

YEAR
2012

INDUSTRIAL SECTOR
Arts

COMPANY SIZE
<100 ; 100 to 500 ; > 500

COUNTRY (OF THE BP)
Singapore

COMPANY
Sing'theatre

Sales (2011):

Workforce (2011):

Country (headquarter):
Singapore

Website:
www.singtheatre.com

Contact : Nathalie Ribette

> **BP recommended by**



> **Document written by:**
Nathalie Ribette,
Sing'theatre

Sing'theatre

BACKGROUND

Sing'theatre is a professional theatre company (non-profit) created in 2006 to build bridges and promote understanding between French and Singaporean cultures while promoting local talents,

Sing'theatre wants to contribute to Singapore's nationwide efforts to "bring arts and culture to everyone, everywhere, every day".

Sing'theatre has been recognized by the Ministry of Arts and Culture (MICA) for its contribution to Singapore and has been granted with a status of Institution of Public Character (IPC), allowing its donors and patrons to enjoy a double tax exemption.

OBJECTIVES

At Sing'theatre we believe that Art is about values, beliefs, identity, expression and communication and as such should be a fundamental right of every individual, irregardless of their income or health state.

We want to bring performing arts to communities who have no or a limited access to arts, like disadvantaged children, abused women or patients in hospitals.

APPROACH

The difficulty is to find the financial resources to implement the project. To do so we need to find sponsors/donors who can be associated to our project and pay for the expenses of this project.

Sing'theatre produces plays. Musicals and only half of the production cost are paid by the tickets. The other half needed to be funded by sponsors or funding agencies.

Sing'theatre is most of the years in deficit!

Sing'theatre cannot pay for this best practises and need to find partners.

KEY SUCCESS FACTORS

CONTRIBUTION TO THE COMPANY'S PERFORMANCE	ENVIRONMENTAL, SOCIAL AND/OR GOVERNANCE BENEFITS
<p>In 2011, we were able to have BNP Paris as a presenting sponsor for our production of May (No Regrets, a tribute to Edith Piaf), mainly because they were looking for an event with philanthropic aspects. We built the project together as Sing'theatre and BNP Paribas had the same beliefs that arts can empower less fortunate children.</p> <p>This project allowed us to produce the show, that runs during 12 performances with an audience of 3 000 because BNP Paris used this event also to invite their clients and do branding.</p>	<p>For Sing'theatre, it is a way to show our sincere commitment to the Singapore society.</p> <p>We hope to be able to get more support (in cash or in manpower) from companies and individuals.</p> <p>We will soon launch a donors's program, sort of "Friends of Sing'theatre" and we hope that this best practise will help us.</p>