

A ballerina in a black tutu is captured in a dynamic pose on a stage, with her arms extended and one leg lifted. She is wearing white tights and pointe shoes. The background is filled with a large, enthusiastic audience of people in formal attire, many with their hands raised in applause. The setting appears to be a grand, ornate theater with balconies and decorative lighting.

Rosendale  
Partnerships



2019

# OVERVIEW & LIVE OPPORTUNITIES



## ABOUT US

With more than a decade's experience working with some of the UK's most prestigious arts institutions and some of the world's biggest brands, we understand the power and value that mutually beneficial creative partnerships between the arts and business can deliver. Here are some of our clients...



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# BAFTA

**Global brand/prestige/glamour/emerging talent  
British/leadership/heritage/innovation/access**

BAFTA is the leading organisation that rewards, celebrates and nurtures excellence in film, games and television through high-profile awards ceremonies and its programme of learning and new talent activity. Many of the world's most talented and successful practitioners are members, ambassadors, Award nominees and winners. BAFTA keeps the lifeblood of our industries going by sharing their insights and expertise with talented newcomers and young people. Identifying, nurturing and enabling the potential of the future stars of our industries, regardless of their age, gender, background or social status, is a driving force behind the work.



Illuminating BAFTA is a £30M campaign to transform its headquarters at 195 Piccadilly. The new building will give talented individuals, from all backgrounds, an equal chance to succeed and will ensure the continued excellence of the creative industries through financial stability for BAFTA as a centre for excellence.

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## OPPORTUNITIES

### Live opportunities include

- BAFTA Elevate – access programme
- BAFTA Crew - skills development programme
- Naming rights within redeveloped central London headquarters
- Life in Pictures – our prestigious series of live one on one interviews with leading figures from the creative industries, recent events have included Ridley Scott, Kate Winslett, Hugh Jackman and Emma Thompson
- Guru Live – Flagship new talent festival

### Benefits include

Exclusive and glamorous client entertaining, high profile global presence, access to global creative talent, brand and technology partnerships, collaborations around new talent programmes and support of education activities.



# SHAKESPEARE'S GLOBE

Heritage/British/leadership/reach/education/playful

Shakespeare's Globe is a unique international resource dedicated to the exploration of Shakespeare's work and the playhouses for which he wrote, through the connected means of performance and education. Together, the Globe Theatre, Globe Exhibition & Tour and Globe Education seek to further the experience and international understanding of Shakespeare in performance.



## The numbers...

- Over 1 million visitors to Bankside
- 25 million passers-by on Bankside
- Globe Theatre audience of 380,000
- Sam Wanamaker Playhouse audience of over 84,000
- 333,000 Exhibition & Tour visitors
- 5 million website visitors
- 167,000 Twitter followers
- 50,300 Instagram followers
- 176,000 Facebook followers



## OPPORTUNITIES

### Live opportunities include

- Winter Season Sponsorship in Sam Wannamaker Theatre
- Diversity focused support of Richard II - cast fully by women of colour and Edward II exploring LBGT issues and the abuse of power
- New writing programme (finding the next Shakespeare)
- Naming rights on new building/education centre

### Benefits include

Corporate hospitality, ticketing benefits, international touring, corporate social responsibility, advertising and global profile, special events, branding and PR

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# WILTON'S MUSIC HALL

**Heritage/British/faded/glamour/quirky/community**

Wilton's Music Hall is a gem in the heart of London and the oldest grand music hall in the world. It presents a year-round programme of exceptional live music and world-class productions alongside learning and participation work engaging the local community and schools.

The Grade 2 Star listed building recently completed a 4 year capital project with support from Heritage Lottery Fund and numerous trusts and individuals. This project, designed by Tim Ronalds Architects, recently won a RIBA 2016 National Award, RIBA London Award 2016, RIBA London Conservation Award 2016 and RIBA London Building Of The Year 2016.

