

CLASSICAL VAUXHALL

SPONSORSHIP GUIDE 2021



Vauxhall
LONDON

Vauxhall
the vibrant place



WHAT IS CLASSICAL VAUXHALL?

CLASSICAL VAUXHALL IS A SERIES OF LIVELY CLASSICAL CONCERTS HELD IN THE AREA'S QUIRKEST VENUES AND HIDDEN GEMS. THE EVENT BUILDS ON VAUXHALL'S BURGEONING CREATIVE ARTS SCENE AND AIM TO PULL NEW, YOUNGER AUDIENCES INTO CLASSICAL MUSIC WITH A MORE INCLUSIVE AND RELAXED ATMOSPHERE.

The inaugural event series took place in February 2020, with three sold-out, critically acclaimed performances at Brunswick House, the Garden Museum and St Peter's Church. The concerts featured world-class musicians such as pianist Fiachra Garvey, guitarist Sean Shibe, flautist Adam Walker and quartet Quatuor Zaide.

The Classical Vauxhall programme also includes an education element delivered in partnership with the London Philharmonic Orchestra. In 2020, 6 local primary schools joined the programme with over 200 pupils engaging in interactive classical performances.

Classical Vauxhall was created by Vauxhall One, the area's Business Improvement District (BID), with the support of Lambeth Council. Vauxhall One's other events include Victorian Vauxhall, Summer Screens and Bearpit Karaoke.

THREE CONCERTS, THREE FASCINATING VENUES, SEVEN WORLD-CLASS YOUNG(ISH) PLAYERS, AN AUDIENCE OF ALL AGES AND A MUSICAL STORYTELLING EVENT FOR 200 SCHOOLCHILDREN: THIS IS HOW TO LAUNCH A FESTIVAL...."

"IF YOU'VE ATTENDED CHAMBER MUSIC FESTIVALS EVERYWHERE, YOU'LL KNOW WHAT AN ACHIEVEMENT IT IS TO WIN A NEW AUDIENCE OF YOUNGER LISTENERS WHILE NOT ALIENATING THE CORE SUPPORTERS, AND ON ITS FIRST SHOWING, CLASSICAL VAUXHALL DID EXACTLY THAT."

Arts Desk review, Feb 2020

Get in touch by 23 October to discuss sponsorship options.
Caragh Cheesman
Marketing and Events Manager, Vauxhall One
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CLASSICAL VAUXHALL 2021

DUE TO THE COVID-19 PANDEMIC, THE FUTURE OF EVENTS HAS CHANGED. CLASSICAL VAUXHALL 2021 WILL BE A PRIMARILY ONLINE EVENT, FEATURING A SERIES OF CONCERTS FILMED IN VAUXHALL VENUES AND BROADCAST ON YOUTUBE. THE EVENT WILL BE FREE IN 2021, EXTENDING ITS ONLINE REACH TO SHOWCASE VAUXHALL WORLDWIDE, TO PROMOTE THE AREA'S AMAZING BUSINESSES AND CULTURE, AND CELEBRATE LONDON'S BEST CLASSICAL ARTISTS.

The event is set to take place in the first week of March 2021, with a series of online streamed performances from Vauxhall and online music workshops for local schools.

Classical Vauxhall artistic director Fiachra Garvey also heads up West Wicklow Festival, a chamber music festival hosted in Ireland, which moved online with great success in 2020. The online event boasted 10,000 views, showing the appetite for a classical online event.



SPONSORSHIP OPPORTUNITIES



VENUE SPONSOR

Classical Vauxhall is an opportunity to showcase your venue and position your business as a destination for events, arts and culture. As a venue sponsor, you will provide a performance space that will be used as the key location for the event's live concerts. The recordings of the sessions will be placed on our YouTube channel and made available for you to use as a promotional tool online.

Your venue will be used throughout the marketing of the event, as a draw for attendees and to promote your business as a Classical Vauxhall sponsor.

THERE ARE A VARIETY OF SPONSORSHIP OPPORTUNITIES AVAILABLE FOR CLASSICAL VAUXHALL 2021, TO SUIT DIFFERENT BUSINESS NEEDS AND BUDGETS. WE WOULD ALSO BE DELIGHTED TO CREATE BESPOKE AND EXCLUSIVE SPONSORSHIP PACKAGES UPON REQUEST.

EDUCATION SPONSOR

Build Classical Vauxhall into your CSR programme as an education sponsor, supporting the music education of several local primary schools. Classical Vauxhall aims to make classical music more inclusive and accessible, with its education strand introducing hundreds of local school children to the joys of live music. Classical Vauxhall's 2021 education programme will take place online, so it will reach further than ever before, providing music workshops and enthralling performances for KS2 pupils in the area.

