

SHOWTIME

MUSICAL THEATRE DUBAI PRODUCTIONS

MTDWB

MUSICAL THEATRE DUBAI

FIVE YEARS OF
PROFESSIONAL
STANDARD MUSICAL
THEATRE, POWERED BY
COMMUNITY

2026 Partnership & Sponsorship

MTDWB
MUSICAL THEATRE DUBAI



INTRODUCTION

The pages that follow provide a clear, concise overview of **who MTDXB is, what we do, and why we are seeking sponsorship support**. We recognise that many readers are short on time, so this pack is structured in two parts:

- **A short three-page summary section up front**, highlighting the most important information: who we are, what we are looking for, and the value of partnering with MTDXB
- **A more detailed “read-on” section**, where you can explore our story, productions, community impact and partnership opportunities in greater depth

Throughout the following summary section you’ll see links and icons to the more in-depth content, where you can **find out more** about specific topics, see **photos and videos from our shows** and learn **how a partnership with MTDXB could come to life**.

We hope this gives you a clear sense of what MTDXB stands for - and why we believe working together would be mutually valuable.



WHO WE ARE 📄

MTDXB (Musical Theatre Dubai) is **Dubai's first and only adult, non-profit musical theatre company**. Founded in 2021, we produce **professional-standard, award-winning** stage productions **powered entirely by volunteers**.

In under five years, we have staged 10 productions, welcomed 200+ performers, delivered six consecutive sell-outs, won multiple DXB Theatre Awards and built a reputation for work that audiences regularly compare favourably to touring professional shows.

We **collaborate with leading cultural and educational institutions** across Dubai and operate with a clear ethos: **always professional in standard, even when community-led**.

WHAT WE DO 📄

We create ambitious, large-scale musical theatre that **brings people together** - performers, audiences and communities.

Our productions range from **fully licensed Broadway musicals** to immersive theatre and family pantomime, supported by live professional musicians and high-quality design, sets and technical execution.

Alongside productions, **we run accessible workshops** led by seasoned professional performers, widening access to theatre and **strengthening community engagement** beyond the stage.





WHAT WE'RE LOOKING FOR 📄

To continue producing work at this level, **we are seeking sponsorship partners** to support upcoming productions, beginning with *Hairspray* (2027) and beyond.

Producing musical theatre at this scale involves significant upfront costs – licensing, rehearsal and performance venues, sets, costumes, lighting, musicians and technical infrastructure. As a non-profit organisation, any surplus we generate is reinvested directly into future productions.

Rising costs mean sponsorship is now essential to ensure sustainability.

WHY PARTNER WITH MTDXB 📄

Sponsorship with MTDXB is not passive logo placement. It is **meaningful brand alignment** with:

- **a highly engaged, 100% organically grown audience**
- **award-winning cultural output**
- strong visibility across live events, digital content and press
- a brand-safe, values-led environment rooted in community impact

Over the past 90 days alone, our content has generated **200,000+ views**, reached **33,000+ unique accounts**, and driven hundreds of outbound actions – **all without paid promotion.**

For partners, this means **authentic exposure, trusted engagement** and association with one of Dubai's most respected grassroots cultural organisations.

THE OPPORTUNITY 📄

We are not looking for a one-off transaction.

We are looking for **partners who want to be part of something that matters** – creatively, culturally and commercially.

The pages that follow explore our story, impact and partnership opportunities in more detail.

**PROFESSIONAL-STANDARD THEATRE. GENUINE COMMUNITY IMPACT.
REAL COMMERCIAL VALUE.**

PARTNERSHIP OPPORTUNITIES

MTDXB offers a **flexible, tiered sponsorship model** designed to suit **individuals, small businesses and corporate partners**. Each tier provides meaningful recognition, visible brand alignment and direct support for the creation of professional-standard live theatre in Dubai. All tiers include **complimentary tickets to our exclusive pre-show press performance**.



Friend of MTDXB

For **individuals, families and small businesses**. Supporters **sponsor a named cast member** and are acknowledged in the show programme, on our website and across relevant social media, with **optional upgrades to include clickable digital links**.



Supporter

Designed for **businesses seeking visible association**. Includes logo placement across posters and digital advertising, clickable links on digital materials and social media tagging.



Associate

For **brands seeking stronger integration**. Features premium logo placement in the **“In association with”** masthead, plus pre-show acknowledgements and inclusion in PR and media activity.



Set Design & Build Partner

A **principal creative partnership** for interior design, construction or events companies. Includes all Associate benefits, plus dedicated editorial features across the digital programme and MTDXB website.

We are open to discussion and bespoke partnership proposals.

FRIEND OF MTDXB AED 650	SUPPORTER AED 2,000 - 5,000	ASSOCIATE From AED 10,000 <small>All Supporter Benefits +</small>
<ul style="list-style-type: none">  Sponsor a named cast member  Name featured in Programme & Website  Mentioned in social media posts  Includes complimentary tickets to the pre-show press performance 	<ul style="list-style-type: none">  Logo on posters & digital ads  Clickable logo link in online materials  Brand tagging in social media posts  Includes complimentary tickets to the pre-show press performance 	<ul style="list-style-type: none">  Logo in poster masthead  Pre-show announcements  Press Release & radio mentions  Includes complimentary tickets to the pre-show press performance
<div style="border: 2px solid gold; padding: 10px; text-align: center;">  <p>SET DESIGN & BUILD PARTNER In-kind or value-based partnership ALL Associate Benefits + Feature in Digital Programme & Website Includes complimentary tickets to the pre-show press performance</p> </div>		