## Live opportunities include

- Production sponsorships
- Principal Partnership
- Naming rights on bars and other unique spaces



# HISTORIC ROYAL PALACES

## Prestige/glamour/heritage/british/huge reach

Historic Royal Palaces is the independent charity that looks after the Tower of London, Hampton Court Palace, the Banqueting House, Kensington Palace, Kew Palace and Hillsborough Castle. Their aim is to help everyone explore the story of how both monarchs and people have shaped society, in some of the greatest palaces ever built. HRP runs an annual schedule of engaging cultural programming including exhibitions, concerts, tours and installations – the most recent of which was The Tower Remembers, which commemorated 100 years since the end of the First World War. Media coverage for the installation reached over 430 million people worldwide.

### HRP's audience includes

- 4.5 million annual visitors from across the world
- 4 million unique visitors to [hrp.org.uk](http://hrp.org.uk)
- Over 1 million highly engaged social media followers
- A dedicated and engaged paying membership base of over 100,000



## Live opportunities include

- Victoria: Woman and Crown– exhibition at Kensington Palace 2019-2020
- Life through the Royal Lens – photography exhibition at Kensington Palace 2020-21
- Court to Couture: the origins of red carpet fashion– standout exhibition at Kensington Palace 2021-22



# DULWICH PICTURE GALLERY

**Beauty/tranquility/architecture/thought  
leadership/heritage/community**

Dulwich Picture Gallery is the world's first purpose-built public art gallery: it was founded in 1811 when Sir Francis Bourgeois RA bequeathed his collection of old masters "for the inspection of the public". Today the Gallery is a vibrant cultural hub hosting some of the UK's leading exhibitions alongside its Permanent Collection of Baroque masterpieces while staging a wide-ranging programme of public events, practical art and community engagement

## Live opportunities include

- Dulwich Pavilion 2019 in association with the London Festival of Architecture – naming rights available
- Summer exhibition 'The Power of Paper'
- Contemporary Art Commissions – ongoing commissions to contrast and align with exhibition programme
- Rembrandt's Light exhibition 2019
- Under 30s tickets for £5 – naming rights available



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# THE OLD VIC THEATRE

**Iconic/heritage/glamour/playful/accessible/entertaining  
high-profile talent**

The Old Vic is an independent not-for-profit theatre and a world leader in creativity and entertainment. Under it's Artistic Director Matthew Warchus the The Old Vic has been hailed as 'London's most eclectic and frequently electrifying theatre'. It is mercurial: transforming into a theatre in the round, a space for music and comedy and has played host to opera, dance, cinema, music hall, classical dramas, variety, clowns, big spectacles and novelty acts.

It is a surprising, unpredictable, ground-breaking, rule-breaking, independent beacon of accessible, uplifting and unintimidating art. Productions are diverse, adventurous, new, epic, exciting. Education and talent programmes allow students to explore and artists of tomorrow to create.



## Live opportunities include

- Production and evening sponsorships
- Transformation partner for 2019 season-in-the-round
- Talent and development programmes



# PARK THEATRE

## Community/vibrant/local/access/diversity

Park Theatre is a neighbourhood theatre in Finsbury Park with a global ambition, presenting world-class theatre and collaborating with the finest existing and emerging talent. The Park attracts commercial producers and productions often with high profile actors and directors and exciting emerging talent. It programmes classics through to new writing, distinguished by strong narrative drive and powerful emotional content. It produces both in-house and in partnership with both leading and emerging producers, endeavouring to provide an unparalleled level of support.

## Key opportunities include

Partnerships across productions, community and outreach activities, diversity and access, emerging talent, youth education and skills development.



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# KINGS PLACE

## Variety/eclectic/collaborations/classical/culture

Kings Place is an iconic, award-winning arts and conferencing venue located in the heart of King's Cross. Since opening in September 2008, Kings Place has enjoyed critical success for classical music and visual arts and welcomed an eclectic range of associate artists across an exciting range of genres including spoken word, comedy, poetry, literature and jazz. Collaboration underpins Kings Place's artistic vision, with artists presenting a series of concerts across multiple performance spaces. This eclectic approach to genre programming has led to a number of regular partners and collaborators who present festivals at Kings Place each year, steadily growing loyal audiences.

