

THE  
BRIDGE  
THEATRE

*Connecting Through Culture*

# The Bridge Productions

- **ASBL/VZW** founded in 2021. Two **administrators**:
  - **Edward** McMillan (CEO) – experienced cultural entrepreneur with an MBA
  - **Éva** Kamarás (Chair of the board) – legal and Big4 strategy consulting background
- Day-to-day run by a small team of **freelancers** and **volunteers**, supported by an **advisory board**.



# Our mission and values

The Bridge is **inclusive, sustainable** and **locally-integrated**.

With the help of our **professional theatre actors**, we **connect multilingual Brusselers** via the power of performing arts.

**Sustainability** is a guiding pillar in work on and off the stage



# We're in the business of live experiences

## For all Brusselers

- Brussels is a city of theatre lovers
- 550,000 Brusselers speak English (very) well

## For schools and companies

- School workshops
- Trainings and staff events for workplaces wanting to improve their people skills



THE  
BRIDGE  
THEATRE

**12.000** tickets sold across 7 productions



**2.000** workshop participants





**1.500** students have benefited from our in-school workshops

2.000 participants of B2B role-play trainings and staff retreats

## Growing audience reach

- 7.850 social media followers (+50% in 2025)
- 4.300 newsletter subscribers (+18% in 2025)



Introduction to Greek Tragedy with Billy Kissa

Join us for Zinneke Parade 2026

Voices from Our Workshops Meet Una

Join our Beginner and Master Groups Sign up now!

15 Nov Focusing on the Unsaid with Jade Wheeler

Pro Tips from Our Instructors Meet Henry

ACT Workshops 24 Jan Boost Your Stage Creativity with Petar Leventić

FLOW Workshop

Musical Theatre Workshop Join us this winter for HERCULES

Musical Theatre YO Ages 11-15 Sign up now!

2025 gave us great moments worth sharing

FLOW Workshop Enhance essential skills through theatre!