MTDXB IN

DETAIL

MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB

MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB

MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB

MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB

MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB

MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB

MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB

MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB

MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB MTDXB

MTDXB

MUSICAL THEATRE DUBAI

CONTENTS

[Who We Are](#)

[The MTDXB Story So Far](#)

[Our Mission](#)

[MTDXB Panto Productions](#)

[Talent, Volunteers & Community](#)

Our Shows

[Five Years. Ten Productions.](#)

[Award-Winning Recognition](#)

[The Addams Family - A New Musical \(2023\)](#)

[Behind the Red Curtain \(2023\)](#)

[Grease The Musical \(2024\)](#)

[Cinderella \(2024\)](#)

[Guys & Dolls \(2025\)](#)

[Hairspray \(2027\)](#)

[Workshops & Open Access](#)

[Audience & Community](#)

[Digital Reach & Social Impact](#)

[Committee & Creative Leadership](#)

[What We're Looking For](#)

[A Legacy of Extraordinary Set Design](#)

[Why Sponsor MTDXB?](#)

[What Sponsorship Could Look Like](#)

LET'S TALK!
[GET IN TOUCH WITH MTDXB](#)



MTDXB

MUSICAL THEATRE DUBAI

WHO WE ARE

At a Glance

MTDXB is Dubai's first and only adult, non-profit musical theatre company, producing professional-standard shows powered entirely by volunteers.



Founded: 2021

Performers involved: 200+

Productions to date: 10

**Consecutive sell-outs:
First 6 shows**

2026 Partnership & Sponsorship

MTDXB
MUSICAL THEATRE DUBAI

THE MTDXB STORY SO FAR ...

Five years. Ten productions. One extraordinary community.

MTDXB - Musical Theatre Dubai - began the way many of the most **impactful community movements** do: with two people missing something they loved, and choosing to build it rather than wait for it to exist.

When Bethanie and James Mitchinson arrived in Dubai during the pandemic, they missed the sense of belonging that musical theatre had always given them - the **shared purpose** of rehearsals, the **friendships** forged through creativity, and the unique **energy** of live performance.

Despite Dubai's scale and cultural ambition, they were surprised to find **no dedicated adult musical theatre company** operating at a grassroots level.

A simple Facebook post asking whether others felt the same sparked an overwhelming response.

Within weeks, strangers became collaborators. Within **just six weeks**, MTDXB staged its first musical theatre showcase - during COVID, with socially distanced audiences and performers navigating uncertainty together. That first show mattered not because of scale, but because it reminded people why live theatre exists: **connection, joy, and shared experience at a time when all three felt fragile.**

The first chapter of MTDXB focused on musical theatre showcases. These early productions were intentionally simple from a technical and licensing perspective, allowing talent to shine while keeping costs accessible. Yet the response was anything but modest - **the first six consecutive shows sold out**, audiences returned again and again, and feedback consistently highlighted the quality, warmth and **professionalism of what was being created.**

As the community grew, so did our ambition. In 2023, MTDXB **staged our first fully licensed musical**, *The Addams Family - A New Musical*, marking a pivotal moment in the company's evolution. From there, productions expanded in scale, technical complexity and creative confidence - into immersive theatre, pantomime, and Broadway classics, all while **remaining entirely volunteer-led.**

Approaching its **fifth anniversary in 2026**, MTDXB has now staged ten productions, involved over 200 individual performers and musicians, **collaborated with leading cultural institutions**, and established itself as Dubai's first and only adult, non-profit musical theatre company delivering work that **audiences regularly describe "as professional as the West End".**

A simple Facebook post became a movement

MTDXB
MUSICAL THEATRE DUBAI

OUR MISSION

Why MTDXB Matters

For Performers

For performers, **MTDXB is far more than a hobby**. It is a creative home – a place to reconnect with **identity**, **challenge** oneself, and find **confidence** and **belonging** through **collaboration**.

Many members balance family life, demanding careers and personal commitments; MTDXB offers a space that supports **mental wellbeing**, **creative expression** and **social connection**.

For Audiences

For audiences, MTDXB is disrupting Dubai's theatre scene by delivering **accessible**, **joyful musical theatre**, which brings **West End and Broadway shows** to the stage, all fully licensed by **MTI International** and **Theatrical Rights Worldwide**.

Our shows attract seasoned theatre lovers and first-time attendees alike, creating **shared cultural experiences** that resonate beyond the final curtain call.

For Community

For Dubai's wider cultural landscape, MTDXB plays a **vital grassroots role**.

Theatre and performing have **proven benefits for mental health** and **social cohesion**, and in a fast-paced city, **spaces that foster belonging are essential**.



We are hobbyists only in the sense that our performers and production teams are unpaid.

In standards, ambition, rehearsal discipline and audience experience, our work is professional.

Always professional in standard

MTDXB
MUSICAL THEATRE DUBAI

MTDXB PANTO PRODUCTIONS

2024 - A British Tradition reimagined for Dubai

In 2024, MTDXB established **MTDXB Panto Productions**, a dedicated sister company created to bring the festive tradition of British pantomime to Dubai.

Pantomime is a **uniquely British theatrical form**, blending comedy, audience participation, music, spectacle and larger-than-life characters. For many families, it represents **a child's first experience of live theatre** - joyful, interactive and communal.