## Live opportunities include

- Unwrapped – showcase high profile multi art form year long festival – for 2020 'Nature Unwrapped' exploring artists response to nature.
- Master Series – 4 high profile concerts by master musicians playing the great works of the classical canon
- Luminate Festival exploring brand new musical creations, sounds and styles
- Podcast Festival
- Politics Festival





## Key opportunities include

- Truly unique staff engagement opportunities
- Playful client entertaining opportunities
- Stunning and unusual venue hire and events
- Casting and consultancy on all of your circus needs

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# NATIONAL CENTRE FOR CIRCUS ARTS

## **Playful/unique/new talent/education/inspiration**

The National Centre for Circus Arts is one of Europe's leading providers of circus education. Based in a magnificent Victorian power station adjacent to Hoxton Square, they involve thousands of people in the creation and performance of circus arts every year. The diverse range of work includes a BA Hons degree in Circus Arts, a structured progressive training programme for under 18s and professional development opportunities for aspiring and established performers. Adults and young people can take part in a range of recreational classes and we provide workshops and away days for the business community.

# ROSE THEATRE KINGSTON

## Local/historic/vibrant/community/quality

Founded by Sir Peter Hall, and modelled on the original Elizabethan Rose Theatre on London's Bankside, Rose Theatre Kingston is the largest producing theatre in South West London. Since opening in 2008, the Rose has collaborated with a range of directors, playwrights and producing partners to create vibrant, engaging and inspiring productions.

With over 150,000 visitors a year, the Rose enjoys artistic and critical acclaim from its own productions and co-productions as well as from hosting the work of renowned theatre companies including Royal Shakespeare Company, Shakespeare's Globe, English Touring Theatre, Peter Brook, Liverpool Everyman and Playhouse, Propeller and West Yorkshire Playhouse. With an auditorium that lends itself to both intimate and epic scale productions, the Rose has established itself as one of the most exciting theatres in the UK

## Key opportunities include

Production and evening sponsorships, brand partnerships, staff engagement, outreach talent and development programmes.





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## POET IN THE CITY

**Bold/inspiring/access/imaginative/London/Regional**

Poet in the City is an arts organisation which promotes a love of poetry to new audiences through live events, projects, commissions and participation. Programming around 50 events and performances a year, they work with leading UK and international poets, celebrated actors and experts from across the arts and wider social sectors to present poetry in a new way. They provide a dynamic platform to contemporary poets, curate imaginative and exciting themed events and bring classic poetry to life for a 21st century audience. Through their work, they have fostered a genuine and growing appetite for accessible, challenging and inspiring poetry performances. Poet in the City has a thriving volunteer community and also works regularly with young people through education and employability schemes.

Poet in the City has its roots in the City of London, and still maintains a direct link by programming events in inner city locations, and by a bold and innovative approach to corporate sponsorship including commission creative work for your corporate and business needs.

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# THE UNICORN THEATRE

## **Playful/unique/demographic/community/education/access/inspiration**

The Unicorn is the UK's leading theatre for young audiences, producing an eclectic and surprising programme of work year-round for children aged 6 months to 18 years. Based in a purpose-built home at London Bridge, it aims to connect artists and audiences through a broad range of work that is honest, refreshing and international in outlook across a range of disciplines. The Unicorn presents and tours around twenty shows each year at home and abroad, to around 80,000 children and their parents and carers, working extensively with schools and in the community to invite children from all cultures into a conversation about art and the world we live in.

