



**EDINBURGH  
INTERNATIONAL  
FESTIVAL**

[eif.co.uk](http://eif.co.uk)

Sponsorship & Partnership  
Opportunities 2020

The logo for the Edinburgh International Festival, featuring a yellow square above the text 'EDINBURGH INTERNATIONAL FESTIVAL' in bold, yellow, uppercase letters.

## EDINBURGH INTERNATIONAL FESTIVAL

# International Festival

With an unrivalled cultural heritage, the Edinburgh International Festival is the most prestigious festival in the world, presenting the performing arts of opera, dance, theatre and music at the highest level of excellence. The International Festival is the jewel in the crown of the Festival City each summer and is a core pillar of what makes Edinburgh an exciting place to live, work, visit and invest.

Every August the International Festival reaches a large and diverse audience. Over 415,000 people annually attend over 250 events, including our free Opening Event and Closing Fireworks Concert. As our Festival Directors travel the world to find the best work to bring to Edinburgh, they find that the name and prestige of the Edinburgh International Festival precedes them. Excellence is at the core of what we do, this means that our primary role is to seek out the greatest artists of our time and present them to our local and global audiences here in August.

The 2019 programme featured a mix of some of the most outstanding contemporary artists and ensembles from across world. Artists include James McArdle starring in *Peter Gynt*, Stephen Fry, Ian McKellen, Gustavo Dudamel conducting Los Angeles Philharmonic, Neneh Cherry, Sir Simon Rattle with the London Symphony Orchestra, and Sir Andrew Davis with the Scottish National Orchestra.

2019 also saw the debut of *You Are Here*, a programme of 14 main-stage performances across theatre, dance and music, featuring 265 artists and thinkers from around the world.

The 2020 programme will feature some outstanding artists, soloists, orchestras, ensembles, theatre-makers and choreographers from across world. In 2019 the International Festival brought an extensive programme from world-leading artists and companies to Edinburgh, offering extraordinary insight and comment on a local, global and human level.



The image features the Edinburgh International Festival logo in the top left corner, consisting of a yellow square above the text 'EDINBURGH INTERNATIONAL FESTIVAL' in bold, yellow, sans-serif capital letters. Below the logo is a photograph of three performers on a stage. A woman in a white lab coat and shorts is stepping onto a black metal rolling case. Two men, one in a white lab coat and the other in a grey shirt, are standing on either side of the case, looking towards the camera. The background is a textured wall with warm lighting.

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# Why partner with us?

To partner with the International Festival is to align with a global cultural leader and our values of excellence, ideas, collaboration and welcome; to raise awareness of your brand; and to share the benefits of sponsorship with your clients, staff and other partners key to your success.

As the world's leading arts festival, an association with us will benefit your business. We can connect you with customers, both new and existing; offer prominent opportunities for brand activation and engagement; and help your company to stand apart from competitors through exceptional and engaging events.

Our invitations to artists from countries that are important for Scotland's future, including the EU, North America, China, India and Japan, are in reality an invitation to engage from the people of Scotland. We work closely with local and national governments to plan ahead together, using the cultural relationships that the Festival delivers to support international collaboration and investment.

We are part of the intellectual furnace that is Edinburgh; engaging with business, government, charities, and the education, tourism, technology and finance sectors. Looking forward we will continue to build on the reputation, relationships and achievements of the Festival, ensuring it looks to the future with energy and creativity.

To partner with us is to align your brand with our commitments to Excellence, Ideas, Welcome, World and Collaboration and we would be delighted to discuss this with you further.

# Sponsorship

Our sponsorship team is dedicated to delivering measurable returns at any level of investment in the International Festival. We work with companies to create tailored partnerships that support a variety of business objectives.

Our iconic brand is highly visible and acknowledgment within our print and digital collateral exposes our partner brands to a broad and engaged audience. Whether you're hoping to entertain clients in style or thank your staff for their hard work, we deliver a range of unique hospitality experiences to suit any audience.

Beyond that, our own exclusive events attract key stakeholders from across artistic, cultural, political and business spheres, offering the chance to network with some of the festival's most influential attendees and benefactors. We can also help facilitate Corporate Social Responsibility ambitions through creative learning and access projects.

