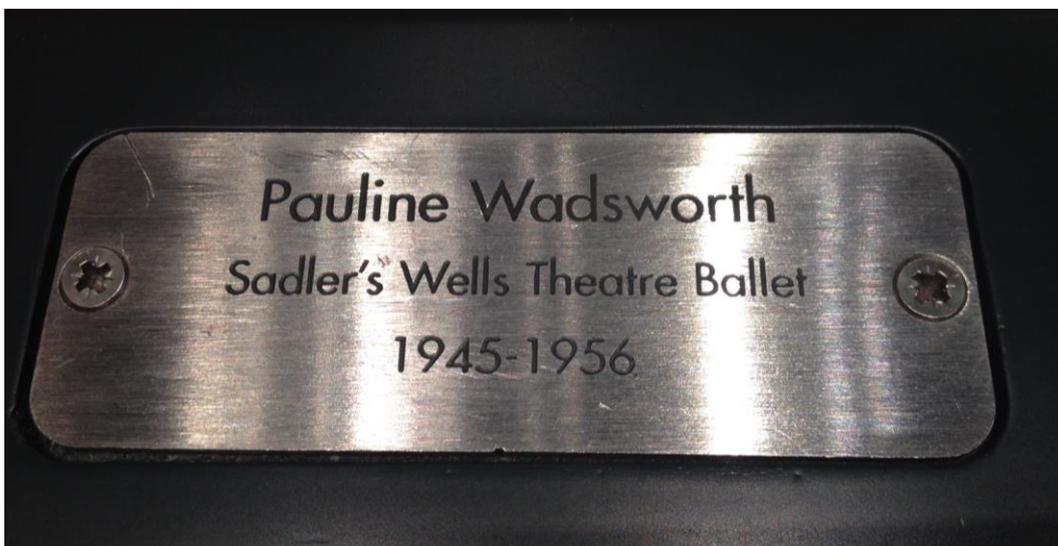


Do you have a standard format for dates?

Dates can be in the British format – 02/04/1990 (Day/Month/Year)
Or they can be presented over a time period 01/04/2014 – 02/04/2014 (23 spaces)

Do you have any examples of text on plaques?

Photos from the auditorium



How big will the text be?

The text will be a uniform size (4mm) on every plaque and will be in our front of house font. The text will be rendered in 'sentence case', i.e. capital letters at the start of names/proper nouns, and lower case as normal.

Confirming your dedication

How will you confirm with me exactly how my text will appear?

Once we receive your form, which you can download from our website or request to have a cost emailed or sent to you, we will write to you to acknowledge your donation and provide a proof of how your text will appear on your plaque. We will then ask you to send back a signed copy of this proof for our records and this will be taken as your final approval of the text used for the engraving.

Will I be able to make changes to my plaque once it has been placed on a seat?

We will take great care to ensure that your plaque is correct against your approved copy before it is affixed to the seat and hence the importance of receiving your signed final proof of the proposed plaque. If in the future, a change to the dedication is required, please apply to the Development Office who will advise you of the cost of undertaking this.

Your seat

How will you decide which seat my plaque will appear on? Can I choose a specific seat?

Seats will be named on a first-come, first-served basis. When filling out the application form, you will be given the choice of stating if you would like your seats to be as central as possible within the section you have chosen, or if you do not mind. We will aim to accommodate your wishes as far as possible.

If you have access to our website, you will find a document on the seat appeal page which indicates in broad outline which seats in the auditorium are already named. This document is intended to act as a guide as to what is available. It will be refreshed twice a year to make sure it is still offering you a useful indication.

Please note that we are not placing plaques on rows AA, BB, CC or DD as these rows are not present for all performances and we therefore do not feel it is fair to name these seats.

Can a group of people name one seat?

Yes, of course. We already have a number of single seats in the auditorium that have been sponsored by groups of people.

It is also possible for a group to name a group of seats in the same row or adjacent rows to create a block.

Your plaque

How big are the plaques and where will they be located?

The stainless steel plaques will be 8cm by 3cm and from the perspective of the person sitting in the seat, the plaque will be on the left arm. The font on all plaques is 4mm and clearly legible.

How long will the plaque remain on the seat?

Sadler's Wells undertakes that your plaque will remain in position for ten years. After ten years, Sadler's Wells holds the right to remove the plaque. If this occurs, we will do our best to contact you in regards to collecting the plaque or renewing its life.

When will the plaques be fixed to the seats?

Plaques will be fixed in two separate installations, one in each season.

January 2015 – for those ordered between October 2014 and December 2014

July/August 2015 – for those ordered between January 2015 and June 2015

If I don't want to list an individual's name, can I request the plaque is about something else significant – such as a performance, a location or anything else?

Yes, of course. As long as this fits within the character limit, then this is possible. Seat plaques cannot carry any dedication that is political in nature, a form of advertising, or liable to cause offence to anyone. Sadler's Wells reserves the right to ask for an alternative dedication if it is felt that the requested text is inappropriate.

Your support

What will my donation support?

Your donation will support the essential upkeep of the theatre, London's second oldest theatre, established at the top of Rosebery Avenue in 1683. Investing in our theatre's fabric plays an important role in ensuring that our audiences feel welcome and at home at Sadler's Wells and helps them to get the most out of their visit.

How can I pay?

You can pay for your seat by cheque or card.

If you are a UK taxpayer, there is also a gift aid form on our website – for every £1 donated, we can claim an extra 25 pence at no cost to you. If you are eligible, we would be grateful if you could complete the form and send it back together with your application form.

Direct debit is also available to pay in monthly instalments over a 12 month period. Please download the direct debit statement from the website, or get in touch to ask for a copy.

Will my name and my dedication appear anywhere else?

The only form of acknowledgement will be the seat plaque.

If you are a legacy giver to Sadler's Wells, a seat plaque will automatically be available to you and your giving to the Legacy Circle will be credited in the supporters section of Sadler's Wells' programmes and on our Supporters' Thank You Board in the theatre.

Will I always be able to sit in my seat and do I get free entry to all performances?

Sadler's Wells cannot promise you will be able to sit in 'your' seat. However, if you book for performances well in advance and advise the box office of your preferred seat then it may be possible for you to sit in or next to your seat.

Unfortunately, naming a seat does not entitle you to sit in the specific seat or attend performances free of charge.

Will I get discounts on tickets for future performances as a donor?

No – having a seat at Sadler's Wells does not allow for any future discounts on tickets or events.

Please note that once your plaque has been confirmed, you will be sent a certificate of recognition. These certificates are designed using images from a number of Associate Artist shows at Sadler's Wells and are a beautiful way to recognise your support. If your seat is a gift for someone, please let us know on the application form if you would like the certificate made out in their name.