tick, BOOM! tick... Final Day

Get a taste of tick, BOOM! tick... moving

SPEECHES Wo Mondays 3 November - 1 December

Zinneke Parade 2026

Voices from Our Workshops Meet Una

Join our Beginner and Master Groups

The Instructors Meet Heidi

Shakespeare - kinda... 10 January

I'm turning 30 really soon

tick, BOOM! tick... Final Week

tick, BOOM! tick... HALLOWEEN EDITION

# Our turnover

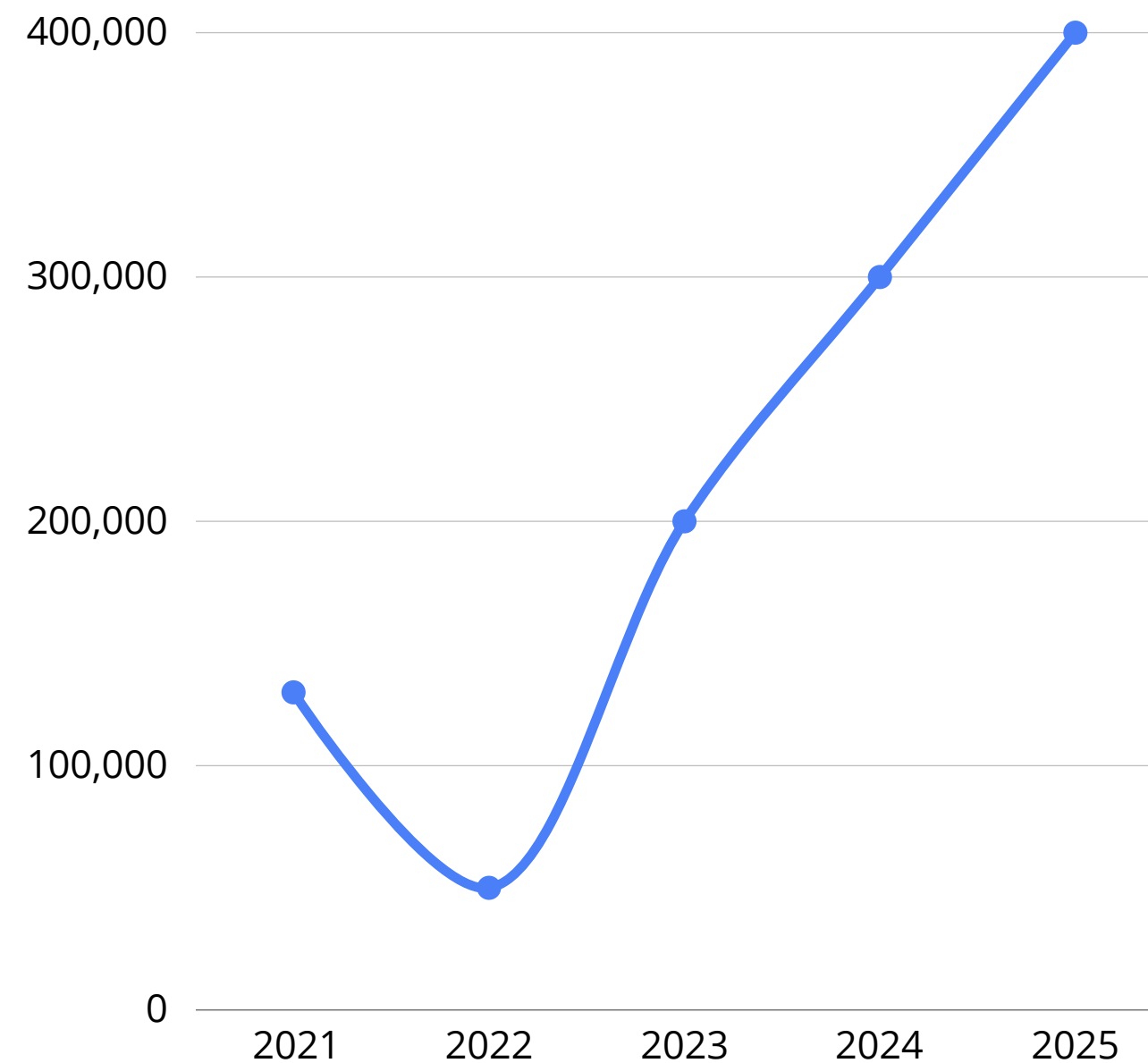
2021: €130,000

2022: €50,000

2023: €200,000

2024: €300,000

2025: €400,000



# Financial Structure

- **Workshops:** stable and growing income (2025 profit: € 66K)
- High margin **corporate** engagements to be further scaled (2025 profit: €25K)
- **School** workshops: extra liquidity (2025 profit: €12K)
- **Productions:** targeting cost neutral and are currently financial investments that significantly grow our customer base (2025 investment: €70,000)



