

# CHELTENHAM Festivals

## Patrons



**Get closer to the Festivals and  
make a real difference with**



**Cheltenham Festivals' Patrons are an exclusive group of donors whose support helps us bring the best of artistic programming and unique experiences to Cheltenham and makes a vital contribution to our year-round outreach programme and talent development.**

As a not-for-profit organisation, Cheltenham Festivals relies on donations, ticket sales, sponsorship and gifts in wills to deliver four world class festivals and a year-round education programme which seeks to inform, educate and inspire.



**With Gift Aid, becoming a Patron doesn't cost as much as you might think.**

Your donation can go further with GiftAid, and higher and additional rate taxpayers can reduce the cost to them through Tax Relief.

For example, after Tax Relief Gold Patronage of £1,650 (inc. benefitsvalue of £75) can cost as little as £1,158 and with the extra Gift Aid this contribution will be worth £2,044 to Cheltenham Festivals.



# Patron Scheme Overview

	Silver Patrons	Gold Patrons	Director's Circle
Contribution Level	<b>£900</b> PA	<b>£1,650</b> PA	<b>£2,650</b> PA
Monthly Direct Debit	£75	£138	£221
<b>Tickets</b>			
Advance booking before Members through dedicated booking service	5 days	8 days	10 days
2 tickets @10% discount No booking fee	✓	✓	✓
Reserved seats for selected unreserved events			✓
<b>Hospitality Area Access</b>			
Access for Patrons (2 people)	✓	✓	✓
Additional access for guests to hospitality areas		up to 2 guests	up to 4 guests
Access to Green Room at Literature and Science Festival (2 people)			✓
<b>Invitations to Special Events</b>			
Annual Festival Preview Event	✓	✓	✓
Annual Patron Party during a Festival	✓	✓	✓
Opportunities to meet artistic and education team		✓	✓
Opening Night Party invitations			✓
Annual Director's Lunch (add. charge)			✓
<b>Public Acknowledgement</b>			
Supporter listing in Annual Review	✓	✓	✓
Supporter listing on Website	✓	✓	✓
Supporter listing in Brochure		✓	✓

## For details of Life Patronage please contact the Head of Individual Giving.

For Gift Aid and VAT purposes, your contribution is split as follows: Life £1600 benefit value, £38,400 donation; Directors' Circle £130 benefit value, £2520 donation; Gold £75 benefit value, £1575 donation; Silver £75 benefit value, £825 donation.

For tax reasons, a compulsory charge is made to cover the benefits we offer to Patrons. A donation is requested but not required to support the work of Cheltenham Festivals, which qualifies for Gift Aid. If you wish to make a contribution as a Patron but do not wish to receive benefits or attend exclusive events, you can make a donation-only gift to Cheltenham Festivals. Please contact us for more information.

Instruction to your bank or building society to pay by Direct Debit

Originator  
reference

838953

☐ I would like to pay by Direct Debit and have completed the form below

☐ Annually      ☐ Monthly

Please fill in the whole form using a ball point pen and send to:  
Gemma Fletcher, Cheltenham Festivals, Unit H2, The Brewery Quarter, High St, Cheltenham GL50 3FF

Name and full postal address of your bank or building society

To: The Manager	Bank/building society
Address	
Postcode	

Name(s) of account holder(s)

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Bank/building society account number

--	--	--	--	--	--	--	--

Branch sort code

--	--	--	--	--	--

Instruction to your bank or building society

Please pay Cheltenham Festivals Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with Cheltenham Festivals and, if so, details will be passed electronically to my bank/building society.

Signature(s)
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Date
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Please return the completed form to:

Gemma Fletcher  
Patrons Manager  
Cheltenham Festivals  
Unit H2, The Brewery Quarter, High St,  
Cheltenham GL50 3FF  
gemma.fletcher@cheltenhamfestivals.com  
Tel: 01242 569242

Confidentiality: As part of our service to you, we will hold your details on our database in order to fulfil your Patronage and to contact you about Cheltenham Festivals.

Thank you for supporting Cheltenham Festivals.

# Join now

- ☐ **Director's Circle** £2,650 (£221 by monthly direct debit)
- ☐ **Gold Patron** £1,650 (£138 by monthly direct debit)
- ☐ **Silver Patron** £900 (£75 by monthly direct debit)
- (see overleaf for benefits value breakdown)

(£825 of Silver level, £1,575 of Gold level and £2,520 of Director's Circle level will be treated as a donation to Cheltenham Festivals)

*giftaid it*

**If you are a UK taxpayer, the value of your gift can be increased by 25% under the Gift Aid scheme at no extra cost to you.**

Yes, I am a UK taxpayer and would like Cheltenham Festivals (registered charity no. 251765) to treat all donations I have made over the past four years and all donations I make in the future as Gift Aid donations. I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference.

Your donations are eligible for the scheme if you pay enough income tax and/or capital gains tax to cover the amount of tax that all charities and Community Amateur Sports Clubs you donate to will reclaim for each tax year (6 April to 5 April). Council tax and VAT do not count.

In order to claim Gift Aid we need you to fill in the fields below. Your details will be treated as confidential and will not be shared.

Please notify Cheltenham Festivals if you:

- Want to cancel this declaration
- No longer pay sufficient tax on your income and/or capital gains.

- Change your name or home address

Signature: .....

Date: .....

Title: ..... Forename: .....

Surname: .....

Address: .....

.....

.....

.....

Postcode: .....

Home telephone number: .....

Mobile telephone number: .....

Email: .....

Please print your name below as you would like it to appear on any publicity, or leave blank if you wish to remain anonymous.

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As patrons we very much enjoy the festival experiences; and being able to support the inclusiveness through the many educational and community outreach projects makes it doubly satisfying.

*Steve and Linda Jones*

If you would like to give something back, become a Patron today.

Join our exclusive group of supporters by simply filling in the attached form and returning it to:

**Gemma Fletcher**  
Patrons Manager  
Cheltenham Festivals  
Unit H2, The Brewery  
Quarter, High St,  
Cheltenham GL50 3FF

[gemma.fletcher@cheltenhamfestivals.com](mailto:gemma.fletcher@cheltenhamfestivals.com)  
Tel: 01242 569242

[cheltenhamfestivals.com](http://cheltenhamfestivals.com)

[@cheltfestivals](https://twitter.com/cheltfestivals)

[facebook.com/cheltenhamfestivals](https://facebook.com/cheltenhamfestivals)

#### The Direct Debit Guarantee



- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit Cheltenham Festivals will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request Cheltenham Festivals to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by Cheltenham Festivals or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society – If you receive a refund you are not entitled to, you must pay it back when Cheltenham Festivals asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.