

Classical Concerts Productions Ltd.

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London Festival of Bulgarian Culture

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I. Summary

We at Classical Concerts Productions are passionate about the positive role that intercultural dialogue and cultural exchange between Bulgarian and British artists can have in terms of creating durable and successful cultural relations between the two countries. We encourage and support artistic collaborations between already established artists and the up-and-coming younger generation of composers and performers, offering our expertise and advice in creating performance opportunities for them. An accent in such activities is put on the promotion and popularisation of the Bulgarian musical heritage – its works and specific rhythmical and melodic features, which has a unique place within the culture of Europe and worldwide, and which is still widely unknown to the audiences in the UK.

An example of what activities we promote would feature:

- Performances of works by Bulgarian composers in the UK
- Artistic collaborations with other festivals or concert promoters, featuring works of Bulgarian composers or performers.
- Performances of new works from British and Bulgarian composers at festivals both in Bulgaria and the UK.

We focus on the exploration of diverse possibilities of further collaboration between both institutions and individuals, through the organisation of festivals, concerts and special events both in Great Britain and in Bulgaria.

II. The Event

London Festival of Bulgarian Culture 2010

The purpose of the London Festival of Bulgarian Culture is to:

- **Present the Bulgarian Culture**
and its heritage, featuring prominent and up-and-coming names of the International art scene – performers, composers and painters.
- **Popularise the works of the Bulgarian artists**
by propagating them to wider audiences, and stimulating by this a greater interest and better understanding of the Bulgarian Cultural heritage, most of it widely unknown to the general public in the United Kingdom and the rest of the world.
- **Promote the Bulgarian classical music in particular,**
inspiring also other artists with different cultural background to get to know it better by performing works of Bulgarian composers, and also works influenced by, and deriving from the Bulgarian's specific rhythms and melodies.

- **Encourage and strengthen the artistic partnerships** between Bulgaria and the United Kingdom, creating by this an intercultural dialogue of ideas, achievements, and art experimentation.

III. Dates and duration

The London Festival of Bulgarian Music is a biennial event, and its first edition will be held through the month of November in 2010.

2nd November - Opening concert – Le Mystere Des Voix Bulgares

5th November – Chamber music concert

12th November – Choir concert – London Bulgarian Choir

19th November – Chamber music concert

Date TBC – Educational Event – Master class and competition

26th November – Closing concert – Sofia Soloists Chamber Orchestra

IV. The Organiser

Classical Concerts Productions is a limited company, registered in England and Wales (Number 6510807), established in 2008 in London.

The director of the company is Ivo Stankov who is also a musician and the initiator of the idea for the London Festival of Bulgarian Culture.

He has been organising concerts and other cultural events for the past seven years, in venues in London such as Wigmore Hall, St. John's Smith Square, and in other places in the UK and Europe. He has collaborated with many artists and ensembles worldwide and has a vast experience in the music business. He has performed alongside some of the well-known international artists such as Sir Cliff Richard, Mark Knopfler, and others.

Many institutions and influential figures involved in media and arts in Bulgaria and the UK have already expressed their full support for the London Festival of Bulgarian Culture. Here are some of our main supporters:

- Bulgarian Embassy in London
- Bulgarian Cultural Institute (Part of the Ministry of Foreign Affairs)
- Bulgarian Ministry of Culture
- British Council in Sofia
- British Bulgarian Chamber of Commerce
- Cerise Arts Agency
- Bulgarian Composers Union
- Cerise Arts Agency
- BG Ben Newspaper
- Carboni Classical Media
- Bulgarian Virtuosi Artists

London Festival of Bulgarian Culture is a member of British Arts Festivals Association

V. The Locations

2nd November - Queen Elizabeth Hall

Southbank Centre, Belvedere Road, London SE1 8XX

Opening concert – Le Mystere Des Voix Bulgares

5th, 19th and 26th of November - St James's Church

197 Piccadilly, London W1J 9LL

Chamber music concert and Closing concert of Sofia Soloists Chamber Orchestra.

12nd November - St John's Smith Square

3 Smith Square, London, SW1P

Concert of London Bulgarian Choir

Exhibition – TBC

VI. The Artists

- **Le Mystere Des Voix Bulgares**

This women's choir truly represents the most internationally renowned Bulgarian performers of all times. Winner of a Grammy Award, the choir has sold over a 1.2 million albums worldwide, their music has been endorsed by pop stars such as Paul Simon, George Harrison and Bobby McFerrin, amongst many others. We are thrilled to have them performing one night exclusively in our opening concert at Queen Elizabeth Hall.