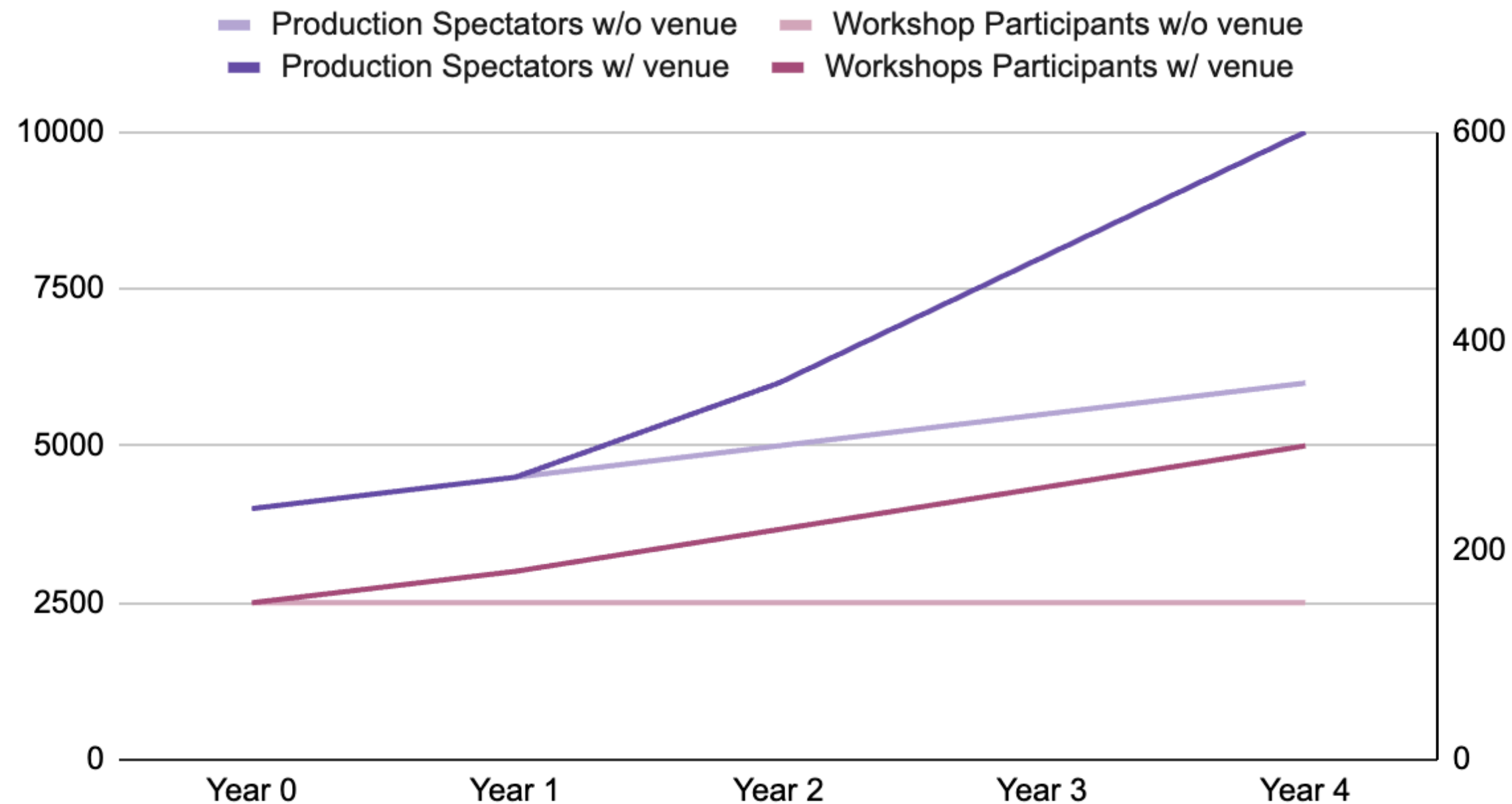
# Our challenges

- Our nomadic existence + **shortage of suitable, available venues** in Brussels
- Project-based venue & tech **hire is less cost-efficient over time**
- Now operating our Studio at 100% capacity, **limiting workshop growth.**



# Key growth lever

Growth Comparison - with/without a fixed venue



# Our unique opportunity

- Current owner: **bpost**
- Sale Price: **€4.3 million**
- **65%+** should be 'équipement publique'
- On sale (again) since June 2025
- **Suitable for immediate use**



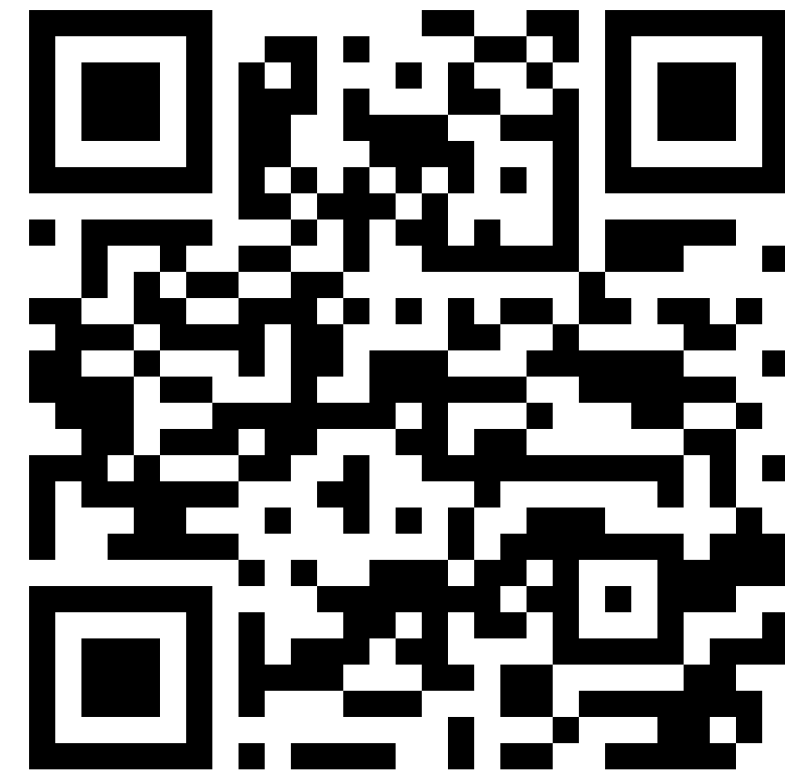
# The Bridge and CitizenFund

Added value of our partnership:

- Strengthen our **local integration**
- Build **wider support beyond our existing audience**
- Introduce the international Brusselers to locally-rooted projects



**We look forward  
to connecting  
further**



**edward@thebridge.brussels | eva@thebridge.brussels**