

Corporate Partnerships

Investec Opera Holland Park

Investec
Wealth & Investment



Opera Holland Park



Opera Holland Park is an opera company with a unique voice

We believe that everyone should have access to the finest live musical and theatrical experiences, regardless of age, income or education, and, pride ourselves on a uniquely welcoming atmosphere, adventurous artistic planning, a tradition of presenting unusual works, and our history of nurturing and developing the talents of singers, directors, conductors, designers and technicians. Equally, we believe in the power of the arts to entertain businesses and corporations, and we do this with professionalism, discretion and style.

“Opera Holland Park has become the most exciting and adventurous company in the UK.”

BLOOMBERG



Opera Holland Park

Opera Holland Park is an independent charity committed to bringing the power of opera to the wildest possible audience.

Each year we entertain over 34,000 people with critically acclaimed productions in our beautiful canopied theatre in Holland Park, easily accessible from both the West End and the City. Alongside the classics we stage operas that are rarely produced by anyone else and delight in introducing new audiences to undiscovered gems. Our audiences are special. They comprise some of the most engaged and affluent individuals in the country. They love what we do and attend our Season as well as the events that lead up to this year-on-year. Our operas are of international significance and so are the singers that star in them. Some of the world-renowned performers we have had on stage are Lauren Fagan, Anne-Sophie Duprels and David Butt Philip, and it is precisely the international scope of our charity that has led us to co-produce many of our works with world-class opera houses, including Pietro Mascagni's *Isabeau* with New York City Opera. We are also unique in our dedication to developing talent and creative teams. Via our Young Artists programme we support artists, directors, conductors and stage crews as they grow and develop, giving many their first full working experience in a professional company.

We have extensive experience working with blue-chip companies and take great care to ensure that your brand and guests are treated with the utmost respect and professionalism and in a way that will benefit your company. We offer special packages that both you and your guests will be able to enjoy in the beautiful setting of Holland Park, and have a reputation for providing first-class experiences and customer service. In this brochure you will find a range of corporate packages and hospitality options that we hope will suit your budget and needs. We understand that every company is unique and as a result, we provide tailored solutions to each and every single business that joins us in supporting our mission and charitable causes. Please let us know if there is anything in this pack that you would like to discuss in greater detail or tailor further to the needs of your organisations and we will design the perfect package for your company.

We look forward to working with you!

The Corporate Development Team
Opera Holland Park

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What our corporate partners
are saying about us



Viking, the award-winning cruise line, has partnered with Opera Holland Park for the second year running. Working together has been a great experience, bringing people together who share an appreciation for art and culture across a range of genres – something Viking guests travel the world to experience. We are delighted to be involved in this year's Season and look forward to another summer of opera performances.

VIKING CRUISES

The Swain Group have partnered Opera Holland Park since 2016, providing Logistics support services, transport and storage of all equipment, staging and materials to support the Season. The partnership has truly flourished, and the close working relationship that has developed between the companies has led to a natural way of working. The strong cultural fit has been one of the key factors in how we operate together. Our mutual love and passion of how we approach events and projects to ensure nothing is overlooked will hopefully contribute towards your personal enjoyment this evening.

THE SWAIN GROUP

Jelf are extremely proud to be the insurance partner for Opera Holland Park. The Private Client team at Jelf work in close collaboration with OHP throughout the year to ensure that our successful partnership continues to grow. Jelf are also delighted to partner with such a prestigious organisation that is always looking for new ways to give back to the community and develop talent. As a national business centred on community, we also value these principles and place them at the heart of our partnership with OHP.

JELF

What an honour it has been to be part of Opera Holland Park in 2018. H Fusion Media & Communications are huge supporters of art and culture and this magnificent offering goes above and beyond, giving all walks of life the ability to enjoy classics in a beautiful setting and with such talented artists. When you have a great city such as London hosting, combined with a sense of community and spirit, that's when magic happens. That magic is Opera Holland Park. There is no doubt in our minds that it will grow on an exponential level and we are hugely proud to be part of it, now and in the future.

H FUSION MEDIA GROUP

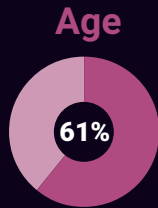
Our partnership with Opera Holland Park has been invaluable. Not only does it add an extra level of benefit to our Membership, it opens our doors to the opera audiences who are cultured and active within London life. We have found that the relationship increases our brand awareness and also strengthens our ties within the community. We look forward to working with Opera Holland Park well into the future.