- **Sofia Soloists Chamber Orchestra**

The distinguished Bulgarian chamber orchestra has performed over 3000 concerts all over the world in their 48 years of history. They have premiered over 100 works, some of them written especially for them. Sofia Soloists have recorded over 60 CD's for BMG, Decca, and Columbia amongst others, and some of the most internationally renowned musicians such as Henryk Szeryng, Heinz Holliger and Nigel Kennedy have performed with them.

- **London Bulgarian Choir**

In 2006, the Choir won BBC Radio 3 Open Choir of the Year, becoming the first choir to be awarded this title. In 2007, they were the subject of a BBC Radio 4 documentary: Joan Armatrading's Favourite Choirs. They have collaborated with numerous rock, jazz and classical musicians, most notably the BBC Electric Proms with rock band Doves, broadcast live on BBC 2 in October 2009.

Painters – TBC

Full Biographical details:

Le Mystere Des Voix Bulgares

Le Mystere Des Voix Bulgares Female Vocal Choir used to be known all over the world as The Bulgarian State Television Female Vocal Choir is an ensemble of rare artistic gift and enormous popular appeal. The choir truly represents one of the most amazing success stories in music. Created in the early fifties the choir's first mission was to record authentic and arranged music for multi-voice choral folk songs to be recorded and broadcast first on the radio and later on TV.

Marcel Cellier, Swiss music producer, discovers the beauty of Bulgarian folk songs, folk singers, their unique voices and choral skills and in 1975 releases his first album - Volume I which he called "Le Mystere des Voix Bulgares"(The Mystery of the Bulgarian Voices). The album soon became a best seller. In 1987 was made Volume II which earned in 1990 to Marcel Cellier and this choir which is the main performer on the album, the American "Grammy Award". It was at that time that the choir was called "Le Mystere des Voix Bulgares".

The year 1988 was the beginning of the choir's triumphant touring the world - five times in the USA and Canada, three times in Latin America, annual tours in most European countries, concerts in India, Hong Kong, etc. The CD named "Rituals" released by Nonesuch in 1994 was nominated for Grammy again in class "Folklore". Warner Brothers also released Cellier's volumes I, II, III (1990) with sales of more than a quarter of a million albums in USA and over a million internationally.

The ensemble under the direction of Prof, Dr.Dora Hristova for many years now performs in an exotic multi-voice style beautifully arranged songs combining folk melodies with sophisticated harmonies and compelling rhythms. The repertoire of the choir is drawn from arrangements created by the Bulgarian most esteemed composers like Philip Koutev, Krassimir Kyurkchiyski, Nikolai Kaufman, Petar Lyondev, Ivan Spassov, Stefan Moutafchiev, Kiril Stefanov, etc. "These are the singers that won the Grammy Award and endorsement from such pop superstars as Paul Simon, Linda Ronstadt, George Harrison, Bobby McFerrin, Midori and many others all over the world. They create a crossover sensation everywhere they perform as listeners of all music faiths gather in the presence of sounds more strangely wonderful than almost any they have heard before...Everyone could consider himself richer in spirit for having heard Le Mystere des Voix Bulgares" (Chicago Tribune).

Sofia Soloists Chamber Orchestra

The Sofia Soloists Chamber Orchestra was established in 1962 by a group of young musicians from Sofia Opera in Bulgaria. Their first concert in March 1962, conducted by Michail Angelov, attracted the immediate interest and sympathy of the Sofia audience. Soon afterwards they began touring abroad. Three conductors have played an important part in the orchestra's development and in the creation of their very special sound: Vassil Kazandjiev (1964-1978), Emil Tabakov (1979-1988), and the current conductor Plamen Djouroff, who has directed the orchestra since 1988. These long musical relationships have been a significant factor in the orchestra's

growth.

The Sofia Soloists Chamber Orchestra (SSCO) has performed over 3000 concerts all over the world. They began by delighting audiences at major festivals in Germany and France, and today enjoy great popularity at many other European festivals such as San Sebastian and Santander (Spain), Zagreb and Dubrovnik (Croatia), Città di Castella (Italy), Louvain (Belgium), Bergen (Norway).

The ensemble has toured many countries, mainly in Europe, but also the United States which have visited ten times, 13 tours of Japan, 7 of Korea, China, Australia and South America. They have performed in many prestigious venues: New York's Carnegie Hall, London's Royal Albert Hall and the Barbican, the Leipzig Gewandhaus, the Salle Gaveau Paris, Concertgebouw Amsterdam, the Sydney Opera House, and Tokyo's Suntory Hall, Bunkakaikan and Art Space Centre, as well as the Osaka Symphony Hall.