## **Key opportunities include**

- Access and Inspiration – a corporate scheme aimed at those in children's media and entertainment
- Pass It On – a CSR scheme to pass on the gift of theatre to those children usually unable to access it
- Brand Partnerships – showcasing and sales opportunities within the building
- Glorious Grandparents – a new scheme to reach a key demographic
- Beyond the Fables- the Unicorn's 2019 Gala event
- Key CSR opportunities across all aspects of programming, community and schools activities



**Matthew Bourne's**

# NEW ADVENTURES

**Global/critically-acclaimed/ground-breaking/accessible**

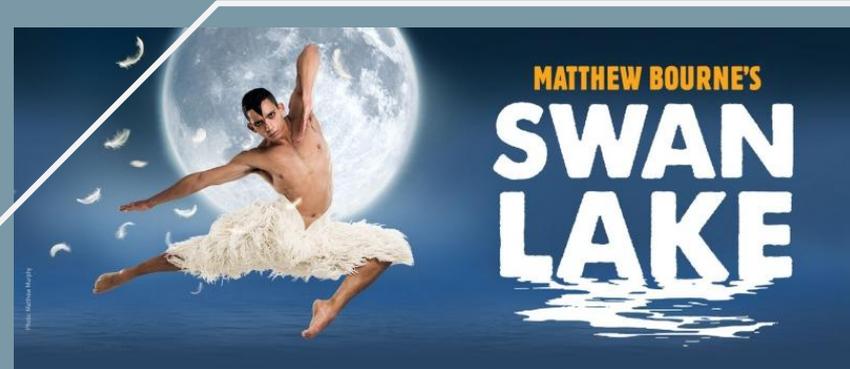
New Adventures is an iconic and ground-breaking British dance-theatre company, famous for telling stories with a unique theatrical twist. For over 30 years Matthew Bourne and New Adventures have delighted, inspired and nurtured people of all ages and backgrounds: audiences, artists and the next generation. We create world-class productions and engaging projects, reaching thousands worldwide every year.

Mixing popular appeal with a ground-breaking, unique theatrical language, world class dancers and high-quality production values, New Adventures is one of the great success stories of British theatre. New Adventures has received numerous international awards and an incredible 12 Olivier Award nominations, including six wins.

New Adventures' award-winning repertoire has inspired and thrilled millions worldwide. Perhaps best-known for its now legendary Swan Lake with its corps de ballet of menacing male swans



New Adventures tours to more UK and international venues and gives more performances each year than any other UK dance company. For over 10 years, the Company has been British dance's biggest export, performing seasons at the world's most iconic venues including Sydney Opera House, New York City Center, The Chatalet in Paris, The Kennedy Center and The Moscow Arts Theatre.



## Opportunities include

- Evening sponsorship
- Production Partnerships - including the world premiere of Romeo & Juliet in 2019
- National and Global Touring Partners (current opportunities for Swan Lake and The Red Shoes from 2019-2021)
- New Talent Programmes

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# SOMERSET HOUSE

**Heritage/creative industries/family-friendly/  
reach/cross arts**

Somerset House is a new kind of arts centre in the heart of London, designed for today's audiences and creatives. Offering a diverse and dynamic public programme of contemporary arts and culture, we are also a home to a large community of creative businesses, artists and makers, including Somerset House Studios. One of the city's most spectacular and well-loved spaces, we are a place where art and culture is imagined, made and experienced by our 3 million visitors every year.



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# OPPORTUNITIES

## Live opportunities include

- Annual June courtyard commission – A major courtyard installation every June (presented Mimi Son and Elliot Woods' solar-inspired Halo in 2018.) A title sponsorship opportunity
- Get Up Stand Up: The Impact of Black Culture on Britain and Beyond, working with the artist Zak Ové and curator Taylor LeMelle to present the cornerstone for entire summer programme next year.
- Somerset House Studios – There are lots of different ways that corporate partners can support the Studios from naming rights on bursary programmes and commission funds to new experimental music series Assembly (every November). One particular focus is the annual late-night Studios takeover AGM.
- 24/7, Late Capitalism & The Ends of Sleep in the Embankment Galleries. Inspired by Jonathan Crary's book of the same name, examining the dehumanising effect of capitalism's push towards 24/7 production and consumption.
- Skate 2019
- Summer drinks partner 2019



# ROYAL COURT THEATRE

## **Provocative/innovative/prestige/emerging talent/political/writing**

The Royal Court Theatre is the writers' theatre. It is the leading force in world theatre for energetically cultivating writers – undiscovered, emerging and established. Through the writers, the Royal Court is at the forefront of creating restless, alert, provocative theatre about now. We open our doors to the unheard voices and free thinkers that, through their writing, change our way of seeing.

