

OPERA HOLLAND PARK



Partnership, sponsorship and corporate hospitality

A photograph of a woman in a vibrant red, off-the-shoulder opera dress with a full skirt, adjusting the hair of a man in a black tuxedo on a stage. The background is a textured, reddish-brown wall. The scene is dramatically lit, highlighting the woman's dress and the man's profile.

OPERA HOLLAND PARK: LONDON'S OPEN AIR THEATRE FOR EVERYONE

We are Opera Holland Park. An urban company in a leafy setting, blending tradition with the daring to redefine opera for a modern audience.

With a year-round commitment to excellence in opera, centred on an extraordinary three-month summer festival, Opera Holland Park is a breath of fresh air in the heart of London.

Every summer we build a theatre and perform to audiences from across the Royal Borough of Kensington and Chelsea and beyond.

Surrounded by the beautiful formal gardens and wilded woodlands of Holland Park, our canopied open-air auditorium is the perfect place to enjoy critically acclaimed opera.

OUR VALUES

With deep roots in civic heritage dating back to 1996, Opera Holland Park's mission is to share the cultural, wellbeing and social benefits of opera with our local community.

Guided by our vision for everyone in West London to have the opportunity to fall in love with exceptional opera, our core values shape all that we do.

CREATIVITY: Is woven into the fabric of how we do business. From planning to production, it is central to our work.

COMMUNITY: We are not just a company, but a community of creatives welcoming as many people as possible from the local community into the Opera Holland Park family.

INTEGRITY: Every one of us believes wholeheartedly in the importance of each project we work on, getting to the heart of the stories that make opera such a compelling art form.

RESPECT: Our respect for one another defines how we work together in the rehearsal room, offices, backstage and beyond. It also defines our relationship with the historic site and our approach to the environment and sustainability.



WHAT CAN OPERA HOLLAND PARK OFFER?

We believe that opera is unparalleled when it comes to creating a positive and engaging atmosphere in which to spend time with clients and broadcast the values of your brand. As the first multimedia artform, it has elements that will appeal to lovers of theatre, design, movement, history, art and music.

Opera Holland Park's spectacular custom-built theatre provides your staff and colleagues with a fertile, engaging environment in which to develop relationships. Our company is vibrant and streamlined. We 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 film and other media gives us an identity that has made us among the most popular and admired companies in the UK.



MUTUALLY
BENEFICIAL
PARTNERSHIPS
HAVE BEEN
OUR MISSION
FOR 25 YEARS

We are productive and flexible.

Opera Holland Park has a history of successful long-term sponsorships with first-class brands and companies.

We understand how important it is that collaborations are bespoke. We respect the importance of brand protection and enhancement, the critical need for first-class experiences, and the value of building clear brand alignment to give both us and our partners confidence and satisfaction in the relationship.

Opera Holland Park can play a highly effective role in helping you achieve your strategic aims for 2024 and beyond. We look forward to discussing your ideas.



ABOUT OUR AUDIENCES

- 72% live in London
- 32% live in the Royal Borough of Kensington and Chelsea
- 21% live in the top five most affluent postcodes in the country
- 30% are philanthropic supporters of Opera Holland Park, making them highly attentive and engaged with our content

ABOUT OUR REACH

- Over 40,000 visitors to our summer season
- 17,000 on our mailing list
- 30,000 followers on Twitter, Facebook, Instagram, YouTube and TikTok
- 1,800 Members and Supporters
- 1.4m website visitors

Our audiences are classed as the following according to Audience Agency marketing segmentations:

- Commuterland Culturebuffs
- Metroculturals
- Experience Seekers



INSPIRE

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.

As an independent charity we serve the local community throughout the year in care homes, hospices, shelters, schools and beyond. We build the audiences of the future and take music to those for whom a traditional theatre setting is inaccessible.

We welcome discussions with partners who may wish to support a specific area of our Inspire projects, including:

- **Schools Matinees:** full opera performances attended by local school children.
- **Opera for Thought:** musical workshops for people living with dementia and their carers.
- **OperaUNITY Family Workshops:** interactive family workshops based on the season operas.
- **Opera on Film:** freely available films of our productions in hospitals, carehomes, hospices shelters and schools.