Our ambition was not simply to stage a pantomime, but to reimagine the format for Dubai audiences, aligning it with MTDXB's commitment to professional-standard musical theatre.

Working in collaboration with **TODA - Theatre of Digital Art**, we developed a model that honoured pantomime's heritage while elevating its production values and theatrical ambition. Rather than relying on contemporary pop tracks, our productions draw exclusively from the canon of stage musicals, ensuring musical integrity and alignment with our core identity.

Combined with TODA's immersive 360-degree digital environment, this approach allows us to deliver pantomime that feels both traditional and technologically innovative - a format that respects the past while confidently embracing the future.

The success of our inaugural production firmly established pantomime as a meaningful and sustainable new strand within the MTDXB portfolio, which we **plan to revisit in 2026**.



Award-winning traditional panto with a twist

MTDXB
MUSICAL THEATRE DUBAI

TALENT, VOLUNTEERS & COMMUNITY

Volunteer powered. Professional in standard.

MTDXB is powered entirely by volunteers.

Committee members, production teams, creatives and performers all give their time freely around full-time jobs and family life. The only paid contributors are the professional musicians who accompany our live major productions.

What makes this remarkable is the output. MTDXB productions are consistently **compared by audiences to professional touring shows** - not because we pretend to be something we are not, but because **standards are non-negotiable.** Rehearsal discipline, creative clarity, attention to design detail and technical execution are treated seriously.

This is supported by trusted community partners:



Sunmarke School - MTDXB's rehearsal home and principal performance venue, with several cast and production members also teaching at the school



KPS Interior Design & Fit-Out - long-standing collaborators who have designed and built sets for multiple major MTDXB productions, including full-scale, multi-storey showpieces



Hartland International School - who stepped in at short notice after storm damage forced an emergency venue change in 2024



Eventify is an award-winning events & event management company that graciously supported our pantomime production of *Cinderella* with set-build and technical equipment



Dubai Opera - collaborators on promotional performances and shared audience engagement



TODA Theatre of Digital Art - innovative venue that hosted two MTDXB productions

Trusted by Dubai's leading educational & cultural institutions





OUR SHOWS

MTDWB MUSICAL THEATRE DUBAI

MTDWB MUSICAL THEATRE DUBAI

MTDWB MUSICAL THEATRE DUBAI

MTDWB MUSICAL THEATRE DUBAI

MTDWB MUSICAL THEATRE DUBAI

MTDWB MUSICAL THEATRE DUBAI

MTDWB MUSICAL THEATRE DUBAI

MTDWB MUSICAL THEATRE DUBAI

MTDWB MUSICAL THEATRE DUBAI

FIVE YEARS. TEN PRODUCTIONS

Each one raising the bar with ever-growing ambition

From intimate showcases to fully licensed musicals, MTDXB has staged:

A Night at the Musicals, Everybody's Talking About MTDXB, Return to the Musicals, All I Want for Christmas is MTDXB, The Addams Family - A New Musical, Behind the Red Curtain, Grease The Musical, Cinderella, Guys & Dolls, and in 2027 we will stage Hairspray.

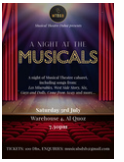
Each production marks a step forward in confidence, complexity and creative scope.

CHECK OUT THE SHOW PROGRAMMES BY CLICKING ON EACH POSTER*

2021

A NIGHT AT THE MUSICALS
Warehouse 4

MTDXB's first sell-out musical showcase, produced in just six weeks and presented during the final weeks of the COVID-19 lockdown to a socially-distanced audience hungry for connection.



2022

EVERYBODY'S TALKING ABOUT MTDXB
The Junction

Adding dance routines, costumes and many more performers, **Everybody's Talking About MTDXB** was another sell-out musical showcase, and one of The Junction's most popular performances to date.



2022

RETURN TO THE MUSICALS WITH MTDXB
The Junction

Invited by The Junction to return to their theatre, our third sell-out musical showcase was a 'greatest hits' of numbers from our first two shows.



2022

ALL I WANT FOR CHRISTMAS IS MTDXB
Warehouse 4

A festive treat of singalong family favourites, MTDXB's return to Warehouse 4 delivered our fourth consecutive sell-out show.



2023

THE ADDAMS FAMILY - A NEW MUSICAL
The Shyam Mankani Auditorium

MTDXB's first full-scale, licensed musical theatre production introduced a live band, a stunning set and spooky costumes galore as we brought **The Addams Family** to life with a cast of 50 performers on-stage for another sell-out show.



2023

BEHIND THE RED CURTAIN
TODA Theatre of Digital Art

Invited by TODA to produce an original show as part of their NeoTheatre initiative, **Behind the Red Curtain** fused beloved hits from Broadway and the West End with 360° digital projections and high-energy dance routines.



2024

GREASE THE MUSICAL
Hartland International School

The classic musical movie back on stage where it began. **Grease** upped the ante for our next licensed production with a bigger cast, set and band as MTDXB took audiences back to the 1950s.



2024

CINDERELLA
TODA Theatre of Digital Art

MTDXB introduced audiences at TODA to traditional British festivities at our very first pantomime ... with a musical theatre twist! Winner of 3 DXB Theatre Awards.



2025

GUYS & DOLLS
The Shyam Mankani Auditorium

The Broadway classic and movie starring Frank Sinatra was MTDXB's next licensed production with immersive audience interaction and winner of 9 accolades at the 2025 DXB Theatre Awards for our cast and Production Team.