Among the names of the internationally renowned musicians of the past who have performed with the orchestra are those of Henryk Szeryng, Daniil Shafran, David Walter and Nicanor Zabaleta. In recent times they have worked with Albrecht Breuninger, Patrick Gallois, Heinz Holliger and Nigel Kennedy.

The orchestra has more than 600 works in its repertoire, ranging from baroque to contemporary music. They have premiered over 100 works, some of them written especially for them. Their discography comprises over 60 CDs, with many of them available online through Amazon, ArkivMusic and Naxos. Some of their most brilliant repertoire has been published by BMG, Denon, Decca, Harmonia Mundi, Columbia, SABA, Victor, and Gega New.

London Bulgarian Choir

The London Bulgarian Choir is a vibrant, sociable and open-hearted group of singers embracing all nationalities, ages and abilities.

The Choir was founded in 2000 by Dessislava Stefanova, former singer with the Philip Koutev National Folk Ensemble. Thanks to her patience and dedication, this group of largely non-Bulgarian singers has become a performing tour de force, winning hearts and minds from the Yorkshire Dales to Bulgaria's mountain villages. It has brought its repertoire of traditional Bulgarian songs in concert halls, nightclubs, churches, festivals, rock concerts, embassies, village squares and a barge on the Thames.

In 2006, the Choir won BBC Radio 3 Open Choir of the Year, becoming the first choir to be awarded this title. In 2007, they were the subject of a BBC Radio 4 documentary: Joan Armatrading's Favourite Choirs. They have collaborated with numerous rock, jazz and classical musicians, most notably the BBC Electric Proms with rock band Doves, broadcast live on BBC 2 in October 2009.

The London Bulgarian Choir has released one album, Alyana Galyana. Members of the Choir sang on the soundtracks of the BBC's Elizabeth, the Virgin Queen which won the Ivor Novello award for Best Television Soundtrack.

VII. Target Groups

- Audience of concerts attendees – all ages, professionals
- People interested in exploring Bulgaria in general
- People interested in the arts in general
- British cultural institutions and organizations
- Ambassadors and cultural attaches
- Business people
- Politicians
- Bulgarian community in the UK
- Press and other media.

VIII. The Proposal – Sponsorship and Advertising

Our main Sponsorship and advertising packages include:

- **Platinum – £20 000**
- **Gold – £15 000**
- **Silver - £10 000**

There are other advertising packages available, as well as opportunities to place single adverts in our promotional materials and concert programmes, ranging in prices from £500 to £5 000.

- **Platinum Sponsorship Package**

This offers you the chance to become the main sponsor of the Festival and the main exclusive sponsor of its opening concert at Queen Elizabeth Hall, South Bank, London, on 2 November 2010.

In addition, you will be acknowledged accordingly in all advertising materials for the concerts at St. James’s Piccadilly, and St. John’s Smith Square.

Printed media		
Where	What you get	Audience numbers reached
Monthly Diaries – South Bank – Queen Elizabeth Hall(QEH); St. James’s Piccadilly (SJP); St. John’s Smith (SJSS).	Exclusive inclusion as the main sponsor of the Queen Elizabeth Hall (QEH) event in the South Bank Monthly Diary. Inclusion as a sponsor in St. James’s Piccadilly (SJP) Diary and St. John’s Smith Square Diary (SJSS).	150 000 printed copies per month altogether.
Posters at the London Waterloo Tube Station.	Six big posters will be displaying adverts for two weeks for the QEH event and your company’s name	220 000 passengers per day.

	will be displayed accordingly as the main sponsor. Advertising at the QEH event and at the other events at SJP and SJSS.	
Inclusion in the Festival's brochures and leaflets.	You will be recognised as the main sponsor of the event at the QEH and of the Festival, and your logo will be printed on all additional advertising brochures and leaflets, which will be distributed to over 40 concert venues around London.	10 000 printed copies.
Hand programmes at QEH, SJP, SJSS.	Your advert A5 size in full color (double page) will be included exclusively on the first page of all the hand programmes for QEH event and the same advert will be included on all other event's hand programmes of the Festival.	4 000 printed copies.
Advertising at the QEH event and at the other events at SJP and SJSS.	Exclusive seat slipping and exit-entry leafleting in QEH with your company's advertisement. Seat slipping and exit-entry leafleting in SJP and SJSS events (with exception of SJP closing concert).	4 000 printed copies.
Advert inclusion in the main booklet of the Festival.	Your advert A5 size in full color (double page) will be included exclusively on the first page (inside the booklet) of the Festival's main booklet.	4 000 printed copies.
Advert inclusion in BG Ben newspaper.	Your advert A5 size in full color will be included in the Festival's promotional pages in the newspaper, distributed in and around London.	40 000 printed copies.