BRAND PARTNERSHIPS

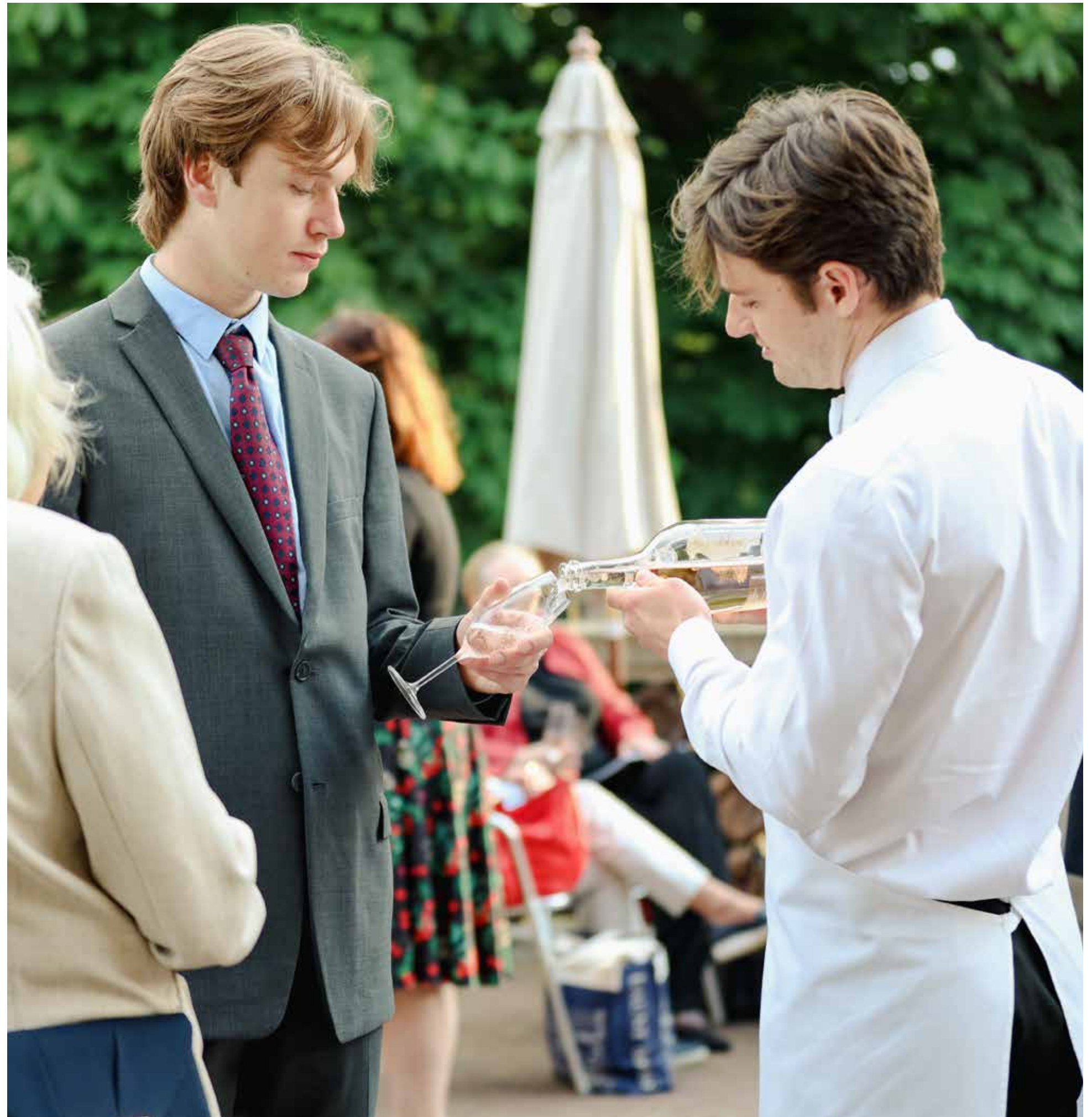
AUDIENCE ENGAGEMENT

CORPORATE HOSPITALITY

FUNDRAISING

As a Corporate Partner you can:

- Gain access to an exclusive range of unique events and client hospitality
- Get ticket offers for your staff or host Away Day's at the theatre
- Meet your CSR objectives through alignment with our award-winning Education and Community programme, Inspire
- Enhance your brand visibility with targeted marketing and audience engagement campaigns
- Take advantage of key sponsorship opportunities: either a single performance or an entire season
- Hire out an opera performance, inviting your clients and colleagues to attend - or use it as a fundraising opportunity
- Receive a personalised service with the Opera Holland Park team to ensure an excellent return on investment



OUR 2024 SUMMER SEASON

Opera Holland Park merges fresh and insightful productions of established masterpieces with rarities to reimagine opera for a modern audience.

Featuring a revival of the 2008 production of *Tosca*, a double bill of *Pagliacci* with a revival of the 2019 staging of *Il segreto di Susanna*, new productions of *The Barber of Seville* and *Acis and Galatea*, three semi-staged performances of Puccini's *Edgar* and a co-production of *The Yeomen of the Guard* with Charles Court Opera.

Tosca

Giacomo Puccini

30 May - 22 June

The Barber of Seville

Gioachino Rossini

4 – 21 June

(Sponsored by Viking)

Edgar

Giacomo Puccini

2, 4, 6 July

Il segreto di Susanna / Pagliacci

Ermanno Wolf-Ferrari / Ruggero Leoncavallo

17 – 30 July

Acis and Galatea

George Frideric Handel

19 July – 2 August

The Yeomen of the Guard

W S Gilbert and Arthur Sullivan

7 - 10 August

SPONSORSHIP & 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 £5,000 – £100,000





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

HOSPITALITY PACKAGES

Hospitality packages can be tailor-made to fit your purposes and budget, and might include:

- Top-tier tickets with extraordinary views of the stage and orchestra
- Pre-show and sparkling interval reception for 50 in our private hospitality space, The Dutch Garden Lounge
- Drinks and canapes for 20 in a private wing of our Supporters bar, The Ensemble
- Drinks and picnic boxes for 10 in one of our dedicated picnicking areas, overlooking Holland Park
- Opportunities for behind-the-scenes access, cast meet-and-greets, and signed programmes from the cast
- Out of season event opportunities at other high profile cultural institutions such as Leighton House Museum and the Institute of Contemporary Arts. Venues can be found to suit your needs and interests
- Bespoke arrangements provided by a dedicated Opera Holland Park staff member



ADVERTISING

Advertising in Opera Holland Park's 2024 Season programme books is a direct way to reach a highly engaged audience of culture lovers, philanthropists and business leaders. Through advertising your product or services in these glossy publications, you align your brand closely with ours to reach a loyal audience of over 30,000 people.

