

# Opera Holland Park

Partnership, sponsorship and corporate hospitality opportunities





# Mutually beneficial partnerships have been our mission for 25 years

Opera Holland Park has a history of successful long-term sponsorships with first-class brands and companies. As an arts charity, we are able to distinguish between the motivations and needs of our individual donors and the distinct requirements of our business and sponsorship partners.

We are, therefore, productive and flexible. We understand the importance of brand protection and enhancement, the critical need for first-class experiences, and the importance of building brand alliances that serve both us and our partners.

Opera Holland Park can play a highly effective role in helping you achieve your strategic aims for 2020 and beyond. We look forward to discussing your ideas.

Front cover: The Opera Holland Park Chorus in *Un ballo in maschera*, 2019 © Ali Wright  
This page: Rosalind Plowright OBE as Madame Arvidson in *Un ballo in maschera*, 2019 © Ali Wright





# Our Values

There are few opera festivals quite like Opera Holland Park. From our foundation in 1996 we set out several key principles and have adhered to these for a quarter of a century:

- To develop and nurture emergent talent and to act as a key progression house for the British, European and worldwide opera industry
- To create first-class productions that reflect the tastes of our audience and also stretch their repertoire experience into new and exciting areas
- To make this art form as accessible as possible in a beautiful, inviting space, welcoming people from all backgrounds
- To create an exciting, collegiate atmosphere for the enjoyment of great art
- To extend the enriching benefits of music and drama to all corners of the community through our award-winning *Inspire* education and outreach work

Photo: Elizabeth Llewellyn as Magda and Matteo Lippi as Ruggero in *La rondine*, 2017 © Robert Workman





# Our Audiences

Our audiences are classed as  
**Commuterland Culturebuffs**  
**Metroculturals**  
**Experience Seekers**



**They enjoy reading the following publications:**

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



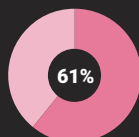
**They are culturally active, visiting many of the following:**

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

## Average spend

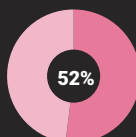
Over **£220** per person = **5** tickets bought per customer

## Age



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

## Income



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



## 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 our summer festival 2 or more times



**29%** are first time visitors to the festival

**94%** would come again



**51%** attend with friends. The average group size is **2.8**

# Our Reach

## Email

**10,000** mailing list

**2,500**

Members and Supporters

## Ecomms

**47.8%** average open rate

**8.34%** average click rate



## Twitter

**14.3k**

impressions per day\*

**1.4%**

engagement rate

\*May - August 2018



## Facebook

**10.3k**

organic impressions per day\*

**45k**

engaged users

\*May - August 2018

## Website

**129.4k** **493.2k**

visitors

page views

# What can Opera Holland Park offer?

We believe that the arts environment is unparalleled when it comes to creating a positive and engaging atmosphere in which to do business, to spend time with clients, and to broadcast the values of your brand to an open and appreciative audience.

Opera Holland Park's unique, spectacular theatre provides your staff and colleagues with a fertile, engaging environment in which to develop relationships. Our company is vibrant and streamlined. We all engage fully with our supporters and partners, bringing added value and experience to your events.

We have a singular voice in the arts world. Our reputation for dazzling work, discovery of talent, and inventive communication via films and other media gives us an identity that has made us among the most popular and admired companies in the UK.

Our visual presentation is an extension of our artistic ambitions, with individual commissioned artworks for each season, and elegant, well-written material that will support your brand. You are in safe hands.

When we embark on partnerships, our aim is to bring your brand together with ours to amplify the relationship through communications, especially at the theatre, creating spaces that reflect your brand and emphasise your involvement.





# Inspire: our education and outreach programme

*Inspire* is Opera Holland Park's award-winning outreach and education programme, dedicated to breaking down barriers by working with the community to embrace and enrich the lives of all.

Our extensive projects engage the old and young in schools, care homes, hospitals and community centres. We reach the vulnerable, socially-isolated and disadvantaged, providing opportunities for diverse audiences to experience, discover and actively take part in music and musical activities.

We welcome discussions with partners who may wish to support a specific area of our *Inspire* projects.

