

# London **Philharmonic** Orchestra



**Corporate Partnerships**

A sound investment

★ **When it comes to corporate partnerships, the London Philharmonic Orchestra gives a virtuoso performance.**

Whether you're looking to impress your clients, reward your staff or build your brand, we can help you hit just the right note.

An exclusive seating area at a spine-tingling performance by one of the world's great orchestras; mingling with musicians and chatting to fellow executives in the private bar or even hosting your own private concert performance in a venue of your choice; the London Philharmonic Orchestra always delivers.

There are very few partnerships that can bring so much prestige to your corporate entertaining and to your brand. And give you so much pleasure.

You'll enjoy privileged access to an internationally acclaimed orchestra, renowned for its technical brilliance and spirit of adventure. You'll enjoy wonderful concerts and thrilling performances from some of the world's most talented musicians.

So why not discover just how well the London Philharmonic Orchestra can perform for your business? You can get involved at a number of levels to suit your needs and our experienced Corporate Partnerships team will be on hand to ensure every last detail is perfectly orchestrated.

# Business

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London **Philharmonic** Orchestra

# Boom



## ★ Corporate Membership

The London Philharmonic Orchestra believes that music is not only essential to life, but great for business. Our concerts are thrilling, inspiring occasions where you can treat your guests to the delights of live music. They're a great way to entertain valued customers and clients or reward employees with a very special evening or a fun-filled morning at one of our family concerts.

There are three levels of Corporate Membership available starting at £2,500, and whether your focus is on season-long client entertaining or employee engagement, the Orchestra's Corporate Membership packages have been created to be flexible to your needs.

**Corporate entertaining** On each concert night, Corporate Members can join us in the Orchestra's private bar where guests can mix with fellow executives and musicians and enjoy complimentary fine wines and canapés both pre-concert and during the interval. You may wish to combine this with a convenient pre- or post concert dinner to enable you to spend more time with your guests.

**Family concerts** With staff engagement and the importance of work-life balance becoming increasingly important, you may wish to combine tickets to our evening performances with a series of tickets to our weekend family concerts. FUNharmonics concerts are designed for the entire family to enjoy featuring key orchestral works as well as sing-along songs and film music. Audience members can try their hand at playing an orchestral instrument in one of our Have-a-Go sessions, get their faces painted or learn circus skills.



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**Strike the right chord**

Corporate membership

★ **Private concerts and bespoke events** Just as our players need to tune and practice to achieve outstanding results, the London Philharmonic Orchestra understands that sometimes a truly bespoke approach to business partnerships is needed in order to meet your corporate objectives.

The London Philharmonic Orchestra is able to offer musicians to perform at private functions or to assist with corporate training activities exclusively for our closest corporate supporters. The Orchestra does not provide this privileged access to businesses unless there is an existing relationship with the organisation.

Relationships of this kind are truly bespoke and our Corporate Partnerships team will work with you to create the perfect package to suit your needs. From full-scale performances in prestigious concert halls to intimate dinners in homes and historical palaces, the London Philharmonic Orchestra's knowledge and flexibility will provide a completely unique experience for your staff and clients.

Private events of this nature can also be built around support for the Orchestra's work in education and the community, bringing a wonderful context and extra dimension to proceedings. Creating a partnership with our Education and Community Programme sends a strong corporate responsibility message to staff and clients alike with opportunities for support ranging from philanthropic donations to active participation through staff training and attendance at family and schools' concerts.



From full-scale concert performances in prestigious concert halls to intimate dinners in homes and historical palaces.

## Music to your ears

Private concerts and bespoke events

## ★ Corporate sponsorship

The London Philharmonic Orchestra offers a portfolio of sponsorship activity designed to raise your corporate profile and create unique entertaining experiences for your guests.

By sponsoring one of our individual concerts or a concert series you can build synergies with our internationally recognised brand and create exclusive opportunities for your special guests to get closer to the music and the artists of the London Philharmonic Orchestra.

The Orchestra is a comprehensive brand with a world-wide reputation. Partner with us on tour and we can create opportunities for your regional offices and clients across the globe. Branding and client entertaining can be supported through the creation of education and community projects in any destination. Building projects together in local communities can strengthen your company's message to the clients and stakeholders you will be entertaining as well as bringing a fresh approach to corporate responsibility.

Creating distinction in a crowded market is something we understand. Marketing and promotional activity featuring the Orchestra, musicians and our concerts can bring innovation to your campaigns. To compliment activity of this kind the Orchestra is able perform at bespoke profile raising events.

Our dedicated Corporate Partnerships team will help you with all the details and ensure that your sponsorship meets profiling, entertaining and corporate responsibility needs exactly.



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**In tune with your business**  
Corporate sponsorship

★ **Our vision** As well as the host of benefits your business can enjoy, Corporate Partners play a vital role in supporting the London Philharmonic Orchestra's work both on and off the concert platform.

The Orchestra performs to the highest international standards all over the world, engaging globally renowned and respected artists at the same time as fostering the next generation of musicians, conductors and composers.

Beyond the concert platform the Orchestra has developed an extensive Education and Community Programme that touches the lives of more than 40,000 people each year. From our pioneering schools' concerts and work with special needs children to taking classical music performances out into the wider community, our aim is to promote, maintain, improve and advance musical education and bring the pleasure of music to a diverse audience, young and old, from every background.

Government funding only covers around 20% of our operating costs each year and as a registered charity, we increasingly rely on the support we receive from our Corporate Partners to continue delivering world-class concerts and pioneering education and community programmes each year.

We are proud of our association with business; the Orchestra's inherent flexibility and reputation provides a strong foundation for building long-lasting partnerships. Not only will you enjoy a host of exciting and meaningful benefits but you will be ensuring a bright future for classical music.

**Play your part by choosing a Corporate Partnership with the London Philharmonic Orchestra.**



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**Play your part**

Our vision

★ Founded in 1932 by Sir Thomas Beecham, the London Philharmonic Orchestra is recognised as one of the world's great orchestras. Following Beecham's founding tenure the ensemble's Principal Conductorship has been passed from one celebrated musician to another, amongst them Sir Adrian Boult, Sir John Pritchard, Sir Georg Solti, Bernard Haitink, Klaus Tennstedt and Kurt Masur. In September 2007 Vladimir Jurowski became the London Philharmonic Orchestra's twelfth Principal Conductor and in February 2008, the Orchestra appointed Canadian Yannick Nézet-Séguin, as its Principal Guest Conductor.

Resident at Southbank Centre's Royal Festival Hall in London, Brighton Dome, Eastbourne Congress Theatre and Glyndebourne Festival Opera as well as performing in excess of fifty concerts internationally in any one year, the Orchestra is a global brand that has achieved international acclaim through varied, exciting performances and recordings alongside some of the great conductors and soloists of our time.

Away from the concert platform but at the heart of our activity, the Orchestra runs an extensive Education and Community Programme that takes players to some of the most under-resourced boroughs in London. Operating under four interlinking categories: Performance; Schools; Young Talent and Community, London Philharmonic Orchestra musicians work with over 40,000 people each season through musical workshops, concerts and activities.

The London Philharmonic Orchestra also enjoys strong relationships with major record labels and in 2005 began releasing live, studio and archive recordings on its own label CDs, which are distributed worldwide. The Orchestra has broadcast regularly on domestic and international television and radio from both the concert hall and the opera house, and has worked extensively with the Hollywood and UK film industries, recording soundtracks for blockbuster motion pictures including the Oscar-winning score for *The Lord of the Rings* trilogy.

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