You will be clearly featured as a sponsor of this programme, with your name and logo clearly displayed in any online content and named in all press surrounding it. The sessions will also be recorded and put on our YouTube channel for anyone to access, providing a great promotional tool for your business.



F&B SPONSOR

To create a special event for attendees watching at home, Classical Vauxhall events will tie in with takeaway food and beverage packages from Vauxhall businesses.

Promoted in line with the live programme of concerts, special Classical Vauxhall menus and bundles will be promoted across social media and directly to signed up attendees. Our online audience will be able to enjoy the great food and drink Vauxhall has to offer from the comfort of their own home.

From burgers to fine dining, craft beer to prosecco, any food and beverage sponsor is welcome to join the promotion, to engage with the hyperlocal audience and promote their brand.

EVENT SPONSOR

Become a Classical Vauxhall event sponsor to promote your business as a progressive, promoter of culture in the area. Have your business front and centre of the Classical Vauxhall brand, promoting the area as a hub for the creative arts and a destination for different.

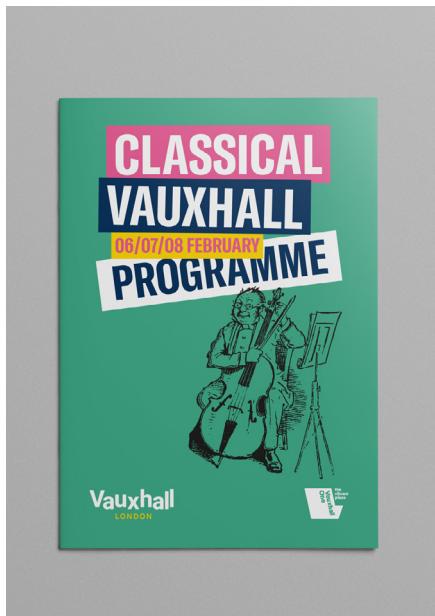
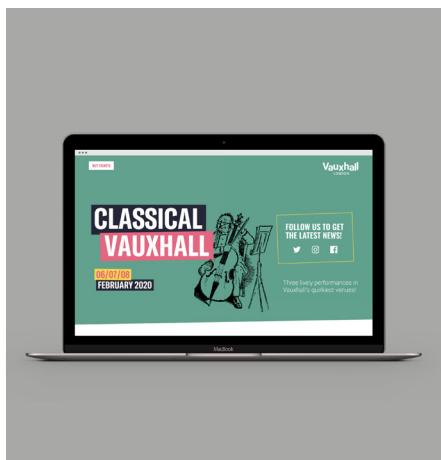
As an event sponsor, you will be featured across the whole programme's marketing and PR

materials, clearly linking your business to both the live events and education programme. The videos from the event will be made available to you as a promotional tool for the area and your business.

You will be considered a driving force behind the event, transforming the traditional image of the area as a transport hub with a late-night reputation, to a cultural destination that is home to a quirky mix of businesses and artists.

WHAT DO I GET AS A CLASSICAL VAUXHALL SPONSOR?

- Your name and logo included in all event materials (website, social media, emails, on-site signage, video content)
- Your advertising included in the pre-event video roll
- Branding on the event's YouTube videos that will be a permanent resource to promote your involvement and will be used to promote the event in the future
- Dedicated social media posts across Vauxhall One and beinvauxhall channels, reaching over 8,500 highly engaged followers and over 100,000 in paid content



- Press coverage across London's leading publications, with Vauxhall One events having featured previously in Time Out, Elle, Hello, The Telegraph, Metro and Stylist
- Your business positioned as an ally to promoting classical music and increasing accessibility to the arts

WHY BECOME A SPONSOR?

- Target a millennial audience, with over 50% of beinvauxhall.com website visitors aged 25-34
- Access a highly engaged social media audience, with above-average engagement across Facebook, Twitter and Instagram channels, including 172% above average on @beinvauxhall Twitter
- Press coverage from leading publications, with 2019 including Time Out, Elle, Londonist, The Telegraph, Metro, Hello! online, Stylist and Secret London

PREVIOUS PRESS



CLASSICAL VAUXHALL AUDIENCE

2021 AUDIENCE TARGETING

LOCALLY

- 25–34 year old professionals, no children, amateur interest in classical music, postcodes around Vauxhall, likely to enjoy the experiential element
- Local families who may not normally go to a classical concert



LONDON & SE

- 25–34 year old professionals, no children, amateur interest in classical music, living across London & South East
- 55+ and retired classical music fans living across London & South East



BESPOKE SPONSORSHIP

Do you want to secure exclusive sponsorship of Classical Vauxhall? Do you require a bespoke package that focuses on particular elements of the event? Or, is there a brand activation you would love to run alongside one of our events?

GET IN TOUCH BY 23 OCTOBER TO DISCUSS SPONSORSHIP OPTIONS.

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