

# RNCM 50 Partnerships

*'The RNCM is renowned worldwide for its outstanding quality of specialist music education... embracing innovation in every aspect of its work and driving the art-form of music forward...RNCM graduates form the bedrock of the vibrant, innovative and forward-looking music scene in the region, building on our incredible musical legacy and enriching the lives of everyone who lives and works here.'*

**Andy Burnham, Mayor of Greater Manchester**



# The Royal Northern College of Music (RNCM) is a world-leading conservatoire and music venue with excellence, creativity, and originality at its core.

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Every year we engage with:

- Over **900 students**, through the highest quality teaching and training
- Around **7,000 young people** in our local communities, through inspiring outreach and widening participation projects
- Over **80,000 audience members**, who experience international musicians at the height of their career, alongside the next generation of musical talent



# From September 2022 until July 2023, the RNCM will celebrate 50 years of music-making in Manchester.

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Since its formation in 1973, the College has been a beacon of excellence in music education, a place to nurture exceptional young talent, and home to thousands of inspirational performances.

This special year will be a celebration of the RNCM's incredible international community of students, alumni, partners and audiences, both locally and internationally. There will truly be something for everyone as we throw open our doors and use music to bring the people of Manchester together.

Our journey's just beginning, and we'd love you to be part of it.



# RNCM 50 Signature Events

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From the Manchester première of Leonard Bernstein's Mass at The Bridgewater Hall to 70s soul classics with our flagship Session Orchestra, the RNCM50 programme includes **175 public events** across multiple major venues, both at the RNCM and around the city.

Iconic partners joining us, include:

- BBC Philharmonic
- Manchester Camerata
- Manchester Collective
- Royal Liverpool Philharmonic Orchestra
- Opera North
- ...and many more special guests



## RNCM 50 Partnerships

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This is an exciting and unique opportunity to partner with a world-class local organisation during our 50th year, while also supporting the next generation of exceptional musical talent.

As an **RNCM50 Partner**, you will benefit from:

- Alignment with a world-leading, dynamic and innovative organisation
- Unique PR opportunities
- Powerful branding and sponsorship opportunities
- Increased staff wellbeing and morale
- Memorable client entertaining
- Behind the scenes access to an iconic Manchester institution

**Packages are available from £5,000.**

Alternatively, we can build a bespoke partnership to meet your individual business needs, whether they are to generate brand awareness, build loyalty amongst your customer base, or inspire and retain your employees.



*'The RNCM is an incredible institution, offering an outstanding parallel education and training ...enabling them to cross stylistic boundaries and create new and original work that reflects the needs of the global music industry.'*

**Nile Rodgers, acclaimed popular music artist and RNCM Honorary Professor**

## RNCM 50 Partnerships

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All RNCM50 partners have access to an exclusive booking hotline, discounts at the RNCM's Café and Bar, and recognition as an RNCM50 partner across our online and advertising platforms for 12 months.

### **£5,000**

Our most accessible level gives you access to three exclusive supporter evenings in the year. These events include tickets, drinks and the chance to meet with our Principal and students. Additional benefits include an allocation of 50 tickets, behind-the-scenes tours, and access to masterclasses and workshops.

### **£10,000**

A key benefit at this level is a private performance by RNCM musicians at your offices or venue of your choosing. Additional benefits include three supporter evenings, an allocation of 100 tickets, complimentary event space hire for your own exclusive event at the College, an invitation to our annual supporters' dinner in November, behind-the-scenes tours, and access to masterclasses and workshops.

### **£15,000**

Our highest level of partnership offers a range of unique entertaining and brand activation opportunities. Your company will receive a complimentary table of 10 places at our RNCM Summer Showcase Gala in June 2023. Additionally, you will receive 20 tickets to our annual concert at The Bridgewater Hall, with pre-show and interval entertaining in a private members' bar. Additional benefits include three supporter evenings, complimentary event space hire, an invitation to our annual supporters' dinner, an allocation of 150 tickets, behind-the-scenes tours, and access to masterclasses.

#### **Additional add-ons are available:**

- Corporate training and staff wellbeing packages - from £3,000
- Table at our sparkling RNCM50 Gala Night extravaganza - £5,000
- Private on-stage dinner in one of the RNCM's performance venues - from £7,500
- Exclusive performance sponsorship opportunities - from £8,000

## Putting **Manchester** on the Map

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Manchester is famous across the world for its vibrant, distinctive and exciting musical culture, from the founding of the Hallé Orchestra in 1858, to its iconic pop music scene.

For 50 years, the RNCM has been pivotal to this dynamic musical environment. It is a fertile ground for new and emerging talent; training outstanding students, featuring local musicians in our venues, and introducing young people from our neighbourhoods to their first experiences of live music.

- Greater Manchester's music ecosystem contributes **£469m GVA per annum** and supports **over 11,000 FTE jobs**
- RNCM alumni make up **41% of orchestras seats in the North** of England and currently occupy an outstanding **18% of all professional orchestra positions in the UK**
- **32% of our student population are international** students. These students hail from more than **40 countries** including China, USA, Italy and Australia, all living in Manchester and calling this great city their home

### Digital reach

Facebook: 32,400  
Twitter: 17,900  
Instagram: 9,700  
YouTube: 3,200  
Total: 63,200



# Thank you

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For further details or to discuss a potential partnership please contact:

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