The Royal Court's extensive development activity encompasses a diverse range of writers and artists and includes an ongoing programme of writers' attachments, readings, workshops and playwriting groups.

Within the past sixty years, John Osborne, Samuel Beckett, Arnold Wesker, Ann Jellicoe, Howard Brenton, David Hare have started their careers at the Court. Many others including Caryl Churchill, Athol Fugard, Mark Ravenhill, Simon Stephens, Debbie Tucker Green, Sarah Kane; and, more recently, Lucy Kirkwood, Nick Payne, Penelope Skinner and Alistair McDowall, have followed.



## **OPPORTUNITIES**

### **Key opportunities include**

- Production and evening sponsorships
- International Programmes and engagement
- New Writing programmes

### **Benefits include**

Client entertaining, staff engagement, outreach talent and development programmes, international programme.

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# KINGS HEAD THEATRE

## Local/vibrant community/LGBT/emerging talent

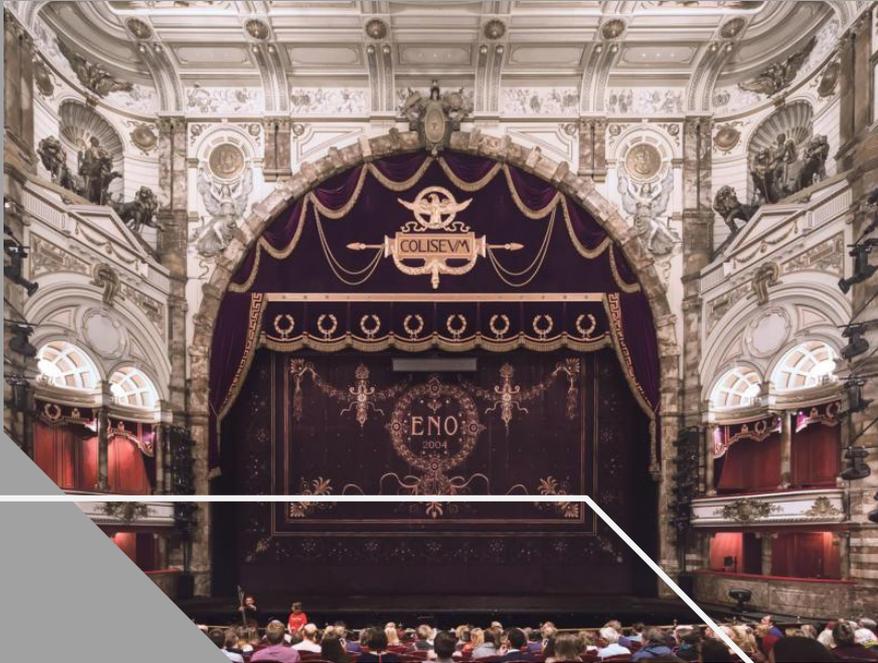
The King's Head Theatre in Islington leads fringe theatre; with productions of refreshed classics, new writing and opera at its iconic 110 seat Islington venue and in the West End, and many eminent artists have graced the stage including Joanna Lumley, Steven Berkoff & Tom Stoppard, and Mark Gatiss. Now the King's Head is looking to build on its success in identifying talent and championing artists and will mark its 50th anniversary with the next act in it's story; as part of the redevelopment of Islington Square, the King's Head Theatre will reopen in 2020 in an adjoining space that will offer it a purpose-built new home and two dedicated theatres; the main house seating 250 and the studio theatre seating 85.



## Key opportunities include

- Naming rights in new theatre
- Talent development activities
- Season and production partnerships
- LGBT partnerships





# ENGLISH NATIONAL OPERA AT LONDON COLISEUM

Glamour/fun/talent/english heritage/variety

At ENO, opera is theatre. They collaborate across contemporary art forms, expressing drama through the unique combination of music, text, dance, and design. They sing in English and believe that singing in our own language connects the performers and the audience to the drama onstage, and enhances the experience for all.

