

Welcome to the A&B Cymru Opportunities Bulletin April 2022

A&B Cymru is delighted to offer its business members unique partnership opportunities with arts organisations across Wales.

Below is a small selection. Should any be of interest to your company, please do not hesitate to get in touch at contactus@aandbcymru.org.uk and we'll be happy to tell you more...

Featured in this bulletin are opportunities from:

All Wales: National Youth Arts Wales

North Wales: North Wales International Music Festival; OPRA Cymru

South Wales: The Aloud Charity; Royal Welsh College of Music & Drama

West Wales: Cwmni Theatr Arad Goch; Vision Arts

Scroll down for more information

ALL WALES



National Youth Arts Wales (NYAW) leads the way in providing exceptional opportunities in the arts for those aged 16-22. Each year NYAW works with around 900 young people to develop their skills and talent through world-class tuition and performance opportunities, in preparation for a career in the arts. NYAW's Bursary Provision ensures anyone who needs it is given the support they need to participate.

NYAW is seeking sponsorship for its 2022 summer events across Wales. Allowing nationwide profiling, these packages range from sponsoring one specific performance to sponsoring all performances for one of its national ensembles (dance, theatre, orchestra, choir and brass band).

Sponsorship benefits include:

- Verbal credits at sponsored performance (s)
- Invitations to concert and pre-performance reception
- Logo credit on concert/production digital programme and NYAW website
- Credit on ensemble concert social media activity
- Access to a young audience base across the whole of Wales
- Photo call with members and key staff

Sponsorship packages start at £1,500 for one concert.

NORTH WALES



NORTH WALES INTERNATIONAL MUSIC FESTIVAL
GŴYL GERDD RYNGWLADOL
GOGLEDD CYMRU

nwimf.com

North Wales International Music Festival (NWIMF), held annually in September in St Asaph, is regarded as a cultural highlight of North Wales. It is mainly a festival of classical music but also features genres such as jazz and folk, as well as performances combining music with other art forms. 2022 marks the festival's 50th year. Running from 17 September – 1 October, it will include a busy programme of concerts at St Asaph Cathedral, a community tour and educational outreach projects.

There are several options for sponsorship and packages can be tailored to specific requirements.

Sponsorship benefits include:

- Significant opportunities for PR/marketing
- Premium tickets for sponsored event with complementary programmes
- Access to a private area for pre-concert and interval receptions
- Display of promotional material in the cathedral for sponsored event
- Choice of venues for the Community Tour with LMN Cymru musicians
- Full page colour A4 advert in the 50th anniversary souvenir programme
- Joint working on the Festival Gold Bunting art project
- Inclusion in all Press Releases in newspapers and online
- Logo and acknowledgement of sponsorship on the website and in the programme
- Sponsorship enables an application to A&B Cymru's CultureStep for additional funding to extend the benefits and reach of the partnership.

Sponsorship range from £500 - £3,000 + VAT and are tailored to specific business need

OPRA

Cymru

OPRA Cymru is the world's only Welsh-language opera company. Founded in 2008, its activity includes performances and workshops in school and community venues across Wales and the commissioning of new work by Welsh composers.

Cyfrinach y Brenin (The King's Secret) by young composer Mared Emlyn, is an exciting new performance piece: the first ever comic opera written in Welsh and specifically targeted at children and family audiences. The performance carries a contemporary moral message about self-acceptance, tolerance for others and mental well-being. Thirteen performances will be staged across Wales – in schools, village halls and arts venues in September 2022. A total audience of around 2,500 is expected.

OPRA Cymru is seeking a Wales-wide principal sponsor, as well as local sponsors.

Sponsorship benefits include:

- Extensive business promotion across Welsh-language media;
- Brand promotion: logo on related publicity (posters, flyers, website), advertising page in programme;
- Tickets to selected performances;

- Hospitality for business sponsor at choice of one of two performances (North and South Wales) – opportunity to meet the cast and musicians;
- Association with promotion of performance arts to young people in primary schools through workshop scheme;
- Acknowledgement of role sponsoring individual cast members. Longer term brand association with future work of OPRA Cymru;
- Merchandising potential to mark unique historical event eg in schools, to audience members;
- Association with proactive support for mental health and well-being initiatives;
- Association with unique arts venture in Wales delivering opera to a fully professional standard in local communities.

Sponsorship packages start at £500 + VAT and are tailored to specific business needs.

SOUTH WALES

ALoud

The Aloud Charity changes the lives of young people across Wales, providing unique opportunities which build the confidence and skills needed to fulfil their potential.