2027

HAIRSPRAY THE MUSICAL
The Shyam Mankani Auditorium

This uplifting Broadway hit tells the story of Tracey, who doesn't fit the mould of her 1960's Baltimore peers. A tale of acceptance and integration that is as relevant today as the time it portrays and as MTDXB's 11th show it will be our biggest to date!



*Programmes available for all shows except *All I Want for Christmas* & *Hairspray*

From showcases to full-scale productions

MTDXB
MUSICAL THEATRE DUBAI

AWARD-WINNING RECOGNITION

Celebrated by the theatre community

At the inaugural 2025 DXB Theatre Awards – created to celebrate grassroots theatre across Dubai – MTDXB achieved:

- **20 nominations** across 15 categories
- **13 awards**, voted by an independent panel of **respected local theatre professionals**

Awards recognised acting, direction, choreography, set design, production teams and overall excellence – reinforcing what audiences already knew.

DXB Theatre Awards



2025 AWARDS

Best Theatre Company (MTDXB)

Best Musical (Guys & Dolls)

Best Ensemble (Guys & Dolls)

Best Costume Design – Tracey Bishop & Harriet Gay (Guys & Dolls)

Best Stage Design – Stephen Taylor/KPS & Tracey Bishop (Guys & Dolls)

Best Show for Young Audiences (Cinderella)

Best Revival (Cinderella)

Best Director of a Musical – Claire Bennett (Guys & Dolls)

Best Choreography – Danielle Romero (Guys & Dolls)

Best Actor in a Musical – Glenn Atkinson (Guys & Dolls)

Best Actress in a Musical – Bethanie Mitchinson (Guys & Dolls)

Best Supporting Actor in a Musical – Jack Bruce (Guys & Dolls)

Best Supporting Actress in a Musical – Bethanie Mitchinson (Cinderella)



Recognised as Dubai's Best Theatre Company by our peers

MTDXB
MUSICAL THEATRE DUBAI

2023

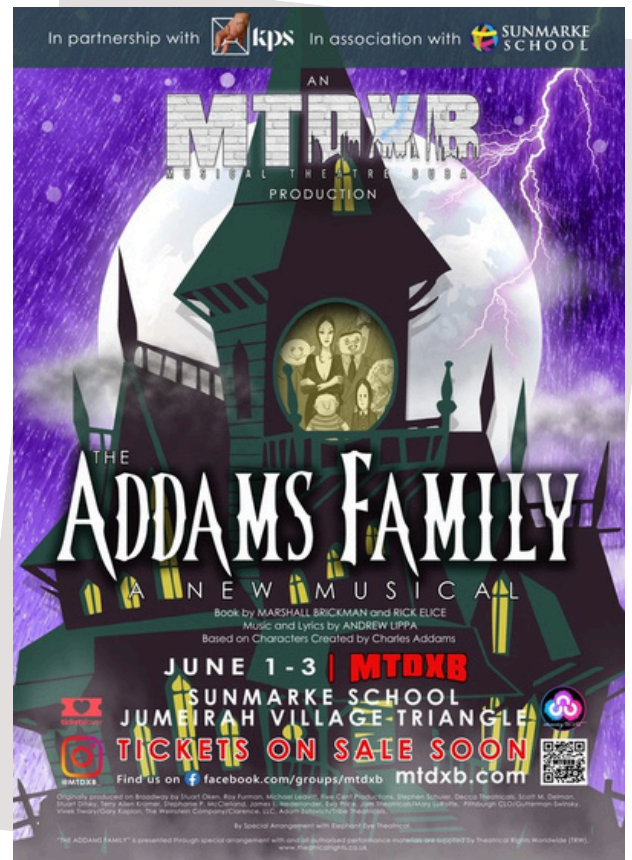
THE ADDAMS FAMILY - A NEW MUSICAL

Our first full-scale production

MTDXB's **first fully licensed stage musical** marked a turning point in scale and ambition. Featuring, for the first time, a **live professional band** and a cast of **50 performers**, the show **sold out its entire run**.

It also marked the beginning of **MTDXB's collaboration with KPS**, who built the set - The Addams Family's spooky stately home - **free of charge**.

This production proved that volunteer-led theatre in Dubai could deliver a fully realised, **professional-standard musical**.



2023 - Bringing the spooky, kooky family to life

MTDXB
MUSICAL THEATRE DUBAI

2023

BEHIND THE RED CURTAIN

Celebrating Local Theatre

Created at the **invitation of TODA Theatre of Digital Art**, *Behind the Red Curtain* was conceived as part of a programme celebrating local theatre.

The show blended an original narrative with iconic Broadway and West End numbers, using **TODA's 360-degree digital projection system** to "paint" immersive sets and backdrops around the performers.

The production **sold out** and showcased what volunteer-led theatre can become when **technology, creativity and trust align**.



CHECK OUT THE SHOW PROGRAMME FOR A LOOK BEHIND THE SCENES

TODA x **MTDUB**
THEATRE OF DIGITAL ART x MUSICAL THEATRE DUBAI

BEHIND THE RED CURTAIN

Journey beyond the stage and discover the magic of the musicals in 360°

1 - 2 December 2023

Theatre of Digital Art, Souk Madinat

featuring songs from
Hairspray • Chicago • Oklahoma • Hamilton • Aladdin • Six • The Little Mermaid
Little Shop of Horrors • Dear Evan Hansen • Grease • Bugsy Malone & more

Tickets on sale NOW at mtdxb.com/tickets

Find us on facebook.com/groups/mtdxb mtdxb.com

BEHIND THE RED CURTAIN

PROMO

Watch on YouTube

DUBAI ONE Today

MTDUB

BEHIND THE RED CURTAIN

1-2 DECEMBER

TV SPOT

Watch on YouTube

2023 - Digital technology fused with iconic musicals

MTDUB
MUSICAL THEATRE DUBAI

2024

GREASE THE MUSICAL

Reinventing a classic

When storm damage rendered Sunmarke School's Shyam Mankani Auditorium unusable in early 2024, *Grease* could easily have been cancelled.