THE SLOANE CLUB

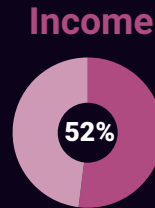




Audiences



61% of our audiences are **40-70** years old



The household income of 52% of our supporters is over **£100k**

Ecomms

47.8%
average open rate

8.34%
average click rate



Twitter
14.3k

impressions per day*
1.4%
engagement rate
*May - August 2018

Website

129.4k **493.2k**
visitors page views

Our audiences are classed as
Commuterland Culturebuffs
Metroculturals
Experience Seekers



Average spend

Over **£220** = **5** tickets bought per customer



Reading

- The Times
- The Sunday Times
- Evening Standard
- The Guardian
- BBC News online
- The Economist
- Private Eye
- The Spectator
- Time Out
- The Week



Cultural venues

- V&A
- Tate Modern
- National Gallery
- British Museum
- National Theatre
- National Portrait Gallery
- Barbican Centre
- Southbank Centre
- Royal Albert Hall
- Tate Britain
- National Trust
- English Heritage

Inspire

Over **10,900** people engaged



Working with **22** partners



Location

77% of our audience are London based

33% live in the Royal Borough of Kensington & Chelsea

21% live in the top five most affluent postcodes in the country



Attendance



female to male ratio of **1:1**

65% attended 2 or more times

29% are first time visitors to the festival

94% would come again



51% attend with Friends. Average group size is **2.8**

Reviews

"Opera Holland Park has become the most exciting and adventurous company in the UK" *Bloomberg*

"It's a long time since any *La traviata* looked and felt as beguiling as this" *The Times*

"The most distinguished new *La traviata* to reach London in years" *The Stage*

"In a performance that deserves wide notice, the tenor David Butt Philip has never sounded more exciting as Folco" *The Guardian*

"Once again OHP presents an intelligent, thought-provoking Mozart staging" *Classical Source*

"A confident display of world-class brilliance" *What's on Stage*



Digital stats



Facebook
10.3k

organic impressions per day*

45k

engaged users
*May – August 2018

1

Season every year

2

months of opera



30

Around performances



96%

occupancy rate

1,001

guests per performance



Over **7,800** bookers for OHP Season and Events throughout the year

Over **34,000** guests entertained every year

Sponsors

 **Investec**
Wealth & Investment


VIKING

RUSSELL-COOKE SOLICITORS


CASTLE ACRE


WORLD CLASS™
DRINKS


THE PHILLIMORE ESTATE


THE SLOANE CLUB
CHELSEA LONDON


BAGLIONI
HOTEL
LONDON

LAZARD


Handford
WINES


THE
SWAIN
GROUP
Serving Industry Since 1918

140

sessions

2,960



free or reduced-price tickets

Out of Season Events

Over

1,000

tickets bought for events outside the 2018 Season

Around **20** out-of-Season events held a year

Become a Production Sponsor for the entire run of an opera and benefit from one of the highest associations with Opera Holland Park, with increased branding visibility throughout the Season.

Prices start from £50,000 +VAT for the headline productions.

Production Sponsorships



Benefits include:

- High profile association with a specific opera production
- Dedicated content for your communications
- Allocation of complimentary tickets for use across the production
- Highest priority booking managed by a dedicated Opera Holland Park Development team member
- Invitations to the First Nights of the Season which include free drinks and canapés
- Invitations to attend a dress rehearsal for a select number of guests
- Complimentary corporate hospitality event
- Complimentary programmes for your guests
- Brand awareness: increased visibility through publicity material and sponsor crediting, including presence on the Opera Holland Park website, our e-newsletters and social media
- Company name to appear on all production tickets, on-site at the theatre and on all our advertising and publicity
- Full-page advertisement in our four Season programmes and *Chorus* magazines
- Opportunity to attend meet and greet events with cast and company members
- Access to The Ensemble VIP Bar with complimentary drinks

What you can expect in return:

Profile raising: The arts are a popular industry for individuals across the UK, and your aligning with our organisation will prove beneficial for your brand visibility and perception.

Networking: Opera Holland Park is the perfect place for your company to engage in some good networking. Whether you are trying to attract new customers or business partners, our venue is ideal for these purposes.

Media inclusions: Our dedicated PR team will include your company name next to ours on all our press releases, and your brand will feature in key spaces on site as well as on all our company communications, in order to maximise exposure across all our PR. We will work together to create interesting PR stories and petition relevant areas of the press.

Bonding: If you wish to keep your staff happy and expose them to unique and new experiences, Opera Holland Park is a great venue where your workforce will be able to experience original and refreshing performances in a relaxing and glamorous atmosphere.

Dedicated account management: Our team will look after you well from the start of our relationship, meaning there will be someone at the other end of the line to help you with any queries you might have in regards to your sponsorship.

For more information on
Production Sponsorships, please email
corporate@operahollandpark.com
or call 020 3846 6216.