## Last year we...

Engaged with over  
**10,900**  
people



Worked with  
**22**  
partnering charities

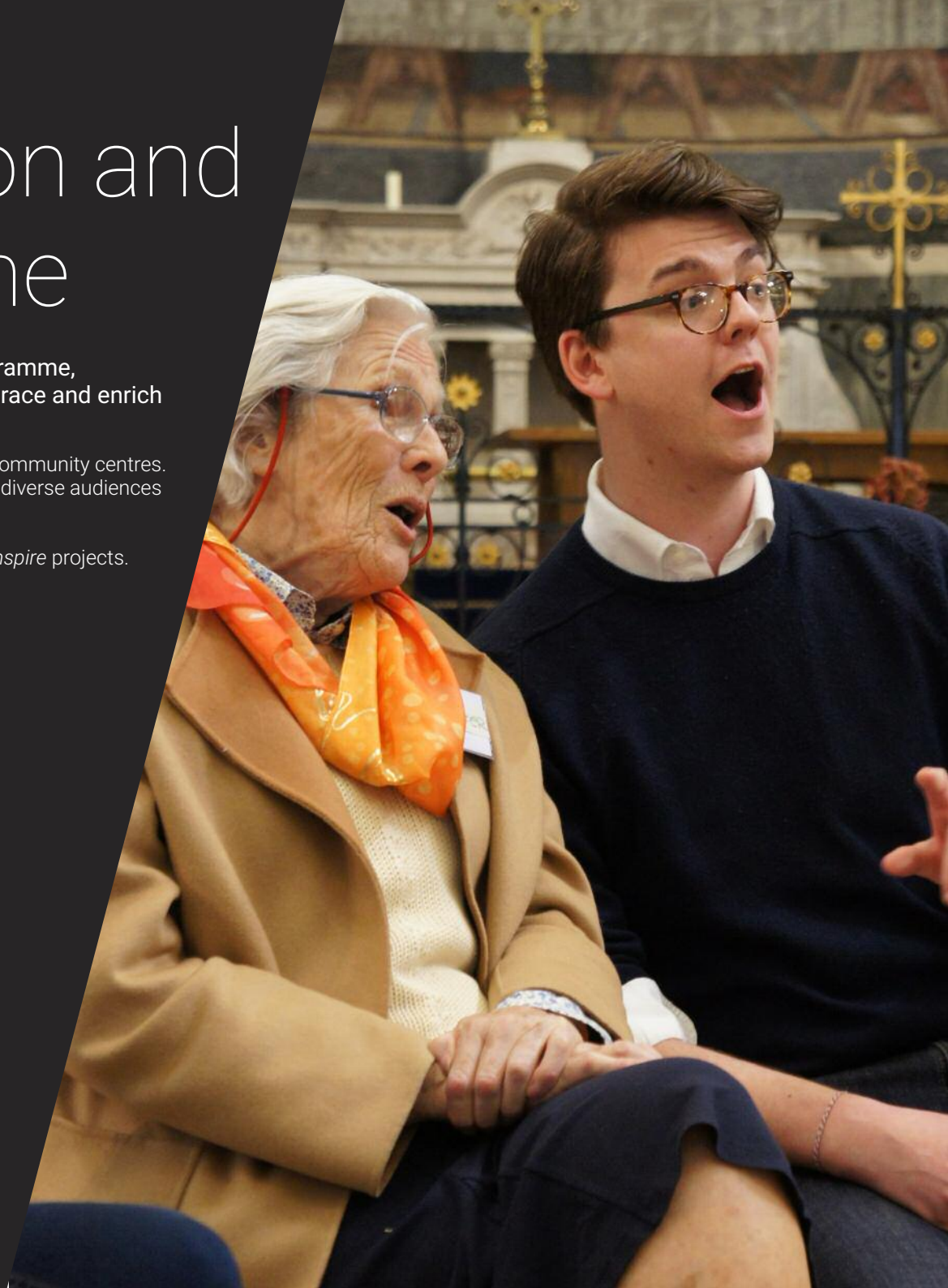


Arranged over  
**140**  
sessions



Offered  
**2,960**  
tickets to the community

Photo: Tenor Guy Withers sings with one of the attendees at an *Inspire* community concert © Opera Holland Park



# The upcoming summer season

The fever of first love and the thrill of dance run through Opera Holland Park's 2020 season in five new productions of popular repertoire and rarely heard works. Set in the beautiful surroundings of Holland Park, our venue is the perfect place to spend a summer evening. This year's festival is balanced to appeal to opera aficionados and to welcome new audiences to some of the finest music and drama of the season.

**Eugene Onegin** sees four lives changed forever in Tchaikovsky's perfect tragedy of first love and second thoughts. Packed with exquisite melodies, sparkling dances and dramatic choruses, this cherished and popular opera is a powerful tale of youthful love and heartbreak (2–26 June 2020).

Verdi's scalding exposé of unchecked power, ruined innocence and revenge, **Rigoletto**, promises an evening of potent drama. Featuring some of opera's greatest arias, including 'La donna e mobile' and 'Caro nome', *Rigoletto* is an intense psychological portrait of a man trapped by his obsessions, with a devastating climax (6–27 June 2020).

Champagne, hard cash and sumptuous waltzes fuel Lehár's delicious romantic comedy, **The Merry Widow**. Folk dances, a can-can and sublime serenades form the soundtrack to this will-they-won't-they second-time-lucky romance. *The Merry Widow* is one of the most scintillating and seductive nights in the theatre (18 July–1 August 2020).

And in a double bill combining two rarely heard works of passionate intensity, Delius's only *verismo* opera, the intoxicating and gripping drama **Margot la Rouge**, is paired with Puccini's beautiful tale of heartbreak and supernatural revenge, **Le Villi** (21–31 July 2020).