Websites		
Where	What you get	Audience numbers reached
South Bank Website, SJP and SJSS websites – www.southbankcentre.co.uk www.st-james-piccadilly.org www.sjss.org.uk	Exclusive inclusion as the main sponsor of the event. Inclusion as a sponsor on SJP, SJSS websites.	300 000 page views per month combined.

Classical Concerts Productions and London Festival of Bulgarian Culture Websites – www.classicalconcertsproductions.com www.lfbc.eu	You will be recognized as the main sponsor of the event at the QEH and of the Festival, and your logo displayed accordingly on both the London Festival of Bulgarian Culture and Classical Concerts Productions websites.	5 000 page views per month combined.
Social Websites – Tweeter, Facebook, MySpace.	Your company will be advertised as the main sponsor of the Festival.	20 000 – 30 000 page views per month combined.

Video media		
Where	What you get	Audience numbers reached
LCD Screens at the South Bank (QEH).	Exclusive inclusion as the main sponsor of the event, additional advertising space on South Banks 'What's on Today' 30 LCD screen slides on the day of the event across the site. The information will also appear in the retail outlets (restaurants, external bars and shops) in the week prior to the event.	8 000 – 10 000 per day.
Projection display in QEH Foyer.	A light projected display (gobo) displaying exclusively your company's name / logo may take place 1 hour before and 1 hour after the performance and during the interval.	8 000 – 10 000 per day.

Hospitality		
Description	What you get	Numbers
Exclusive room for your party at QEH.	Entertaining room for your guests will be reserved for your company's reception for two hours prior to the performance.	40 – 60 guests
Free tickets for the events.	20 tickets will be reserved for your company's guests attending the QEH, and additional 20 tickets to attend any of the Festival's events.	40 tickets

- **Gold Sponsorship Package**

This offers you the chance to become the exclusive sponsor of the Festival's closing concert at St James's Piccadilly, London, on 26 November 2010. In addition, you will be acknowledged as a sponsor of the Festival on other advertising materials for its events at Queen Elizabeth Hall, South Bank, and St John's Smith Square.

Printed media		
Where	What you get	Audience numbers reached
Displaying of large promotional flags and banners at St. James's Piccadilly.	Exclusive displaying of promotional banners and flags of your company at the event at SJP.	500 audience hall capacity and media coverage.
St' James's Piccadilly Diary, South Bank and St John's Smith Square Monthly concert diaries.	Exclusive inclusion as the main sponsor of the event at St. James's Piccadilly (SJP) concert Diary. Inclusion as one of the sponsors of the event in South Bank Monthly Diary and St. John's Smith Square Diary (SJSS).	150 000 printed copies per month altogether.
Inclusion in the Festival's brochures and leaflets.	You will be recognised as the main sponsor of the event at the QEH and of the Festival, and your logo will be printed on all additional advertising brochures and leaflets, which will be distributed to over 40 concert venues around London.	10 000 printed copies.
Hand programmes at SJP and all other events at QEH and SJSS.	Your advert A5 size in full color (double page) will be included exclusively on first page in the hand programmes for the event and the same advert will be included on all other events' hand programmes of the Festival.	4 000 printed copies.
Advertising at the SJP event and at the other events at SJP and SJSS.	Exclusive seat slipping and exit-entry leafleting in SJP with your company's advertisement. Seat slipping and exit-entry leafleting in other SJP and SJSS events.	4 000 printed copies.
Advert inclusion in the main booklet of the Festival.	Your advert A5 size in full color (double page) will be included exclusively on the first page (inside the	4 000 printed copies.

	booklet) of the Festival's main booklet.	
Advert inclusion in BG Ben newspaper.	Your advert A5 size in full color will be included in the Festival's promotional pages in the newspaper, distributed in and around London.	40 000 printed copies.