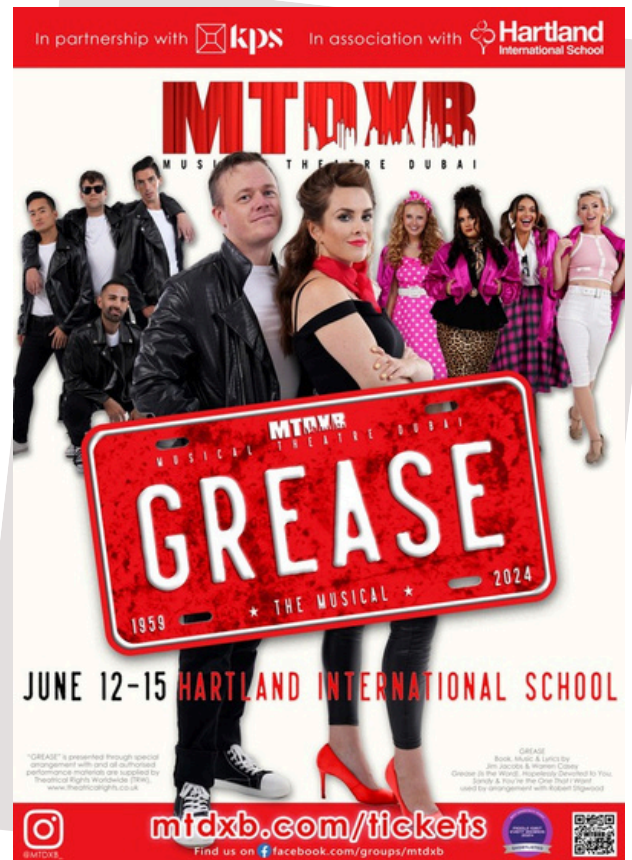
Instead, MTDXB relocated to Hartland International School and delivered one of its most **visually dynamic productions** to date.

With bold colours, high-energy choreography, a live band and **a show-stopping Greased Lightning car** designed and built - along with another stunning set - by KPS, the production **breathed new life into a classic** and further elevated audience expectations.

In 2025, long after we'd hung up our T-Birds' leathers and Pink Ladies' jackets, MTDXB was **approached by Dubai Opera** to choreograph and produce a 'flashmob' style *Grease*-medley which they would go on to use in **video ads and promotional posts** to tease their own forthcoming touring production of the popular show. Our ensemble wowed unsuspecting audiences in **Dubai Mall** and at **Dubai Opera itself** as part of this exciting collaboration.



CHECK OUT THE SHOW PROGRAMME FOR A LOOK BEHIND THE SCENES



2024 & 2025 - Proving to audiences that MTDXB is the word

MTDXB
MUSICAL THEATRE DUBAI

2024

CINDERELLA Reimagining a British Tradition

Dubai's first musical theatre pantomime, *Cinderella* combined British tradition with repertoire drawn exclusively from Broadway and West End shows.

Presented in collaboration with TODA, the production fused the classic fairy tale with pantomime's audience participation, comic villains and high-energy ensemble numbers - all delivered with MTDXB's signature vocal strength and choreography.

Family-friendly, immersive and **award-winning**, *Cinderella* introduced a new generation to live theatre in Dubai while firmly **establishing pantomime as part of MTDXB's evolving portfolio**.



CHECK OUT THE SHOW
PROGRAMME FOR A LOOK
BEHIND THE SCENES



2024 - Family-friendly, festive fun with a Musical Theatre twist

MTDXB
MUSICAL THEATRE DUBAI

2025

GUYS & DOLLS

Award-winning ambition

Guys & Dolls was MTDXB's most ambitious production to date.

Bringing this **Broadway hit and classic movie** to life was no easy feat, but MTDXB delivered another show **beyond audience expectations**.

Featuring a **three-storey set** – once again skillfully designed and built by KPS – **immersive audience interaction** inspired by recent London revivals, and our biggest live band, *Guys & Dolls* set a **new internal benchmark**.

The production was recognised by our peers from the Dubai theatre community and **won multiple DXB Theatre Awards** across performance, production, design and overall excellence.



CHECK OUT THE SHOW PROGRAMME FOR A LOOK BEHIND THE SCENES



2025 - Giving a Broadway Classic an immersive injection

MTDXB
MUSICAL THEATRE DUBAI

HAIRSPRAY

Coming in Spring/Summer 2027

Since we announced our **10th production in the year of our 5th anniversary***, *Hairspray* has been attracting a lot of attention from prospective performers and online followers alike.

