



Opera Promenades

FESTIVAL ENSEMBLE
ARTISTIC DIRECTOR, THEO BROSS

SPONSORSHIP PACKAGE 2023



Chamber Music Concert
Saturday 1st April **18:30hrs**

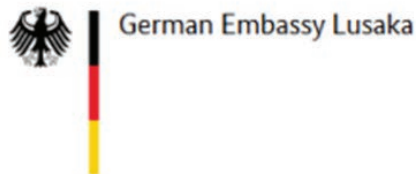
Virtuoso Family Concert
Sunday 2nd April **12-17hrs**

Opera & Musicals Gala Night
Saturday 23rd September **16-21hrs**

New Year Concert
Saturday 27th January, **2024** **18:30hrs**



WITH SPECIAL THANKS TO OUR CURRENT SPONSORS AND PARTNERS



ABOUT OPERA FOXDALE FOREST AND PROMENADES FESTIVAL ENSEMBLE CONCERTS

Since 2018, Opera Foxdale Forest and the Promenades Festival Ensemble have partnered to bring to our Zambian audience two annual and much anticipated musicals events, being a Family Day Concert and the Gala Night Concert. The events focus on Opera, Classical Music, Musicals & Jazz. Set in the serene location of Foxdale Forest, Zambia's first sustainable housing development and bringing the very best of Zambian musical talents together through the devotion of the Promenades Festival Ensemble, as well as a few international musicians, the events bring the highest standard of musical concerts to our local Zambian audience both for children and adults to enjoy!

The Virtuoso Family Concert exposes children to the joys of music through a classical symphonic concert for children, as well as providing a stage for the brightest young talents in Zambia to perform and demonstrate their musical skills. Attended by 600 guests annually.

The Opera & Musicals Gala Night Concert, a black-tie event, immerses the audience in a melodic evening. With acrobatic performances by Circus Zambia, followed by an outstanding Opera & Musicals performance by Zambia's very own Promenades Festival Ensemble, with a reception following the concert. Attended by 300 guests annually.



Why we organize the Virtuoso Family Concert and the Gala Night Concert?

To bring the best of Opera, Classical Music, Musicals and Jazz to our local audience.

To provide Zambia's most talented young performers with a stage to demonstrate their musical gifts, grow their musical ability; to stimulate and support Zambia's classical music industry.

To inspire children and the youth with the wonders of classical music, opera, musicals and jazz!

OUR TEAM



Angelika Huwiler Andersen
Foxdale Forest, Managing Director



Theo Bross
Promenades Festival Ensemble,
Artistic Director



Memory Ng'uni
Foxdale Forest, Sales & Marketing Manager



Twaambo Nkonjela
Foxdale Forest, Accountant



Peter Banda
Foxdale Forest, Graphic Designer



Itati Dzekedzeke
Oemph Media

SPONSORSHIP PACKAGES

TITLE SPONSOR USD 5,500

- Naming rights for Opera Foxdale Forest & Promenades Festival Ensemble 2022.
- Sponsor's logo on all marketing material .
- Appearance on all promotional programs and interviews, including press briefing
- Two A5 pages of advertising in programme guide.
- Ten complimentary tickets to both events
- Reserved space for booth
- Tear drops reserved for Title sponsor from main gate into concert space and by sponsor's booth

GOLD SPONSOR USD 3,500

- Sponsor's logo on all marketing material.
- Appearance on all promotional programs and interviews, including press briefing.
- Full A5 page of advertising in programme guide
- Five complimentary tickets to both events.
- Reserved space for booth.
- Tear drops by main concert space and sponsor's booth.

SILVER SPONSOR USD 1,500

- Sponsor's logo on all marketing material.
- Appearance on all promotional programs and interviews, including press briefing.
- Half A5 page of advertising in programme guide.
- Three complimentary tickets to both events.
- Reserved space for booth.
- Tear drops reserved by sponsor's booth.

PARTNER SPONSOR USD 1,000

- Sponsor's logo on all marketing material.
- Appearance on all promotional programs and interviews, including press briefing.
- Quarter A5 page of advertising in programme guide.
- Two complimentary tickets to both events.
- Reserved space for booth.
- Tear drops reserved by sponsor's booth.



BENEFITS TO YOUR BRAND

Expose your brand to a high caliber audience. The Virtuoso Concert is attended by 400 families. The Gala Night Concert is attended by 250 prominent guests. The Gala night concert is renowned for being attended by Ministers, Ambassadors, CEO's and MD of some of Zambia's most influential companies, who attend the event in their private capacity in a relaxed environment.

Supporting the arts by growing Opera, Musicals, Classical Musicals and Jazz.

Free tickets to the events for your clients and team.

Outdoor advertising: Wide coverage of the event live on Mwebantu, who have a following of 3 million viewers, being the largest social media platform in Zambia.

Press briefing arranged prior to the event, for wide media coverage of your brand.

PR and Advertising: Wide exposure of your brand through the marketing of the event, which is covered on the below marketing platforms:

- Mwebantu
- Lusaka Times
- Zambia Watchdog
- Expat Zambia
- Addicts
- Info Bwana
- Pri-media electronic advertising on Fedex roundabout
- Foxdale Forest newspaper, with 10,000 prints distributed
- Posters at over 10 schools in Lusaka, including all international schools
- A1 poster at all Gigibonta outlets

In addition at the event:

- Logo and advert in the event programme
- Branding options during the event, and a promotional stand reserved for sponsors
- Mention of thanks during concert

WHAT GUESTS HAVE TO SAY

Quotes from previous Opera and Musicals concerts by Opera Foxdale Forest and Promenades Festival Ensemble:

“

It was an absolutely beautiful and breath-taking event, very well organised and conducted.

“

The opera was a magical experience for us! As a lover of music, my soul is well nourished!

“

Wow, what an amazing evening! Will go down in history of Lusaka! Really really enjoyed ourselves. Amazing music, hospitality etc

“

Please continue to support the arts. Not enough people do and it's so good to see you lifting Zambia to new heights in so many diverse spectrums

“

What an unforgettable evening! My husband and I are still "in a trance"! It was REALLY a stunning event! Everything just perfect!



PROCEEDS FROM THE CONCERTS WILL GO TOWARDS THE SUPPORT OF THREE ORGANIZATIONS

1 NGOMA DOLCE MUSIC ACADEMY

FOR THE EARLY YEARS



As the first full-time school for music education in Zambia, Ngoma Dolce Music Academy strives to provide excellent musical education for people of all ages in a creative and supportive atmosphere.

2 RUSANGU UNIVERSITY MUSIC DEPARTMENT

MUSIC DEPARTMENT BURSARY PROGRAMME



In Rusangu University grounds, you will find the Musangu tree from which the name Rusangu is derived. This historic place was pioneered by the great American missionary and teacher, W. H. Anderson in 1903. The roots of the adventist work in Zambia are deeply embedded at Rusangu Mission.

3 VIRTUOSO ZAMBIA MUSIC COMPETITION



Virtuoso Zambia is a classical & traditional music competition for children & youth from age 6 to 25. The annual competition was launched in 2020 by Theo Bross and the Promenades Ensemble in Lusaka. The motive being to inspire young instrumentalists and vocalists to improve their musical skills, compare and compete with others in their age group and help them gain an understanding of their actual level. Monetary prizes are awarded to winners, which are donated by sponsors.

All first prize winners are invited to perform at the annual Foxdale Forest Family concert and have the opportunity to be recruited as members of the Zambian Youth Orchestra.



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Thank you