Websites		
Where	What you get	Audience numbers reached
SJP Website, South Bank and SJSS Websites – www.st-james-piccadilly.org www.southbankcentre.co.uk www.sjss.org.uk	Exclusive inclusion as the main sponsor of the event at SJP. Inclusion as a sponsor on QEH and SJSS websites.	300 000-page views per month combined.
Classical Concerts Productions and London Festival of Bulgarian Culture Websites – www.classicalconcertsproductions.com www.lfbc.eu	You will be recognised as a sponsor of the Festival and your logo displayed accordingly on both the London Festival of Bulgarian Culture and Classical Concerts Productions websites.	5 000-page views per month combined.
Social Websites – Tweeter, Facebook, MySpace.	Your company will be advertised as a sponsor of the Festival.	20 000 – 30 000 page views per month combined.

Video media		
Where	What you get	Audience numbers reached
LCD Screens at the South Bank (QEH).	Inclusion as a Festival's sponsor, additional advertising space on South Banks 'What's on Today' 30 LCD screen slides on the day of the QEH event across the site. The information will also appear in the retail outlets (restaurants, external bars and shops) in the week prior to the event.	8 000 – 10 000 per day.

Hospitality		
Description	What you get	Numbers
Exclusive room for your party at SJP.	Entertaining room for a drinks reception for your guests will be reserved at SJP prior to the	40 – 60 guests

	performance.	
Free tickets for the events.	15 tickets will be reserved for your company's guests attending the event at SJP, and additional 10 tickets will be reserved to attend any of the Festival's events.	25 tickets

- **Silver Sponsorship Package**

This offers you the chance to become a sponsor of the Festival.

Printed media		
Where	What you get	Audience numbers reached
St' James's Piccadilly Diary, South Bank and St John's Smith Square Monthly concert diaries.	Inclusion as a sponsor of the Queen Elizabeth Hall (QEH) event, St. James's Piccadilly (SJP) and St. John's Smith Square Diary (SJSS) events.	150 000 printed copies per month altogether.
Inclusion in the Festival's brochures and leaflets.	You will be recognized as a sponsor of the Festival and your logo printed in all additional advertising brochures and leaflets, which will be distributed to over 40 concert venues around London.	10 000 printed copies
Hand programmes at all events.	Your company's advert A5 size in full color (double page) will be displayed in the hand programmes at all concert events.	4 000 printed copies.
Advertising at the festival – QEH, SJP, SJSS.	Seat slipping and exit-entry leafleting at SJP and SJSS with your company's advertisement – 2 600 copies, with exception of the closing concert at SJP.	4 000 printed copies.
Advert inclusion in the main booklet of the Festival.	Your advert A5 size in full color (double page) will be displayed in the Festival's main booklet.	4 000 printed copies.
Advert inclusion in BG Ben newspaper.	Your advert A5 size in full color will be included in the Festival's promotional pages in the newspaper, distributed in and around London.	40 000 printed copies.

Websites		
Where	What you get	Audience numbers reached
SJP Website, and SJSS Websites – www.st-james-piccadilly.org www.sjss.org.uk	Inclusion as a sponsor of the Festival.	60 000-page views per month combined.
Classical Concerts Productions and London Festival of Bulgarian Culture Websites – www.classicalconcertsproductions.com www.lfbc.eu	You will be recognized a sponsor of the Festival and your logo displayed accordingly on both the London Festival of Bulgarian Culture and Classical Concerts Productions websites.	5 000-page views per month combined.
Social Websites – Tweeter, Facebook, MySpace.	Your will be advertised as a sponsor of the Festival.	20 000 – 30 000 page views per month combined.

Hospitality		
Description	What you get	Numbers
Free tickets for the events	15 tickets will be reserved for your company's guests attending any of the events of the Festival.	15 tickets

Advertising in Bulgaria - Sofia Music Weeks Festival

There will be a concert presented in connection with the LFBC at the **Sofia Music Weeks Festival**, which is the biggest and most important festival of classical music in Bulgaria.

Printed media, websites, hospitality.		
Description	What you get	Audience numbers reached
Advert inclusion in the festival booklet	Your advert will be published in the official booklet of the festival.	5 000
Main Newspapers, interviews, articles, etc.	Your company's name will be mentioned in all articles, interviews and artists appearances related to the event in Sofia.	60 000
Free tickets for the event	4 tickets will be reserved for your company's guests attending any of the events of the Festival.	4 tickets

These are our main Sponsorship and advertising offers, but we can also offer a wide range of other advertising opportunities.

We can also tailor a Sponsorship package according to your budget.

For enquiries please phone us on 0208 99 21327, or email us at info@lfbc.eu

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