Our brand values represent our aspirations to be a consistently vital, open-minded, independent, courageous and accessible organisation. As the world's leading arts festival, a high-profile association with us can benefit your own brand by highlighting positive alignment of those same values; helping your company to stand apart from competitors and connect with customers, both new and existing, on a deeper level.

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*Aberdeen Standard Investments Opening Event: LA Phil at Tynecastle. Gustavo Dudamel conducting classic movie music from the Golden Age of Hollywood*

# Sponsorship Opportunities

While our programme varies considerably each year it is always extensive and of the highest calibre; never failing to inspire, challenge and delight our growing audience. We offer a variety of opportunities for businesses of any size to support the International Festival in a number of meaningful ways, including:

## **Performance and Production Sponsorship**

Whether it's a night to remember or a consistent visible presence throughout the Festival, a variety of performance options can provide your business with access to the best seats in the house, branding opportunities within our venues and acknowledgement in associated festival marketing material.

## **Venue Sponsorship**

By sponsoring one of our key venues, presenting performances almost daily through August, your business can take advantage of a suite of branding and marketing options directly associated with the venue itself as well as tickets and hospitality at any number of individual performances held there.

## **Artist Parties**

We aim to host events for our visiting performing artists to welcome them to the city of Edinburgh and the Festival. Sponsorship of an Artist Party allows you to sample your drinks brand or other products to an international audience of opinion formers and trend setters.

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# Sponsorship Opportunities contd.

## **Headline Events**

Since 2015 we have been opening up the International Festival to a more diverse audience through our free opening event – epic outdoor public artworks that bring together music, art, film and iconic locations in the City of Edinburgh. Similarly our Closing Night fireworks bring a fitting finale to each Festival, lighting up Edinburgh Castle like nothing else can. Additional opportunities exist to sponsor entire art-forms such as Dance or Theatre across each supporting venue.

## **Festival Photographer**

The Festival Photographer captures all the magic and artistry behind the scenes. This residency offers an opportunity for an emerging talent who hasn't yet reached professional status within the field to have access to everything we do. After the Festival, an exhibition of highlights of their work is put on display in The Hub on Castlehill.

## **Social Media Residency**

An exciting new opportunity for a “creative-in-residence” exploring the changing face of social media platforms to get behind the scenes of the International Festival and capture the spirit of the Festival in a more immediate and short-form manner.

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James McArdle with the cast of *Peter Gynt*; a co-production between Edinburgh International Festival and National Theatre of Great Britain



# Sponsorship Opportunities contd.

## **Classical Music programme and Young Musician's Passport**

The Young Musician's Passport, for under 18s, enables young people from Edinburgh and the Lothians, who are learning a musical instrument or who are part of an ensemble or a choir, to see some of the world's greatest orchestras for free. We aim to connect with groups and individuals who have not previously engaged with the International Festival and to welcome them to their first experiences of live classical music.

## **£8 tickets for Under 26s**

Throughout August we offer a number of same-day tickets for selected performances to customers under 26 years old for only £8. Promoting wider access to the arts is a core aim of the International Festival, and this sponsorship presents an exciting opportunity to raise awareness of your brand in front of a difficult to reach audience.

## **Opera and Drama workshops**

Free workshops for secondary school students; ranging from textual analysis and experimenting with a range of drama techniques, through exploring core themes from significant opera productions presented throughout our current programme. Held in schools we reach over 600 pupils annually for each project.

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# Sponsorship Opportunities contd.

## **School Residency**

In 2019 the International Festival began a three year partnership with Leith Academy. The partnership is creating cultural opportunities for the school community, such as through artists in residence within the school. The residency also looks beyond the work of the International Festival on stage to equip students with personal, social and vocational skills.

## **Access Initiatives**

We employ a range of initiatives aimed at widening access to performances including Audio Description, Touch Tours, Captioning, British Sign Language (BSL) interpreted performances and wheelchair accessible seating. Show your support for greater access in the arts by sponsoring these efforts.

## **Bespoke Opportunities**

We will always seek to work with our partners to understand the business aims behind a sponsorship and, where possible, seek to create bespoke opportunities that can directly address those aims from within the extensive framework of events and activities that occur within the International Festival.