Designed to offer companies the opportunity to entertain clients and/or reward employees in a stylish and creative way, Company Partnerships with Opera Holland Park are the perfect way to impress your customers, business partners and employees with some of the best opera outings in the heart of London. We have a range of partnerships to choose from so that you decide on the one that best suits your needs.

Company Partnerships



Coloratura Company Partner

£25,000 +VAT

- Acknowledged as a Company Partner on all uses of the partner grid
- Inclusion as a Company Partner on our website, e-newsletters and social media
- One full-page advertisement in each of the four programmes we produce every Season
- Allocation of 60 tickets, with hospitality in a branded space, for use across the Season
- Complimentary programmes for each guest
- Opportunity to meet and greet the company cast and Directors after the performance for a maximum of 8 guests at a time
- Access to The Ensemble VIP Bar with complimentary drinks
- Highest priority booking managed by a dedicated Opera Holland Park Development team member
- 20 tickets to our Insight into the Season event, which consists of a panel discussion hosted by a famous TV personality, who is joined by some of our cast and company members ahead of the Season
- Access to a dress rehearsal during the Season for a select number of guests
- Invitation to an out-of-Season event
- One singer to perform at a company event outside of the Season
- 6 tickets to The Prelude event at Leighton House in May, which is an intimate and high-end evening event of music, drinks and canapés in a beautiful setting in Kensington and Chelsea
- 1 table (10 seats) at our yearly Gala in November. This is usually held in a historic building in the City of London.



Soubrette Company Partner

£15,000 +VAT

- Acknowledged as a Company Partner on all uses of the partner grid
- Inclusion as a Company Partner on our website, e-newsletters and social media
- One full-page advertisement in each of the four programmes we produce every Season
- Allocation of 40 tickets for use across the Season
- One complimentary champagne canapé reception for up to 40 guests in a branded space
- Complimentary programmes for each guest
- Opportunity to meet and greet the company cast and Directors after the performance for a maximum of 8 guests at a time
- Access to The Ensemble VIP Bar with complimentary drinks
- Highest priority booking managed by a dedicated Opera Holland Park Development team member
- 15 tickets to our Insight into the Season event, which consists of a panel discussion hosted by a famous TV personality, who is joined by some of our cast and company members ahead of the Season
- Access to a dress rehearsal during the Season for a selected number of guests
- Invitation to an out-of-Season event
- One singer to perform at a company event outside of the Season

Spinto Company Partner

£10,000 +VAT

- Acknowledged as a Company Partner on all uses of the partner grid
- Inclusion as a Company Partner on our website, e-newsletters and social media
- One full-page advertisement in each of the four programmes we produce every Season
- Allocation of 30 tickets for use across the Season
- One complimentary champagne canapé reception for up to 30 guests in a branded space
- Complimentary programmes for each guest
- Opportunity to meet and greet the company cast and Directors after the performance for a maximum of 8 guests at a time
- Access to The Ensemble VIP Bar with complimentary drinks
- Highest priority booking managed by a dedicated Opera Holland Park Development team member
- 10 tickets to our Insight into the Season event, which consists of a panel discussion hosted by a famous TV personality who is joined by our cast and company members ahead of the Season
- Access to a dress rehearsal during the Season for a selected number of guests
- Invitation to an out-of-Season event

For more information on
Company Partnerships, please email
corporate@operahollandpark.com
or call 020 3846 6216.

A Festival Membership with Opera Holland Park offers the greatest range of benefits to share with your clients, employees and guests alike. While a bespoke package can be tailored to your specific needs and budget, here are three pre-designed packages on offer for companies in order for you to become further engaged in our mission and overall charitable causes.

Festival Memberships



Gold Members

£15,000 +VAT

- Company acknowledgement on our website, across our programmes (four per Season), our Spring and Autumn *Chorus* magazine issues, on our e-newsletters and social media, and at the venue
- Complimentary full page advertisement across our programmes (four per Season)
- Opportunity to rent a high-end space once per Season during daytime, subject to availability
- 40 tickets with hospitality to be used across the Season (minimum of 10 guests for each hospitality booking)
- Complimentary programmes for every guest
- Opportunity to meet and greet the company cast and Directors after the performance for a maximum of 8 guests at a time
- Tickets held until midday on the day of performance, offering ultimate flexibility
- Highest priority booking managed by a dedicated Opera Holland Park Development team member
- Access to The Ensemble VIP Bar with complimentary drinks
- Invitation to an-out-of-Season event

Silver Members

£7,000 +VAT

- Company acknowledgement on our website, across our programmes (four per Season), our Spring and Autumn *Chorus* magazine issues, on our e-newsletters and social media, and at the venue
- Complimentary full page advertisement across our programmes (four per Season)
- 4 tickets for every First Night performance (16 tickets) and an invitation to each of these parties
- Further allocation of 16 tickets with hospitality to be used during the Season
- Complimentary programmes for every guest
- Highest priority booking managed by a dedicated Opera Holland Park Development team member
- Access to The Ensemble VIP Bar with complimentary drinks
- Invitation to an out-of-Season event