Its core activities include Only Boys Aloud: a choir of 240 boys in 12 regions of Wales; the Only Kids Aloud Chorus, a pan-Wales choir of 100 girls and boys aged 8-11 years old; The OBA Academi, a residential course offering 32 of the most committed OBA members an opportunity to achieve their potential; Aloud in the Classroom, sessions in primary schools and The Aloud Girls' Choir – a pilot choral project working with young women in South Wales.

The Aloud Charity is inviting A&B Cymru's business members to join its Celebratory Gala Dinner, held at Royal Welsh College of Music Drama on Thursday 15th December 2022. This special event will mark the 10th Anniversary of The Aloud Charity with a full evening of performances and feasting.

Benefits include:

- Private Table for ten people with a 3-Course Dinner, including Table Wine and Coffees
- Drinks Reception
- Dazzling performances from Aloud Choirs
- Brilliant Networking and Hospitality Opportunities
- Logo credit in printed materials and on relevant website / social media content

The package is £1,600 + VAT



The Royal Welsh College of Music & Drama (RWCMD) provides specialist practical and performance-based training, enabling students to enter and influence the world of music, theatre and related professions.

Following the delivery of a range of highly successful business partnerships, RWCMD is looking for a business sponsor for its upcoming summer Jazz tour - Blue Summer.

Supporting a RWCMD jazz initiative would align your company's brand to one of the most exciting areas of the College's creative programme. RWCMD's jazz offering has built up an enthusiastic and loyal following from audiences across Cardiff and further afield. Its free Friday night jazz event, AmserJazzTime is a highly popular occasion that attracts large audiences, both in person and online.

The tour will consist of performances in the following venues:

- 22 June – Theatr Clwyd, Mold
- 24 June – Aberystwyth Arts Centre
- 25 June – Galeri, Caernarfon

Sponsorship benefits include:

- Credit in the Blue Summer tour flyer and on social media promotion
- Verbal acknowledgment of support during performances
- Up to 10 complementary tickets for each performance
- The College will apply for investment through A&B Cymru's CultureStep programme to fund an additional project at RWCMD, which would be aligned with your company's support.
- Accreditation on the RWCMD 'What's On' brochure and website Thank You page for one year

The sponsorship package is £3,000 +VAT

WEST WALES



Cwmni Theatr Arad Goch, established in 1989, specialises in contemporary and challenging theatre for young audiences. It creates small and medium scale productions, performing in theatres and art centres, community venues and festivals as well as in schools and colleges. It works bilingually in Welsh and English in Wales, with occasional use of other languages.

AGOR DRYSAU-OPENING DOORS - Wales International Festival of Performing Arts for Young People is a biennial event that will next take place in March 2024. It will be an international celebration of the performing arts in minority, lesser-used and endangered languages. Up to 4,500 people are expected to engage in activities, 75% of whom will be local children and young people.

Sponsoring this festival would give a business an opportunity to support an international event, and promote the company's services to people (especially young people) across Wales and further afield

Sponsorship benefits include:

- Logo prominently displayed at the festival and on the programme, leaflets and website,
- Company publicity material can be displayed at the conference desk
- The possibility of displaying company's banner near the stage during the performances
- Arad Goch will offer free tickets for staff to a selected performance
- Company will be linked with a successful international Festival
- Company will be seen to be supporting a local event

Sponsorship packages range from £5K - £10K + VAT and are tailored to specific business needs



Vision Arts is a performing arts hub that offers a wide range of performance training and opportunities to all ages. Its aims are to make the arts accessible to all, regardless of economic position or any other protected characteristic, and to raise the profile of the performance arts in Pembrokeshire and across Wales through quality productions and learning opportunities facilitated by professional practitioners currently working in the performing arts industry.

Vision Summer Youth Project will offer 30 young people a two-week full-time course during the school summer holidays, where they develop, rehearse, produce and perform a musical theatre show, for public performance, at the end of the fortnight (August 2022). There will be opportunities for singers, dancers and actors and also a full backstage crew. Sponsorship of this project would allow the young people to take part free-of-charge giving them the opportunity to work with professional performers and backstage technicians offering them training in every area of a musical theatre production.

Sponsorship benefits include:

- Logos on all publicity material and programmes;
- Credit on all press releases to print, online, and broadcast media;
- Complimentary tickets to Vision shows;
- A bespoke business management training course to support the sponsor's staff in public speaking and communication;
- Discounted rates on room hire for staff training etc as available.

The sponsorship package is £4,000 + VAT