Editorial is curated by a range of contributors from cultural commentators and academics to internationally acclaimed singers and artists, and each year the cover is designed by a local or internationally renowned artist, illustrator or photographer.

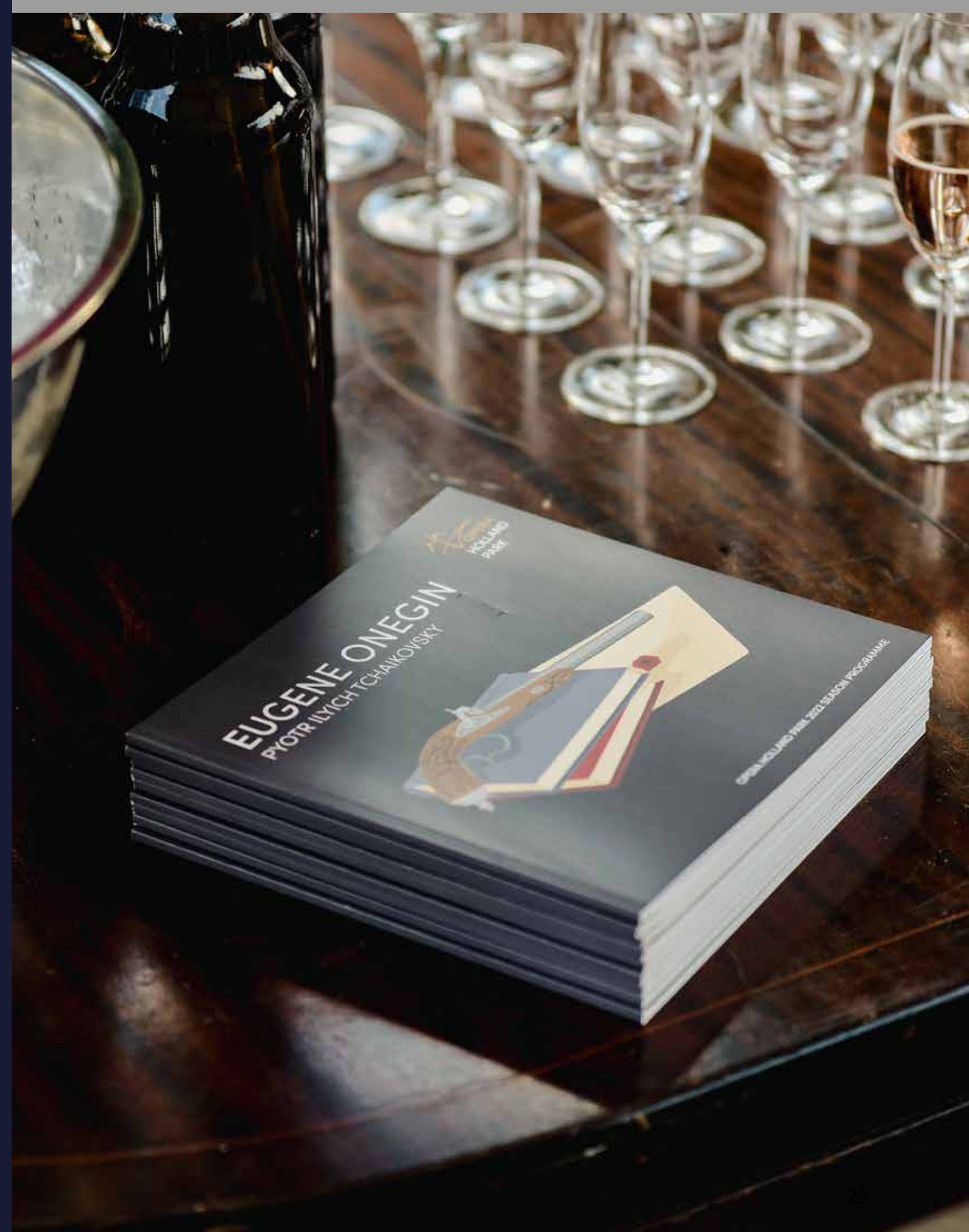
Programmes:

- Readership: 30,000
- Circulation: 7,000
- Distribution: May-August
- Programmes produced for each Season production

Costs:

- Back cover £5,000
- Inside front cover £2,500
- Inside back cover £2,000
- Double-page spread £1,000
- Standard full-page adverts £750

Please note that these prices exclude VAT.





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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