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INTERNATIONAL  
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# Benefits of Sponsorship

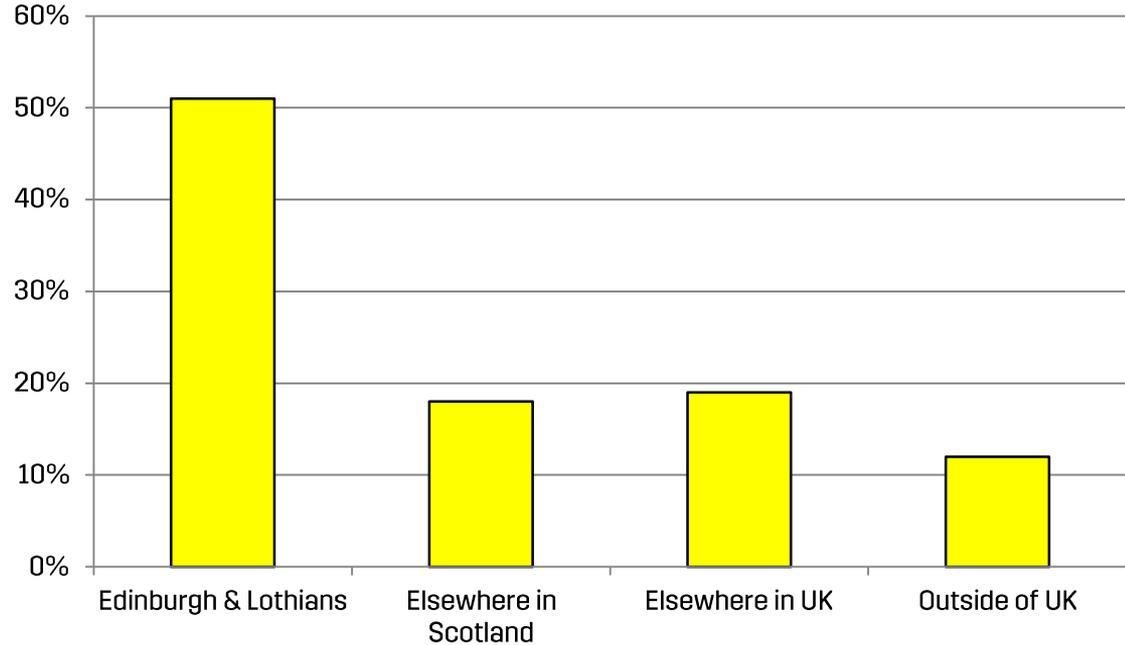
Depending on the type and level of support, we offer a package of unique benefits exclusive to sponsors of the International Festival, including:

- A high profile association with the world's leading arts festival
- Naming rights and sector/category exclusivity
- Acknowledgment of your support on our Supporters Board featured within our printed brochure (105,000), mini guides (120,000) and programmes (33,000)
- Credit on our website with 900,000+ sessions in 2019 and on venue boards
- Complimentary tickets & programmes for clients hospitality or to reward customers and staff
- Priority booking to ensure best seats in the house and access to other “hot ticket” events including the Virgin Money Fireworks Concert and Aberdeen Standard Investments Opening Event
- Branding of private hospitality areas
- Advertising opportunities in print and on the big screen situated at the Hub on the Royal Mile
- Product experiences and sampling
- Acknowledgement in the International Festival launch press release
- Networking opportunities with other sponsors and supporters
- Inclusion in digital activity such as our e-bulletin currently sent to 34,000 subscribers or on our Facebook page with 93,000 followers or in a tweet to over 60,000 twitter followers
- Invitations to the Programme Launch in March & other exclusive events.



