

Major Partnership Opportunities 2012-2014

***Is there a better orchestra in Britain than the Philharmonia?
I don't think so...the Philharmonia are the ones to follow."***

The Guardian



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Multi Disciplinary Artistic Projects

Since his appointment as Principal Conductor and Artistic Advisor Esa-Pekka Salonen has pioneered a new way of presenting music to record-breaking audiences.

Groundbreaking projects such as **City of Dreams: Vienna 1900-1935** and **Infernal Dance: Inside the World of Béla Bartók** have created a new approach that is unique to the Philharmonia Orchestra and offers a sponsor an artistic opportunity that is exclusive to them. Multi-disciplinary projects, underpinned and illuminated using online resources, lie at the heart of future plans including:

March – June 2013 - Rite of Spring Centenary Celebrations

A major project with the Théâtre des Champs-Élysées, Paris as part of the Centenary Celebrations of Stravinsky's trailblazing piece

Summer/Autumn 2013 -Lutoslawski Centenary: Music in Poland 1913 – 2013

A festival of 11 concerts in 9 major cities; London, Paris, Toulouse, Warsaw, Wroclaw, Krakow, Cologne, Frankfurt and Heidelberg led by Esa-Pekka Salonen and exploring the music of the contemporary Polish composer

Summer /Autumn 2013 - La Damnation de Faust

A multi-media production of the Berlioz masterpiece touring across Europe and featuring some of the UK's leading artists.

Autumn 2014 - City of Light: Paris 1900-1935

A follow up to City of Dreams: Vienna 1900-1935 touring across Europe and celebrating the music, literature and visual art of the period.



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Digital Creativity

As the world's most recorded orchestra, the Philharmonia Orchestra's digital programme leads the way with giant digital/visual art installations and outdoor site specific projects, revolutionising the way audiences interact with music. Future opportunities include:

2012 and 2013 - *RE-RITE: Be the Orchestra*

The award winning 2009/10 installation that enabled members of the public to conduct, play and step inside the Orchestra will tour internationally to North and South America.

Summer 2012 - *Universe of Sound: The Planets*

A new installation project based on Holst's iconic *The Planets* due to open at one of London's top visitor attractions in May 2012 with further UK and international touring plans for Autumn 2012 and Spring /Summer 2013

Ongoing - Philharmonia.co.uk

Our award winning online programme of educational resources, listening guides and podcast series.



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International Concert Programme

As a UK cultural ambassador with a world class reputation performing up to 40 concerts a year overseas our international programme allows a business to connect with our work in some of the worlds key business centres. Future plans include:

Annual residency in Abu Dhabi of concerts featuring prominent conductors and a live and digital community education programme.

June 2012 - Infernal Dance: Inside the World of Béla Bartók Bartok touring to Vigo, Madrid, Vienna, Dijon, Dortmund Cologne, Brussels and Paris

Throughout 2012 – The Beethoven Series touring to Zagreb, Budapest, Brussels, Luxembourg, Friedrichshafen and Freiburg

November 2012 - a major American Residency and Tour led by Esa-Pekka Salonen including 15 concerts in 11 cities plus staging of award winning digital project Re-Rite Be the Orchestra at various destinations.

February 2013 - tour of Japan and Korea with Esa-Pekka Salonen

September 2013 – appearing at The Grafenegg Festival, Austria



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National Concert Programme

The Philharmonia Orchestra tours extensively across the UK, performing over 50 concerts a year in venues from Aberdeen to Truro.

We are the Classic FM Orchestra on Tour and maintain a series of residencies and seasons at some of the UK's greatest concert halls.

A business partnership around individual concerts, venues or nationally can be tailored to suit creating UK wide exposure, staff engagement and client entertaining. Future plans include:

Annual Residency at the Three Choirs Festival (Gloucester, Hereford and Worcester)

Performances at the UK's most prestigious festivals: Edinburgh International Festival, the BBC PROMS and Brighton Festival

Launch of a new Residency at the Marlowe Theatre, Canterbury

Annual Residency Seasons in Bedford, Leicester and Basingstoke

Multi-Media collaborations with Birmingham Symphony Hall

Regular appearances at concert halls throughout the UK including: Manchester, Bristol, Gateshead, Hull and Cardiff.





Benefits of a Major Partnership with the Philharmonia Orchestra :

Entertaining:

A partnership provides exclusive client access to the greatest names in classical music at some of the worlds leading concert halls. A programme of events & receptions can be especially created for both public concerts and privately.

Branding & Marketing:

An extensive branding package reaching audiences nationally and globally. For full breakdown of marketing benefits and reach see over page.

Press & PR:

Opportunities to deliver a creative stand out campaign working alongside the Philharmonia Orchestra to engage audiences promoting the partnership and the project and supporting a major UK registered charity.

Customer/Staff Engagement:

Depending on the sponsors requirements a partnership can include: ticket offers; online and media led competitions; family concerts and music days; community engagement initiatives that fulfil CSR objectives; and innovative staff training exercises that use music and the parallels of team work and the orchestral model to stimulate and build relationships across a business.

Audience Reach:

- 170** Concerts across three core areas: Royal Festival Hall Residency, National Touring and International Touring
- 300,000** Audience members per year
- 200,000** London season brochures
- 35,000** London season programmes
- 225,000** Unique website visitors and over
- 2 million** Page views per year to the Philharmonia website
- 5,000** Subscribers to a monthly podcast series
- 800,000** YouTube visitors





What does a Major Partnership with the Philharmonia Orchestra bring:

- Association:** with one of the world's leading cultural organisations and a proven and popular international brand.
- Client Engagement:** exceptional client entertaining with private access to the greatest names in classical music, providing the highest level of hospitality, engaging stakeholders through cultural activity that is popular, accessible and emotionally rewarding.
- Creative Flexibility:** a creative partnership that can respond to a business's requests delivering unique and inspiring promotional opportunities.
- International:** music is a universal language and orchestral music, featuring artists from across the world, is an ideal medium through which to bring together clients and cement new relationships.
- Philanthropy:** the opportunity to achieve the objectives of a Corporate Social Responsibility agenda by engaging local communities and staff in the live and digital education programme.



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