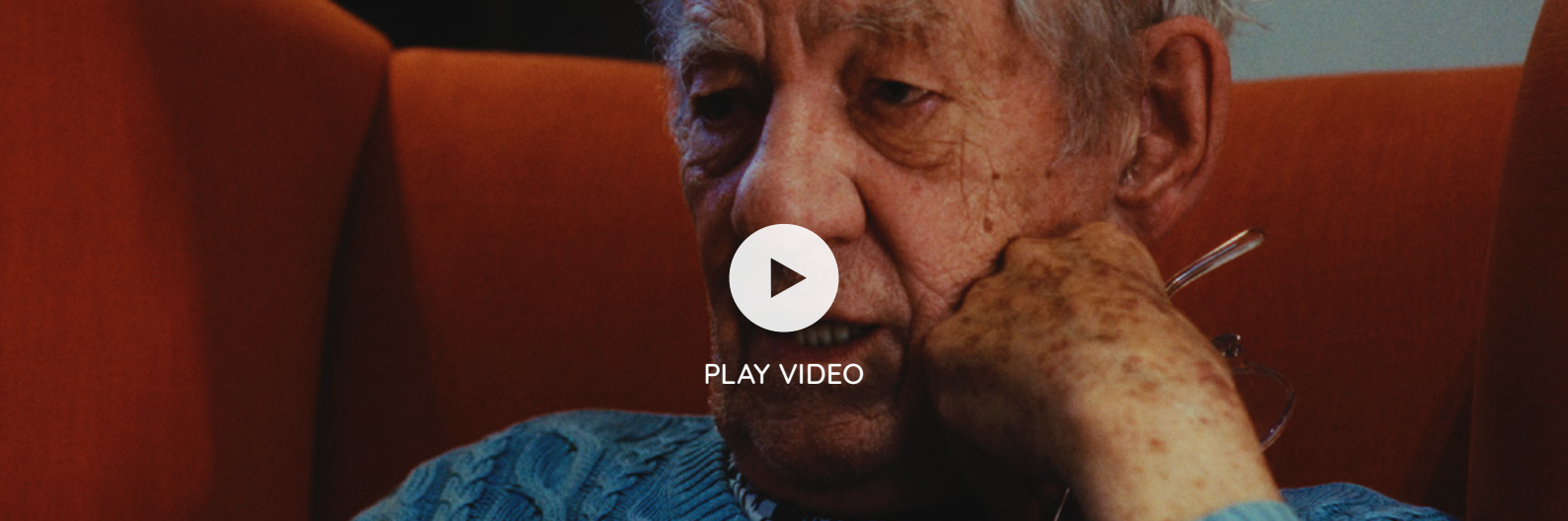


THE
ACTORS
HOUSE

Christmas Songbook Partner Proposal





PLAY VIDEO

The Actors House

In the UK, touring actors and crew end up staying in poor quality, unsafe and unsuitable accommodation. Unwanted advances from landlords, mattresses in damp conservatories and sharing beds to make ends meet are all too common experiences for young and vulnerable creatives on the road. The Actors House is a social start-up that aims to change this by providing safe, high quality and affordable places to stay for touring actors and crew across the UK.

Founder Matt Henry MBE's personal early touring experiences as a young actor inspired him to launch The Actors House.

The Actors House has generated considerable interest and already proven its success through the demand and feedback from The Bradford House. Momentum needs to be gathered to show how our vision is sustainable and commercially viable, providing a long-term legacy for the touring acting community.

In the immediate and short-term, our objectives are to:

- 1 Strengthen the brand by clearly defining and promoting the values, vision and aspirations of The Actors House, increasing awareness and engagement across the theatre industry and wider public.
- 2 Initiate fundraising target of £100,000 to provide capital funds for next house project and create a foundation for future growth.
- 3 Build a committed community of supporters by developing a network of friends, supporters and investors who will contribute to future fundraising, participate in events and champion the long-term vision of The Actors House.

Following the exceptional level of interest and enthusiasm generated, the priority is now to convert this momentum into long-term commitment - both financially and artistically.

Interest



Engagement



Commitment



Sustainability



The Actors House Christmas Songbook

Concept

Matt Henry hosting an evening of 12 West End stars, to celebrate the 12 days of Christmas. However, this will be a unique opportunity for audience members to share the spotlight, as they can (legitimately) sing-along with their beloved performers from the comfort of their seats.

Objective: Official Launch of £100,000 Fundraising Campaign.

Ticket prices ranging from £30–£120, with all proceeds towards The Actors House.

Performers

To include Matt Henry, Beverley Knight, Jess Folley, Oliver Tompsett, with other guest stars to be announced.

Venue

Gillian Lynne Theatre, Drury Lane, London

Date

Monday 7 December 2026, 7pm





Open House

The Actors House is open to all in the creative community. We therefore want to extend this hospitality to our vibrant audience and generous supporters, giving all the opportunity to be part of this inaugural, joyful event. Community engagement includes the following initiatives:

Joining together

All voices are warmly welcome. Drama school students will have the opportunity to provide backing vocals and perform with supporting dance ensembles.

Celebrate rising talent

Invitation extended to one prominent newcomer from a regional production to showcase the impact of touring theatre and the opportunities that arise.

Spotlight new writing

Writers and composers rely on local productions to initiate their creations. The Christmas Songbook will support a writer and composer by including an original musical theatre / festive song in the setlist.

Championing connections and experience

Young musicians will be able to join the live band, every position within The Actors House production team will have an intern opportunity attached.

Online auction 'All I want for Christmas'

Pay £10 to submit your own showcase to win the opportunity to perform on stage in the closing finale.

Scalability

If the concept proves financially successful, there is potential to replicate in other cities and during other seasons, for example, The Actors House Summer Songbook.

Supporting Partner of The Actors House Christmas Songbook

The acting community need financial and physical support in order to nurture their extraordinary commitment, drive and talent. The Actors House urgently needs funds to support our next home for the current and future generations of touring actors.

Direct benefits for The Actors House Supporting Partner

- Supporting partner logo to appear on all available screens (6 in total) at The Gillian Lynne Theatre on Monday 7 December.
- 4 x premium complimentary seats to The Actors House Christmas Songbook.
- 1/4 page colour advertisement in the Christmas Songbook Programme — A4 high-quality brochure, containing lyrics for audience participation.
- VIP Interval reception in private area.
- Backstage access to all performers, including post-concert drinks.

Supporting Partner Fee
£5,000 + VAT

Help build the foundations
of The Actors House

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