Every year over 1.2 million people enjoy iconic productions at the London Coliseum, in their local cinema, or on television or radio. They nurture talent across the entire company – on-stage, backstage and in the pit—through our 10 dedicated training programmes. This provides the next generation of operatic and theatrical talent with a platform to develop global careers. Supporters can access fantastic creative talent for private events, talks, and workshops to entertain and inspire your clients, staff and stakeholders.

## Key opportunities include

- Production and evening sponsorships
- Outreach talent and development programmes



# SADLER'S WELLS

**Excellence/international/prestige/modern/innovation/cool**

"Sadler's Wells may well be the most important dance house in the world." New York Times

Sadler's Wells is a world-leading dance house, a place where artists come together to create dance and where people of all ages and from all walks of life come to experience dance. We present, produce, commission and tour the best dance from around the world.

As one of the world's busiest theatres, Sadler's wells presents a rich and varied year-round programme of dance - from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance - bringing the best international and British Dance to audiences at our three theatres in London.

Corporate partnerships at Sadler's Wells open up the best of dance to your staff and clients through access to premium tickets, first-class corporate hospitality options and invitations to exclusive supporters events.

## Key opportunities include

- Global Tour of Message in a Bottle - featuring the back catalogue of Sting and The Police - premiering in London 2019
- Season, Production and evening sponsorships
- Partnering on new commissions including Florence Welch, Es Devlin and Akram Khan collaboration
- Young person ticket scheme- title sponsorship



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# SOUTHBANK CENTRE

**Popular/democratic/reach/cross-arts/variety/high profile riverside location/excellence**

Southbank Centre is a world-famous, multi-venue arts centre in London, with a dynamic year-round festivals programme and an inclusive ethos.

Southbank Centre is the UK's largest arts centre, founded with the Festival of Britain in 1951. It's a place where people experience world-class art and culture that stimulates, inspires, educates and amazes.

Our festival programme encompasses art, theatre, dance, classical and contemporary music, literature and debate. It reaches 6.25 million people a year, and encompasses over 5,000 events featuring world-class artists from across the globe.



## OPPORTUNITIES

### Key opportunities include

- Meltdown Music Festival
- Classical Music
- Bridget Riley at Hayward Gallery
- Imagine Children's Festival
- The London Literature Festival

### Benefits include

High profile brand partnerships with huge reach, client entertaining, staff engagement, outreach talent and development programmes.

THEATRE ROYAL

# STRATFORD EAST

## Local/vibrant community/diversity/emerging talent

Theatre Royal Stratford East is a producing house in the heart of Newham, with a commitment to the nurturing of new talent and exploring stories not often told.

We believe in the transformative power of theatre - to change both the lives of individuals and those of our communities. East London is a complex, diverse place; we are proud that our theatre welcomes all.

Our aim is to deliver exciting and genuinely diverse work that reflects the experiences of the local community, while discovering and developing new talent and new audiences. In this time of unprecedented regeneration in the East End, we strive to represent the vibrant communities and stories of Newham and East London to create theatre that is available and accessible to everyone.



## Key opportunities include

- Talent development activities
- Season and production partnerships
- Diversity and access support





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## CALL US

We would be delighted to talk to you about any of the organisations we represent and work with you to create an imaginative and creative partnership to meet your business needs. We are also able to work with to create branded programmes, activities and schemes, which may work in collaboration with range of organisations.

Our experience shows the arts can offer an effective vessel through which to address key CSR policies such as education, social enterprise, skills development, new talent, community engagement, diversity and inclusion, staff engagement, trustee opportunities and the finest client entertaining, as well as collaborative, creative innovative ways to influence, reinforce and increase brand profile and messaging, access to creative content, access to talent and influencers, unique PR opportunities and engagement with passionate, targeted audiences.

Alongside our current client list, our extensive experience in the industry means we are also in a position to advise and introduce you to many of London's other cultural organisations.