



Cumbria
OPERA GROUP

2021 Festival of Opera

4th-11th September 2021

Information Pack for Businesses

Registered charity no. 1183545

Our mission

The Cumbria Opera Group was founded in 2016 to bring high quality opera, classical music and music education to Cumbria. Our annual productions are critically acclaimed and have demonstrated the appetite throughout Cumbria for opera and classical music. In 2017, the *Cumberland and Westmorland Herald* said of our annual productions that the region was 'certainly the richer for such an event'.

We're now planning our inaugural **Opera Festival** in September 2021, a week-long celebration of opera which has education and outreach at its heart. This will include appearances by **Roderick Williams OBE**, one of the finest singers of his generation and star of the Last Night of the Proms (BBC) in 2016, and **Joan Rodgers CBE**, a native Cumbrian soprano who is our Artistic Patron.

Our mission is that opera should be accessible to all. To this end we are staging our events across the county, in Penrith, Carlisle, Appleby, Ambleside and Kendal, as well in various primary and secondary schools. We are also offering complimentary workshops and tickets to students. Through these measures we hope to overcome the barriers of rural isolation and expense which currently prevent many people in the county from accessing high quality classical music.

Further, to support young Cumbrians in the arts, our productions will feature early career Cumbrian singers and theatre professionals. We hope the 2021 Festival of Opera will be a launchpad for these Cumbrians, giving them a unique opportunity to be part of opera at the highest level in their hometowns.

Cumbria has historically been a centre of creation, from literature to visual art, and we believe it should not be a place where opera struggles but rather one where it flourishes.



Working to support local businesses



In keeping with our commitment to reach all in Cumbria, we are keen to partner with local businesses to create our Festival. Whether it's through advertising, use of rehearsal space or sponsoring tickets for schoolchildren, if your business can help us deliver our 2021 Festival of Opera we'd love to hear from you.

Central to the Festival will be our **Festival Brochure**, a glossy, full-colour booklet detailing our performances which will be distributed at all our events and around the county in advance of the Festival. Within this Brochure we are offering advertising space to local companies. This is a fantastic opportunity for your business to reach a huge proportion of Cumbrians both in your town and further afield. Opera sits at the intersection of music, drama and visual art, and as such is of interest to a large proportion of people. We can offer your company a presence on our website and social media platforms, and space on any advertising materials we publish. We can also offer complimentary tickets to our events as thanks.

Guide costs for advertising in our 2021 Festival of Opera Brochure are shown below; these are subject to negotiation. Please contact us at cumbriaoperagroup@gmail.com for more details.

A5 advert on back page of brochure = £500

A5 internal advert = £300

A6 internal advert = £200

A7 internal advert = £100



Our **2021 Festival of Opera** will include:

04/09/2021 - Opening Meal and Recital with **Roderick Williams OBE** (Penrith Methodist Church)

05/09/2021 - Double bill of Barber's *A Hand of Bridge* and Bernstein's *Trouble in Tahiti* (Kendal Town Hall)

06/09/2021 - Recital with George Needham and Caroline Taylor (St Mary's, Ambleside)

07/09/2021 - Evening of Opera (Tithe Barn, Carlisle)

08/09/2021 - Evening of Opera (Appleby Public Hall)

09/09/2021 - Mozart's *Così fan Tutte* (Kendal Parish Church Hall)

10/09/2021 - Masterclass and Q&A with **Joan Rodgers CBE** (St Cuthbert's, Carlisle)

11/09/2021 - Mozart's *Così fan Tutte* (St Andrew's, Penrith)

If your business would like to partner with the Cumbria Opera Group for our 2021 Opera Festival we would love to hear from you!

For details of how you can get involved and how any support will be used by the Cumbria Opera Group please contact Lucy at cumbriaoperagroup@gmail.com. For further details of the Festival please visit our website at: www.cumbriaoperagroup.com.

We can't wait to hear from you!

The Cumbria Opera Group