

Wednesday 14 September, Royal Albert Hall

flamenco!



SPONSORSHIP PROFILE

On behalf of Moya Cruz Productions and Save the Children, we invite your organisation to sponsor the largest and most spectacular event of its kind on Wednesday 14 September at the Royal Albert Hall.

The event is **¡flamenco!**

Spain's top flamenco artists come together for a celebration of Andalusian music, song and dance.

The event will include performances by award-winning gypsy singer Diego 'El Cigala', celebrated pianist Dorantes, singers Cantores de Hispalis, flamenco guitarists Marcus Nand and Juan Carmona, and the international ensemble, Alma Flamenco Dance Company, featuring Ramon Ruiz.

Flamenco's status is expanding rapidly and the dance form has strong positive and attractive lifestyle connotations. Above all it communicates the exoticism, the heritage, the culture and the sheer 'love of life' of the Spanish.

As there is no current visible flamenco event in the marketplace with corporate sponsorship this event will have first mover advantage.

¡flamenco! is produced by Moya Cruz Productions in association with Save the Children. All profits from this event will go to Save the Children to support their mission to find lifelong answers for disadvantaged and underprivileged children.

All sponsorship packages are flexible and can be tailored to suit your organisation's requirements.

¡flamenco! Sponsorship Levels

- platinum
- gold
- silver

¡flamenco! Sponsorship Guideline*

- hospitality
- inclusion in PR campaigns**
- inclusion in direct mail campaigns
- marketing and promotion through Save the Children marketing channels including newsletter, website, events calendar, outlets, direct mail etc.
- marketing and promotion through Royal Albert Hall marketing channels, including newsletter, website, events calendar, group bookings, direct mail etc.
- marketing and promotion through Ticketmaster marketing channels, including newsletter, website, events calendar, group bookings, direct mail etc.
- logo displayed through various distribution channels and media
- logo on ¡flamenco! website
- logo on flyers

* Subject to availability/confirmation

** Post-confirmation of sponsorship

Platinum Sponsorship

Branding

- naming rights (perceived 'ownership') to event website
- dedicated webpage on event website
- premium branding on event website
- extensive premium branding at event venue
- link from event website to sponsor website

Marketing

- targeted public relations campaign
- inclusion in all event-related press releases and media activities
- large-scale inclusion in print, outdoor, and advertising (logo or name as applicable)
- event programme - 1 page introduction to the event by the chairman on page 2 of the programme
- 1 full page advertising or editorial on page 1 or back cover of event programme
- logo on event programme and flyers

Hospitality

- 50 top price tickets (best seats in arena or stalls)
- private room for 50 guests
- champagne & sangria
- tapas
- programme & gift per guest
- event management staff

Hospitality elements can be tailored to your requirements

Gold Sponsorship

Branding

- prominent branding on event website
- prominent branding at event venue
- link from event website to sponsor website

Marketing

- inclusion in press releases and other media activities
- inclusion in print, outdoor, and advertising (logo or name as applicable)
- full page advertising or editorial in event programme
- logo on event programme and flyers

Hospitality

- 30 top price tickets (arena or stalls)
- private room for 30 guests
- champagne & sangria
- tapas
- programme & gift per guest
- event management staff

Hospitality elements can be tailored to your requirements

Silver Sponsorship

Branding

- branding on event website
- branding at event venue
- link from event website to sponsor website

Marketing

- inclusion in all press releases and media activities
- inclusion in print, outdoor, and advertising (logo or name as applicable)
- half page advertising or editorial in programme
- logo on event programme and flyers

Hospitality

- 30 top price tickets (arena or stalls)
- private room for 30 guests
- champagne & sangria
- tapas
- programme & gift per guest
- event management staff

Hospitality elements can be tailored to your requirements

¡flamenco! Contact Details

Moya Cruz Productions Ltd
www.moyacruz.com

Walter Cruz, Managing Director
Email: walter.cruz@moyacruz.com

Hans Hermann, Director
Email: hans.hermann@moyacruz.com
Phone: 0845 458 1237

¡flamenco! Terms and Conditions

Payment

Deposit – 50% due and payable (inc full VAT) on signing of contract
Balance – payable by 1 August

¡flamenco! Cancellation

All partial or total cancellation must be made in writing to Moya Cruz Productions Ltd

All partial or total cancellation will be subject to cancellation penalties as follows:

1 June – 31 June	30% of total amount (inc VAT)
1 July – 31 July	50% of total amount (inc VAT)
1 August – 14 September	100% of total amount (inc VAT)

In case the demised premises become untenable or hindered by unforeseen events through damage or destruction caused by fire, war, or acts of God beyond the organiser's control and without the organiser's fault or negligence, the organisers may elect to terminate the agreement at any time upon written notice of cancellations to sponsors who shall not construe this termination notice as a right to a possible claim, of whatever nature, in respect with damage and/or compensation. After the settlement of all outstanding and pending accounts, all remaining monies, if any, shall be divided equally among sponsors, proportionally with the sum paid by them. This payment will be made with the express understanding that sponsors shall have no recourse whatsoever to legal action against the organiser.

¡flamenco! Hospitality

If you are looking to entertain clients with hospitality (without sponsorship) please contact:

BEYONDevents

www.beyondevents.co.uk

Kate Ingles, Director

Email: kate@beyondevents.co.uk

Phone: 020 7625 1872