

## **STRAND ARTS CENTRE NAME A SEAT CAMPAIGN – TERMS AND CONDITIONS**

### **BACKGROUND**

Strand Arts Centre's vision is to completely transform its iconic and treasured building, and its overall impact – preserving its 1930s heritage but delivering spaces and activities that meet the needs of our audiences and artists today.

80% of the multi-million-pound project costs will come from a combination of Belfast City Council, National Lottery Heritage Fund and other sources including trusts and foundations.

The remaining 20% will be secured via fundraising events and individual and corporate donations and the Name a Seat campaign is part of this overall fundraising campaign. Seat donors will have an inscription on a seat plaque in the refurbished Strand Arts Centre building in either Theatre 1 (the original Art Deco balcony) or Theatre 2 (the old Front Stalls with stage). Refurbishment is scheduled to commence mid-2023.

### **COSTS & PAYMENTS**

- The cost to name a seat for individuals is £180 per seat (payable in one lump sum or 18 monthly instalments of £10). If eligible, the donor will be able to tick a box enabling Strand Arts Centre to claim Gift Aid on the donation at no additional cost to the donor.
- The platforms used by Strand Arts Centre to process donations (e.g. Local Giving) may ask for an optional donation towards their own operations.
- The £180 rate may also be available to local traders and community groups subject to approval by Strand Arts Centre.
- The cost to any businesses for naming a seat is £300 per seat, payable only via a lump sum.
- Strand Arts Centre may use several platforms for taking payments. These will be clearly indicated on the Name a Seat page of its website below. You should not make a payment via any platform that is not listed on this page.  
<https://www.strandartscentre.com/name-a-seat/>

### **Corporate donations**

Strand Arts Centre will issue an invoice to any company wishing to make a £300 donation.

### **Individual donations**

- Strand Arts Centre is currently using its Local Giving account to process donations for the Name a Seat campaign.
- Donations can be paid in one instalment of £180 or £10 per month for 18 instalments. If you wish to name two or more seats, you can increase the monthly donation by £10 per seat (e.g. two seats at monthly donations of £20).
- Strand Arts Centre will maintain a database on a secure server of a donor's first payment date. Strand Arts Centre will contact donors at the end of 18 months to remind them to cancel their donation unless they wish to continue donations towards the work of Strand Arts Centre.

#### *Missed payments*

If a direct debit payment is missed (e.g. expired credit card), Local Giving will contact the donor to secure missed payment and update details accordingly. Should a payment be missed, Strand Arts Centre will update its database to reflect new final payment date.

#### *Cessation of payments by donor*

If direct debits are cancelled for any reason before the full 18 instalments have been paid, any monies paid up to that point will be credited as a donation to Strand Arts Centre's fundraising campaign but will not be eligible for a 'name a seat' plaque in the refurbished building. Direct debits already paid cannot be refunded under any circumstances.

#### *Changes to project by Strand Arts Centre*

If for any reason Strand Arts Centre is unable to proceed with the Name a Seat refurbishment, Strand Arts Centre will notify donors should they wish to cancel their direct debits but will retain all donations up to that point for any other purposes to meet its charitable aims.

## SEAT PLAQUES

- Name a Seat donors will be contacted once refurbishment commences when details of how many words/characters can appear on seat plaques is known. Please note corporate logos cannot be reproduced on seat plaques.
- Positioning of plaque on seats to be determined by Strand Arts Centre.
- Donors can express a preference for the seat plaque to be in Theatre 1 (the original balcony) or Theatre 2 (the old front stalls) subject to availability, and for specific seat rows or numbers, but these will be offered to donors in the order in which seat donations have been made. Please note seating layouts may change during refurbishment so final layouts and seat rows/numbers cannot be confirmed until this time.
- Donors can have their own name on the seat plaque, or name it after a loved one, or even after their favourite actor or actress. Strand Arts Centre reserves the right to reject any plaque wording it deems may cause offense to audience members.
- Plaques will remain for the lifespan of the auditorium seating – estimated to be 20 years but this is not guaranteed. Your plaque will remain in place until the full auditorium seating is replaced. Should the individual seat with your plaque need replaced due to wear and tear, the plaque will be fixed to a new seat at no additional cost to the donor.
- Any plaques that need replaced due to general wear and tear will be done so at no additional cost to the donor.
- Once installed, plaques cannot be moved to different seats or different theatres.
- Name a Seat donors will be invited to a special event post-refurbishment to view their seat plaques. No additional benefits with any monetary value will be offered to seat donors.
- Donors are not guaranteed to be able to sit on the seat(s) with their plaque(s) at any subsequent screenings or events.
- If a donor wishes to amend the wording once the seat plaques have been commissioned, this can be done at a charge of £50.
- A donor can ask to have their plaque removed completely for any reason at no cost, however no monies will be returned to the donor.

## DONOR CREDITING & DATA PROTECTION

In addition to your chosen wording on a seat plaque, donors may also be credited on the Strand Arts Centre website, on screens within Strand Arts Centre and in any printed fundraising materials. If you do not want your name/seat wording to appear anywhere other than the seat, please e-mail [richard@strandartscentre.com](mailto:richard@strandartscentre.com)

Your contact and donation details will be shared with Strand Arts Centre if you ticked the box 'share contact details with charity' at the time you made your donation. These details will be retained by Strand Arts Centre on a secure server and will only be used to contact you about the Strand's fundraising campaign.

If you did not tick the box 'share contact details with charity', Strand Arts Centre may use its own databases including box office and e-marketing databases to source your contact details as we will need to write to you to confirm receipt of your donation and wording for plaque.

Strand is a registered charity (charity No. NIC104893 / company No. 615954) and is registered with Fundraising Regulator.

## FURTHER INFORMATION

All enquiries about the Name a Seat campaign should be directed to Richard Gaston, Marketing & Communications Manager, Strand Arts Centre on (028) 9065 5830 or by e-mail to [richard@strandartscentre.com](mailto:richard@strandartscentre.com)