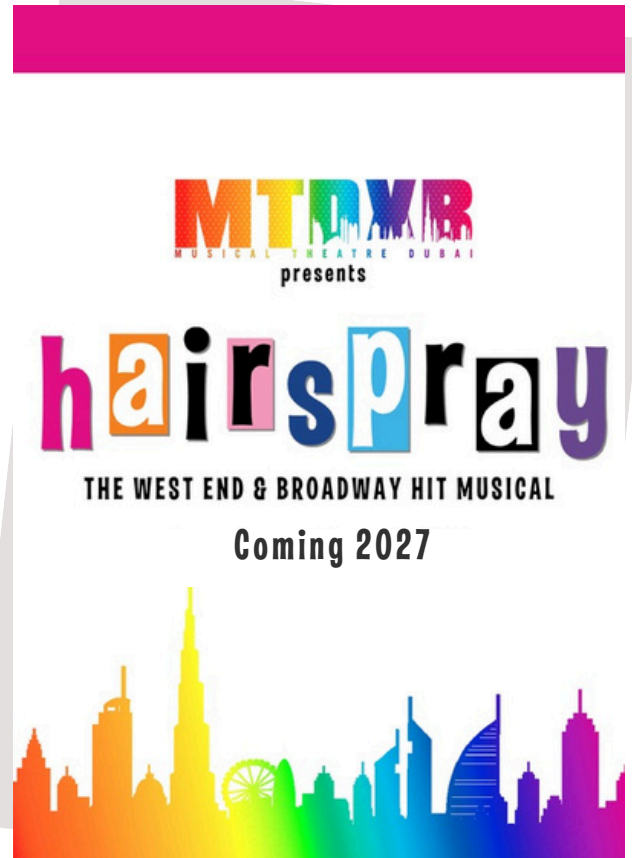
While the story and music of *Hairspray* are bright, uplifting and are guaranteed to give our audience – and cast of almost 60 – a feel-good vibe, this show represents both **artistic purpose** and **future sustainability** for MTDXB.

With themes of **inclusion, body positivity and social integration**, it aligns deeply with the company's values, and its core messages couldn't come at a more appropriate time.

Auditions attracted the **highest sign-up numbers** in MTDXB's history, resulting in our biggest on-stage ensemble.

Casting is complete, rehearsals are underway, and this production – and those that follow – are where **sponsorship becomes critical**.

*With the recent regional disruption and uncertainty we made the difficult decision to postpone *Hairspray* until Spring/Summer 2027, but we can't wait to get the whole team back into the rehearsal room.



2027 - Our biggest, brightest show to date, now in production

MTDXB
MUSICAL THEATRE DUBAI

WORKSHOPS & OPEN ACCESS

Theatre for everyone

Alongside professional-standard productions, MTDXB runs **regular, affordable workshops** open to the wider community.

Led by **seasoned professional performers** who are resident in or visiting Dubai, these sessions focus on singing, acting, dance and performance technique. Workshops allow people to **engage with musical theatre without the pressure** of auditions or long rehearsal schedules.

They play a vital role in **widening access, strengthening community ties and ensuring MTDXB is inclusive** beyond any single cast.



Inclusive beyond any single cast

AUDIENCE & COMMUNITY

A loyal and growing following

MTDXB audiences span families, schools, theatre lovers and newcomers. What brings them back is not just the quality of the shows, but the atmosphere - **welcoming, inclusive and joyful**, paired with production values that **consistently exceed expectations**.

Audience, cast and peer feedback is always **overwhelmingly positive**.

Recognition from the Dubai theatre community came in the form of a staggering **13 awards for our shows**, performers, Production Teams and MTDXB as a company at the inaugural **DXB Theatre Awards in 2025**.

Our reputation speaks for itself, and our work has been **celebrated by a number of Dubai media outlets** such as Dubai92, Dubai Eye 103.8, Channel 4 104.8, Dubai One's DXB Today and more.



“(Grease) ... raised the bar very, very high for musical theatre in this city”

“... the cast were all super-talented. I had no idea it would be West-End or Broadway level!”

Mark Lloyd, Dubai Eye 103.8



LISTEN TO MTDXB'S RADIO INTERVIEWS USING THE CONTROLS ABOVE

Supported by returning audiences & Dubai media

MTDXB
MUSICAL THEATRE DUBAI

DIGITAL REACH & SOCIAL IMPACT

More than just logo placement

MTDXB's **digital channels are a core part of each production's life cycle**. High-quality video, photography and storytelling drive **engagement before, during and after shows**, offering sponsors **authentic, narrative-led exposure**.

100% Organic Audience Growth

All followers, views and engagement across MTDXB's social channels are generated **entirely through organic discovery**, content sharing and community advocacy with **no paid media, no follower acquisition and no artificial amplification**.

MTDXB's content consistently reaches audiences well beyond its existing follower base, with **nearly 80% of views coming from non-followers**. This demonstrates strong shareability, relevance and algorithmic performance **without paid spend**.

MTDXB delivers **access to an engaged, trust-based audience** that actively responds to our calls to action.

For partners, this means **authentic and efficient exposure alongside** trusted, community-led content **that attracts new audiences and sustains attention** - not just passive impressions.

This translates into **measurable brand visibility** alongside high-quality cultural content, in a **brand-safe, values-led environment**.

High-Value Reach, Built for Discovery

100%

Organic Audience Growth

202,000+

Content Views in the last 90 days
(Strong organic discovery)

23,900+

Video Views in the last 90 days
(+102% vs previous period)

78.7%

Views from non-followers
(Strong organic discovery)

25%

Views driven by static posts

32,000+

Unique accounts reached organically

42%

Views driven by multi-image posts

31%

Views driven by Reels

A High-Value, High-Trust Audience

MTDXB
MUSICAL THEATRE DUBAI

COMMITTEE & CREATIVE LEADERSHIP

The team behind the teamwork

Across productions, MTDXB engages **experienced directors, choreographers, musical directors, vocal coaches and stage managers**, ensuring cohesion and professional standards, governed by a **passionate, creative and experienced Leadership Team**.



