

The Festival

Buxton Festival is a 19-day summer arts event showcasing the finest opera, music and literature. It is held in an historic spa town, set in the beautiful Peak District - a perfect marriage of culture and countryside.

In 2009 we sold 41,500 tickets to the Festival. Our audience come back year on year as they know that Buxton Festival means quality and value for money in a relaxed friendly atmosphere. Our commitment to good service was acknowledged in 2009 when the Festival won a Silver Award at the Enjoy England Excellence Awards for Best Tourism Experience.

What the press think:

Buxton comes across as a model of a modern, media-conscious culture hub: a happy marriage of music opera and books...it is an innovative, well-run and successful cultural event.
The Observer

For the price of a single stalls seat at *Covent Garden* or *Glyndebourne* you can have a weekend for two in the Peak District, discovering glorious countryside by day and operatic byways by night...Buxton is the least pretentious of English opera festivals. *The Financial Times*

The little miracle that is Buxton Festival - the UK's most unpretentious and best-value-for-money summer opera event - continues to astonish...I don't know how they manage it...
The Sunday Times



The Festival in 2010

The dates for the 2010 Festival are 7 - 25 July. We have exciting plans to mount three Festival productions:

- *Luisa Miller* by Verdi - a classic tale of forbidden love, blackmail and ambition
- *The Barber of Baghdad* by Cornelius - when barber turns match-maker, comedy ensues
- *Idomeneo* by Mozart - a concert performance of this rarely performed Trojan tragedy

These Festival opera productions will be led by top class creative teams and feature casts made up of some of the UK's leading artists as well as some special appearances from international stars. Buxton Festival chooses operas which are deliberately unusual and rarely performed. This diverse opera programme will be completed by a range of opera from the UK's best touring companies including opera by Mozart and Handel.

The Festival programme is then completed by our ever popular concert series; featuring some of the UK's best know ensembles and soloists, and literary programme; featuring familiar personalities from the world of journalism, politics and literature.

This varied, top quality programme places Buxton at the forefront of creative arts events in the UK.



Our Audience

Buxton Festival's 40,000 strong audience is predominately ABC1.

They typically:

- are 45 years and older
- are retired or in professional and managerial careers
- read the Guardian, Times or Telegraph
- enjoy travel and visiting arts events in the UK

Some facts and figures:

- 41,500 tickets sold in 2009
- 99% rate the Festival as good or excellent
- 82% have been to the Festival 3 or more times
- 48% stay one night or more in Buxton



Festival in the Community



Every year the Festival coordinates a programme of community and education events for local people who otherwise may not be able to attend the Festival.

We aim to involve around 1,600 people in creative arts activity in 2010. All projects are designed and delivered to suit the individual needs of the participants by professional artists. Through targeted fundraising the Festival is able to offer all projects free of charge.

Our community and education programme allows the Festival to work in partnership with many local and national organisations from our sponsors Buxton Natural Mineral Water the University of Derby and the Arts Council, to local schools, youth groups, other charities and the county and borough councils.

Communication

- Website - www.buxtonfestival.co.uk - is regularly updated with Festival news and events. Sponsors are acknowledged here with a link to their own sites
- Brochure - a 64-page A5 booklet which is posted to 10,000 address across the UK to promote the upcoming Festival. Acknowledgments and advertising are available for sponsors
- Programme - a 170 page A4 glossy annual which is sold during the Festival to around 4,000 Festival goers. Acknowledgments and advertising are available for sponsors
- Newsletters - both printed and e-newsletters are sent out regularly to our members and database with space for sponsor features and adverts



Sponsorship Benefits

By supporting the Festival business can benefit in many ways:

CSR

- Demonstrate your support of the arts in our region
- Support the involvement of local people in creative arts activity

Brand Development

- Gain exposure to the Festival's 40,000 strong audience
- Develop your company image by association one of the countries largest, best quality arts events
- Opportunities for press coverage of your support of the Festival

Hospitality

- Treat your clients, staff or friends to night of quality entertainment in the beautiful Buxton Opera House
- Let the Festival's experienced staff organise your evening from opera tickets, to pre- or post-theatre dining and accommodation

Networking

- Meet other like-minded business, local dignitaries and press at Festival events throughout the year

All Buxton Festival sponsorship packages are tailored to suit the needs of the individual business partner and new ideas are always welcome!



What Next?

To discuss the range of sponsorship options available to your business or to find out more about the Festival please contact Claire Rhodes by telephone: **01298 70395**, or email:

claire@buxtonfestival.co.uk