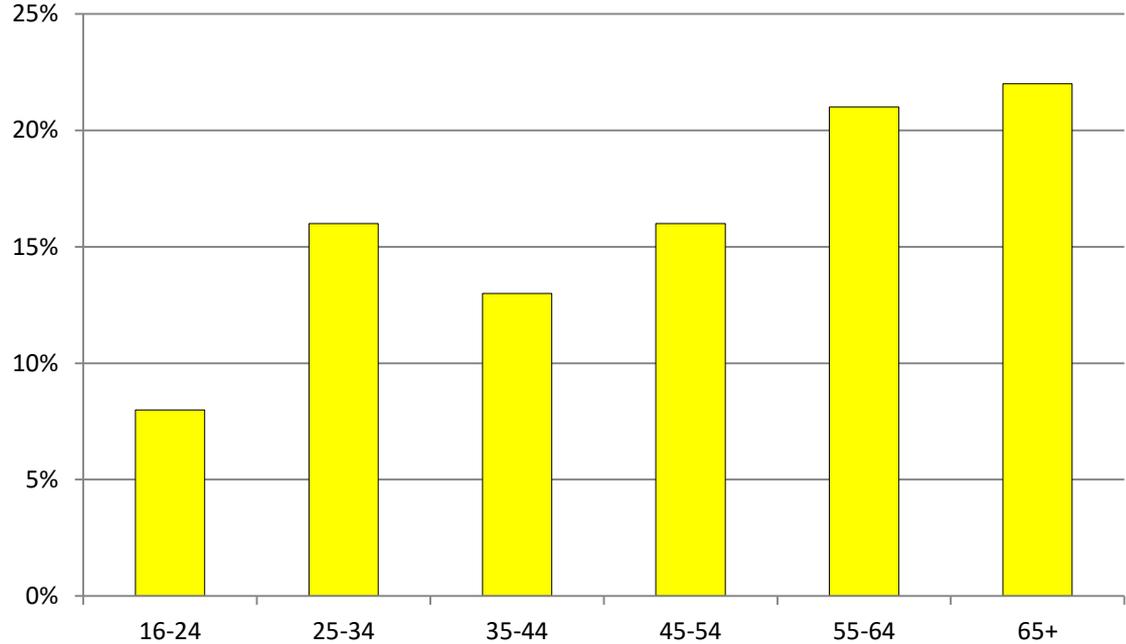
# Audience Demographics

Place of Origin



# Audience Demographics contd.

Age



# Audience Demographics contd.

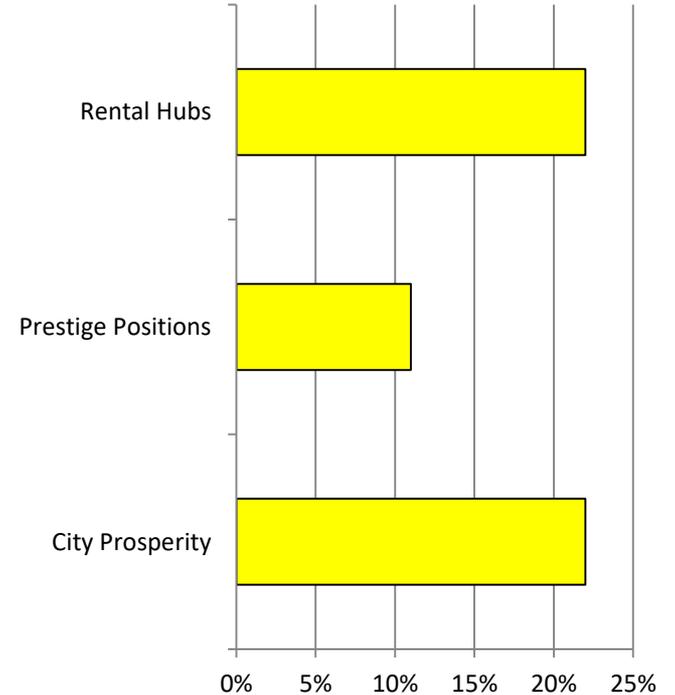
## Mosaic Profiles

The highest proportion of our audience are classed within the *City Prosperity* (22%), *Rental Hubs* (22%) and *Prestige Positions* (11%) Mosaic profile groups.

*Rental Hubs* are classified as educated young people privately renting in urban neighbourhoods.

*Prestige Positions* are established families with successful careers living upmarket lifestyles in prestigious residential areas.

The *City Prosperity* group is classified as high status city dwellers living in central locations and pursuing careers with high rewards.



# Thank You

For further information please contact:

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Scottish Ballet's *The Crucible*, sponsored  
by Baillie Gifford Investment Managers



Edinburgh International Festival Society is a company limited by guarantee and incorporated in Scotland (No SC024766) with its registered office at The Hub, Castlehill, Edinburgh EH1 2NE. Registered Charity No SC004694.