James "Mitch" Mitchinson

Founder & Chair

Strategic leadership, long-term vision and creative oversight. Performer and production credits. Primary Teacher and Moral, Social and Cultural Studies Lead.



Bethanie Mitchinson

Founder & Chair

Community culture, inclusion, wellbeing, award-winning performer, experienced choreographer and Production credits. Lead Music and Performing Arts Teacher.



Glenn Atkinson

Treasurer

Financial stewardship, budgeting and sustainability planning. Award-winning performer. Head of Education.



Brian Fletcher

Digital & Marketing Lead

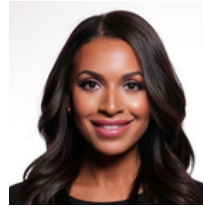
Brand identity, digital design, content, show creative, programmes and public perception. Performer and Production credits. Head of Regional eCommerce, Digital & IT Platforms.



Emilie Rochford

Digital & Marketing

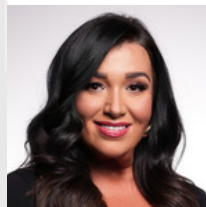
Digital Marketing and Web Design support. Performer and Musical Director credits. Digital Marketing company owner, Vocal Coach.



Sophie Worrell

Social and Community Lead

Culture, retention, engagement and internal connection. Head of Early Childhood Drama.



Claire Bennett

General Member

Creative direction and performance leadership across major productions. Performer and Director. Head of Performance.

Performers. Producers. Educators. Leaders.

WHAT WE'RE LOOKING FOR

Partners in sustainability and growth

Producing musical theatre at this level is expensive – licensing, venues, rehearsal space, sets, costumes, lighting, musicians and performance permits all come at significant cost, with **any one show costing upwards of AED 300,000 to stage.**

Ticket revenue alone does not cover production costs at this scale.

MTDXB is non-profit. Any surplus we make is reinvested – **nobody gets paid.** Rising costs mean **sponsorship is essential to sustain future work.**

We are seeking **partners who value creativity, inclusion, community impact and cultural growth.** In return, we offer **visibility, storytelling and meaningful brand alignment** with one of Dubai's most respected grassroots cultural organisations.

Furthermore, to date, many of our full-scale productions have been **performed in High School theatres.** We are truly grateful to both Sunmarke School and Hartland International School for their support, but the **scale of MTDXB's shows has outgrown such venues.**

To **reach new audiences** and leverage the creative and technical level our shows demand **we need to relocate to one of the many professional theatres in Dubai,** but the cost of doing so is prohibitive.

Sponsorship would enable us to reach the next level and would deliver further exposure for MTDXB and our partners.

Reaching new heights with partnership support

MTDXB
MUSICAL THEATRE DUBAI

CONTINUING A LEGACY OF EXTRAORDINARY SET DESIGN

An invitation to build something incredible

For the past three years, MTDXB has been fortunate to work in close partnership with **KPS Interior Design & Build**, whose belief in our work has helped shape some of the most ambitious theatre productions ever staged in Dubai.

KPS did not simply build sets. **They elevated what was possible.**

Across *The Addams Family*, *Grease* and *Guys & Dolls*, their team delivered professional-grade set design and build entirely free of charge.

With each successive production, the scale, complexity and ambition grew. Multi-level structures transformed the stage into multiple locations within a single scene, enabling our large casts to be staged dynamically and cinematically. For *Guys & Dolls*, the set even elevated the live band above the performers, creating visual depth and theatrical impact rarely seen outside major commercial productions.

For *Grease*, KPS designed and built a full-scale *Greased Lightning* car that would not have looked out of place on the West End. The car was 3D modelled, sculpted in professional-grade polystyrene, coated in resin and polished to an extraordinary finish. It became one of the defining visual moments of the production and a talking point for audiences long after the curtain fell, and continues to support Dubai's theatre community as it moves from one venue to another to appear in other groups' productions of *Grease*.

Beyond sets, KPS repeatedly went further. They brought in lighting, sound and technical equipment, along with specialist personnel from their sister events company, **Snap Events**, to ensure our productions looked and felt exceptional.

The real-world value of this contribution would have been in the region of **AED 150,000 to 200,000 per production** – support that MTDXB simply could not have accessed commercially.

They did this not for advertising, but because they believed in the quality of the work and the importance of what MTDXB brings to the community.

In return, the partnership delivered meaningful outcomes for KPS. Their involvement **aligned with annual CSR objectives**, their employees were invited to attend opening press nights, and this year MTDXB provided live performers and a band to entertain guests at KPS's staff Christmas celebration. It was a genuine collaboration – built on **shared values, mutual respect and pride** in what was being created together.

Unfortunately, KPS are unable to support our upcoming production of *Hairspray* financially or in-kind. While this marks the end of a chapter, it also opens the door to the next one.



A platform for creativity and collaboration

MTDXB
MUSICAL THEATRE DUBAI

CONTINUING A LEGACY OF EXTRAORDINARY SET DESIGN

An opportunity for our next partner

MTDXB is now **seeking a new set build partner from the interior design, construction or events industries** to continue - and evolve - the legacy that KPS helped establish.