We are also pleased to collaborate with Charles Court Opera, critically acclaimed for their productions of comedies by Gilbert and Sullivan, in **The Pirates of Penzance** (4–8 August 2020).

Image: Depiction of the opera *The Merry Widow* by artist Rebecca Campbell for the OHP 2020 Season © Opera Holland Park





# Sponsorship and Partnership options

## Principal Partners

Principal Partners receive the highest levels of visibility and involvement with Opera Holland Park. Principal Partnerships are bespoke, and require flexible and careful design and enjoy extensive brand exposure across all areas of the organisation, including pre-eminent logo accreditation among all partners and sponsors, along with a variety of corporate entertainment options.

## Production Sponsors

Production Sponsors support a specific production on stage during the summer season. They enjoy primary visibility across the run of the show, on marketing and advertising for the production and on tickets. Production Sponsorships can be dramatic and highly effective, capitalising on the momentum of exciting repertoire. An association with one particular production can be highly beneficial for themed branding strategies.

## Company Partners

Company Partnerships provide an association with Opera Holland Park that suits organisations of any size. We encourage you to lead the design of the package according to your own requirements, ensuring that you acquire the elements best suited to your aims. Company Partnerships are not tied to specific productions but extend across the season and can be focused on corporate entertainment and hospitality or on brand exposure. Higher levels of Company Partnership will receive logo accreditation.

Packages range from £10,000 – £100,000

Photo: Anne Sophie Duprels as Zazà and Joel Montero as Milio in Zazà, 2017 © Robert Workman





# Sponsorship and Partnership options

## Benefits

All of our partnerships and sponsorships carry benefits that include some or all of the below:

- Logo accreditation on all marketing materials and other communications (on higher level partnerships)
- Significant ticketing and hospitality opportunities
- Exclusive opportunities for behind-the-scenes access and cast meet-and-greets at evening events
- Opportunities for marketing campaigns that are tailored to fit your company's strategic aims
- Branding across the general Opera Holland Park theatre site
- Promotion on the Opera Holland Park website
- Access to Opera Holland Park images and copy
- Opportunities to creatively explore and utilise Opera Holland Park's social media presence and channels
- Presence in Opera Holland Park's print and online material, including brochures, advertising, programme books, flyers and leaflets
- Special events with your clients and/or our Members and Supporters (in and out of season) to be defined and subject to any additional costs
- Third party participation with other sponsors for events and associated activities as appropriate to your company's needs

Photo: Ashley Riches as Don Giovanni and Graeme Broadbent as Il Commendatore in *Don Giovanni*, 2017  
© Robert Workman





# Hospitality Packages

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 packages include premium tickets to the performance and a programme for each guest.

## **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.

## **Sparkling Reception** (min. 20 guests)

An elegant alternative to formal dining, with champagne and delicious hot or cold canapés served pre-performance and during the interval.

We are happy to work with you on your specific requirements and design a tailored dinner or reception evening around your visit.





# Festival Packages

A Festival Package with Opera Holland Park offers a range of benefits to share with your clients, colleagues and guests. While a bespoke package can be tailored to your needs and budgets, here are two pre-designed packages for consideration.

## Festival Package **£3,500 +VAT**

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

## Festival Package+ **£7,000 +VAT**

- Four tickets for every First Night performance (16 tickets)
- 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 team member
- Access to The Ensemble VIP Bar with complimentary drinks
- Company acknowledgement on our website, across our programmes (four per season), our Spring and Autumn *Chorus* e-magazine issues, on our e-newsletters and social media and at the venue
- Complimentary full page advertisement across our programmes (four per season)
- Invitation to an out-of-season event

Photo: Guests enjoying a refreshment at a corporate reception before the show at Opera Holland Park © Ludovic Robert





# Advertising

Advertising with Opera Holland Park aligns your brand closely with ours, and promotes your company and products or services to our loyal and highly engaged audience of over 35,000 people.

## Programmes

Our programme books have become collectors' items among our regular audience members and those members of the audience who are drawn to rarities of the repertoire. Alongside synopses, cast and orchestra lists, and details of all events in the season, they include exclusive features written by high profile critics from broadsheet titles and experts from the history and humanities faculties of leading universities.

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

## Chorus e-magazine

*Chorus* is the members' e-magazine of Opera Holland Park. It includes articles from various contributors about opera and music, 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* e-magazines
- Full-page in four programmes
- Full-page in both *Chorus* e-magazines

Photo: Front of the Opera Holland Park Theatre at night  
© Opera Holland Park





# Contact Us

If you have any questions, or would like more information on the ways you can get involved in the work we do, please contact:

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Corporate Partnerships Manager

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London W8 6PW

**Theatre Address:**

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Ilchester Place  
London W8 6LU

Photo: Lucy Hall as Echo, Elizabeth Cragg as Naiad and  
Laura Zigmantaite as Dryad in *Ariadne auf Naxos*, 2018

© Ali Wright

[www.operahollandpark.com](http://www.operahollandpark.com)