Bronze Members

£3,000 +VAT

- Company acknowledgement on our website, across our programmes (four per Season), our Spring and Autumn *Chorus* magazine issues, on our e-newsletters and social media, and at the venue
- 2 tickets for every First Night performance (8 tickets) and an invitation to each of these parties
- Further allocation of 8 tickets to be used during the Season
- Complimentary programmes for every guest
- Highest priority booking managed by a dedicated Opera Holland Park Development team member
- Access to The Ensemble VIP Bar with complimentary drinks

For more information on Festival Memberships, please email corporate@operahollandpark.com or call 020 3846 6216.

From becoming a Title Sponsor, to sponsoring the awards or donating a prize for auction, there are myriad ways in which your brand could be coupled with this magnificent annual event.

Gala sponsorship starts from £5,000 + VAT.

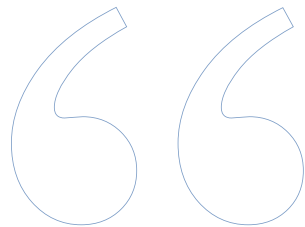
Gala Sponsorship



Every year, Opera Holland Park hosts a sumptuous Gala evening attended by over 200 of our closest supporters and HNWI's. This beautiful evening showcases the best operatic talent through intimate and surprising performances. Previous singers performing on the evening have included Susan Bullock CBE, Matthew Rose, Elizabeth Llewellyn, Lauren Fagan and Anne Sophie Duprels.

The evening, which has previously been held in the elegant Drapers' Hall in the City of London, begins with a champagne reception followed by a delicious three-course dinner.

All proceeds go towards ensuring Opera Holland Park continues to produce affordable, accessible and innovative opera.



The music was sublime and the atmosphere absolutely perfect, which – combined with a wonderful venue with amazing acoustics – made it all so enchanting.

A brilliant evening beautifully put together. We are delighted to be a part of OHP. It is very much a part of our lives and one that we cherish.



For more information on Gala Sponsorships,
please email
corporate@operahollandpark.com
or call 020 3846 6216.

Invite your guests to an unforgettable evening filled with music and wonder, and treat them to our popular one-off event packages, perfect for special occasions and corporate entertaining. All package prices include premium tickets to the performance and a Programme for each guest.

Hospitality Packages



Butler Service Picnic (min. 8 guests)

A luxury picnic hamper, including drinks, served by your own personal butler pre-performance and during the interval.

Fine Dining (min. 10 guests)

An exquisite three-course supper, including canapés, champagne and wines, served pre-performance and during the interval so that you can seal that all-important business deal or network with potential customers by giving them the chance to dine in style while being witness to some of London's finest opera.

Opera Holland Park recommends:

Sparkling Reception (min. 20 guests)

A more elegant take on the evening with champagne and delicious hot or cold canapés served pre-performance and during the interval. Entertain and impress your guests with this fantastic Opera Holland Park favourite Reception.

We are happy to work with you on your specific requirements and design a tailored dinner or reception evening around your visit. Please do also contact us to get a quote on the rental of specific spaces or if your party contains less than 8 guests.

For more information or to request a quote for your event, please email corporate@operahollandpark.com or call 020 3846 6216.

Advertising with us aligns your brand closely with Opera Holland Park, and promotes your company and products or services to our loyal and highly engaged audience of over 34,000 people.

Advertising



Programmes

Our luxury programmes have become something of a collector's item amongst our regular audience members. Alongside cast lists, synopses and details of all the events in our Season, they include exclusive features and articles written by high-profile critics and authors.

We produce four individual programmes, one for each opera, offering companies like yours the opportunity to maximise audience reach.

Chorus Magazine

Chorus is the members' magazine of Opera Holland Park, posted to approximately 2,000 addresses of our individual supporter group twice a year, in the autumn and spring. It includes articles from various contributors about opera and music with a connection to Opera Holland Park and our productions each Season, alongside details of events and other updates relevant to members.

Advertising options

- Inside front-cover in four programmes
- Full-page in four programmes + both *Chorus* magazines
- Full-page in four programmes
- Full-page in both *Chorus* magazines

For more information on advertising with us,
or to register your interest and discuss a
package, please email
corporate@operahollandpark.com
or call 020 3846 6216.

If you have any questions, would like more information on the ways you can get involved in the work we do, or would like to have an informal chat with our Corporate Partnerships Manager about the options outlined in this pack, please contact:

The Corporate Development Team

corporate@operahollandpark.com

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Contact us