This is an opportunity for a company that:

- values craftsmanship, creativity and execution
- wants to showcase capability in a live, high-impact environment
- believes in **supporting arts, culture and community engagement**
- understands the **power of storytelling** through physical space

Our productions offer something rare: the chance to see your work not just installed, but performed within, photographed, filmed, shared and emotionally experienced by thousands of people.

Sets are not background scenery in our shows. They are **central to the storytelling**, movement and spectacle. They are seen from every angle, across multiple performances, and captured extensively across social media, video content, press imagery and promotional materials.

As with KPS, we are not looking for a transactional supplier relationship. We are looking for a **creative partner** - a company that wants to collaborate with our directors, designers and production team to bring ambitious ideas to life on stage.

Why this partnership matters

Working with MTDXB allows a partner to:

- demonstrate large-scale design and build capability in a complex live environment
- align their brand with high-quality, award-winning cultural output
- achieve meaningful CSR impact through community arts support
- engage employees through exclusive access, experiences and performances
- leave a visible, lasting legacy within Dubai's cultural scene

The work KPS delivered has already set a benchmark. Our ambition now is to build on that foundation with a new partner who is excited by the challenge and inspired by the impact.

If your organisation believes in creating experiences, not just structures, we would love to start that conversation.



A platform for creativity and collaboration

MTDXB
MUSICAL THEATRE DUBAI

WHY SPONSOR MTDXB?

Creating impact with connection

Sponsoring MTDXB is about more than visibility – it is an opportunity to align your brand with high-quality cultural output, meaningful community impact and an engaged, values-driven audience.

Our productions reach thousands of people on stage, online and through earned media, delivering authentic exposure in a brand-safe environment. Unlike traditional advertising, **MTDXB partnerships are woven directly into the audience experience** – before, during and long after the curtain comes down.

The infographic below outlines how sponsorship with MTDXB delivers value across three key areas: **cultural credibility, community impact and premium brand alignment** – combining **tangible deliverables with genuine connection**.




CULTURAL CREDIBILITY

-  Brand Logo on Show Poster
-  Prominent Logo in Digital Marketing
-  Brand Social Media Tagging
-  Digital Show Programme Ad

COMMUNITY IMPACT

-  Sponsor Call-Out Before Performances
-  Branded Stand Activation at Shows
-  Inclusion in Email Newsletters
-  Meaningful Local Engagement

PREMIUM BRAND ALIGNMENT

-  MTDXB Website Placements
-  Exclusive Access Tickets to Press Performance
-  Publicity Mention Press Coverage & Radio
-  Brand Reach Digital Ads & Targeting

WHAT SPONSORSHIP COULD LOOK LIKE

Flexible partnership, tailored to fit

MTDXB sponsorship is designed to be accessible, flexible and meaningful – whether you are an individual supporter, a small business, or a brand looking for deeper cultural alignment.

Rather than fixed, inflexible packages, we offer **clear partnership tiers** that reflect different levels of support and visibility. Each tier is designed to deliver genuine value, meaningful recognition and a strong sense of connection to our productions and community.

All sponsorship tiers include **complimentary tickets to our exclusive pre-show press performance of *Hairspray*** – a private evening attended by cast, creatives, media and invited guests.



Friend of MTDXB
AED 650

Designed for individuals, families, friends of performers and small businesses who want to support live theatre and be part of the MTDXB story.

Supporters can choose to sponsor a named cast member in *Hairspray*.

Includes:

- Name or company name listed alongside your sponsored performer in the show programme
- Inclusion on the MTDXB website
- Recognition in relevant social media posts
- 1 x complimentary ticket to the press performance



Super-Friend
AED 1,000

Includes all of the above, plus:

- Clickable link to your website or social media profile in digital programme and website listings



Supporter
AED 2,000 – 5,000

Ideal for small to medium businesses seeking visible association with high-quality cultural work.

Includes:

- Brand logo featured in a “Supported by” section on show posters and digital ads
- Clickable logo linking to your website or social media on digital materials
- Brand tagging in relevant social media posts
- Complimentary tickets to the press performance



Associate
From AED 10,000

For brands seeking stronger visibility and deeper integration with the production.

Includes:

- Brand logo featured prominently in the “In association with” masthead on show posters
- All Supporter-level digital and social benefits
- Pre-show verbal acknowledgements
- Inclusion in press releases and radio mentions where applicable
- Complimentary tickets to the press performance

A sponsorship solution for all sizes

MTDXB
MUSICAL THEATRE DUBAI

WHAT SPONSORSHIP COULD LOOK LIKE

Flexible partnership, tailored to fit



Set Design & Build Partner

In-kind or value-based partnership

For interior design, construction or events companies looking to make a bold creative statement.

A Set Design & Build Partner will be treated as a principal production partner, continuing the legacy established by our previous collaborators.

Includes:

- All Associate-level benefits
- Multi-page feature in the digital show programme
- Dedicated feature on the MTDXB website
- Behind-the-scenes content and storytelling opportunities
- Prominent association with one of the most visible elements of the production



A collaborative approach

We understand that every organisation is different. If you have an alternative proposal, creative idea or bespoke partnership concept, we are very open to discussion.

Our goal is to build partnerships that feel mutually valuable, authentic and creatively rewarding.



**For more information about our shows, workshops,
joining MTDXB, sponsorship or support
opportunities please contact us**

James Mitchinson: +971 58 500 4382

Brian Fletcher: +971 55 120 4288

email: musicalsdx@gmail.com



Let's Talk - we'd LOVE to entertain you!

