



Corporate Partnerships

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Corporate partnerships are essential to our growth as a charity, helping us to extend our reach and impact into the wider community and support local and regional businesses

Harry Young

Britten Pears Arts, Chief Operating Officer

Partner with us

Britten Pears Arts is a pioneering cultural charity based in Suffolk. Offering opportunities to experience world class performances and innovative learning and training in music and heritage, we use music to transform people's lives and bring communities together.

Founded by the composer Benjamin Britten, and his partner, singer Peter Pears, we want the arts to effect powerful positive change in and for society. Our partnerships with businesses are mutually beneficial in supporting us to have a greater impact, whilst giving you unique opportunities to extend your reach and support the local community.

As a Corporate Partner of Britten Pears Arts, you will benefit from being associated with a locally relevant and internationally recognised arts organisation and will have access to our high-net worth regional, national and international audiences, who prioritise culture, heritage and the Arts for the benefit of all.





Our offer

Our location is stunningly unique. Spanning two sites: Snape Maltings and The Red House, Aldeburgh, we are one of the world's leading centres of musical performance and development, as well as a popular tourist attraction.

Nestled in an area of Outstanding Natural Beauty, our Snape Maltings site has much to offer, from retail, food and drink to entertainment opportunities. As an artisan-led, carefully curated retail destination, Snape Maltings makes an ideal location to promote your business when partnering with us.

Both sites are culturally significant in their heritage. Snape Maltings, a 19th-century industrial complex, has historic links to famous women's rights activists Millicent Garrett Fawcett and Elizabeth Garrett Anderson. The Red House in Aldeburgh, the former home of Benjamin Britten and Peter Pears, celebrates the couple's shared life together, housing their extensive collections for the enjoyment of the public.





Our programmes

At Britten Pears Arts, we deliver an unparalleled range of concerts, events, and community programmes throughout the year. This will give your business an opportunity to entertain your clients and engage new audiences, whilst supporting our charitable work in the local community.

Aldeburgh Festival

Aldeburgh Festival attracts thousands of people to the Suffolk coast every June, selling over 24,000 tickets each year and our showcase moment in the calendar for the local community and many who have been visiting annually for decades. Since its inception, the Festival has hosted premieres for over 30 operas and around 400 composers, from major British and international figures to emerging talent. Founded in 1948 by Britten and Pears, the Aldeburgh Festival is one of the world's leading classical music events.

Summer at Snape

A highlight of the year, Summer at Snape sees an eclectic array of musicians and artists across multiple genres, from the end of July to the beginning of September. Hosted in various locations around the Snape area as well as on our Snape Maltings campus, we typically welcome around 20,000 visitors each week in August. Our Summer programme is our busiest time of the year for visitors to the site and typically draws a younger intergenerational audience.

Community programmes

Our year-round community work focusses on improving the health and wellbeing of individuals, increasing opportunities to connect and build relationships, ensuring people feel included.

Programmes range from our 'Later Life' work to 'Families and Young People'. Focussing on harnessing music to provide vital support at all stages of life, we work to create social connections which positively impact the physical and emotional wellbeing of those involved.

Our annual community reach

- **80,000 participants through our community work**
- **10,500 young people through our programmes**
- **400 young artists through our development programmes**
- **85 local schools and many more nationally**

For more information on our community work, visit our website

Our reach

500k+

visitors to our creative campus each year

83% of our audiences are aged between 40-79

Contacts on our mailing list

50k+

Around 1 in 4 ticket bookers are visiting Snape Maltings for the first time

Listeners reached via digital and broadcast channels
5 million

86k+

Tickets sold annually

Season launch emails reach approx. 42k people

Our audience

Around a third of our demographic are residents of East Anglia, with a keen interest in culture within rural areas. With 54% of our profiled audience considered 'Affluent Achievers', our reach extends to those with second homes, London-based addresses, and a smaller international audience, who actively invest in cultural leisure activities.

We have over 2,000 subscribers to our membership programme, which includes access to members-exclusive digital and in-person events, priority booking and a monthly e-newsletter. Our members are a community of people passionate about culture and actively participate in our programmes.

With 31.7k+ total followers across our Instagram, Facebook and Twitter, our audience are engaged with the promotion of our performances and work with the wider community, throughout the year.



Become a Corporate Partner

Our corporate partnership packages start from £3,000 +VAT per annum, and are tailorable according to your company's needs and objectives, offering you the chance to:

- Engage with new audiences across our sites.
- Promote your brand.
- Entertain clients and staff through bespoke events.
- Reach your CSR objectives by supporting the local community.

Designed to be flexible, our partnership levels aim to encourage a long-lasting, mutually beneficial relationship between our Corporate Partners and Britten Pears Arts. Sponsorships can be directed towards programmes of your choosing, from specific events or our community work, to naming rights and multi-event sponsorship.

In addition to our partnership packages, we offer tailor-made partnerships for all budgets, customised to your sponsorship requirements.

Curlew

£3,000 +VAT p.a.
Additional costs may apply.

Branding and acknowledgments

- Your logo on all e-tickets and emails for your sponsored event.
- Your partnership acknowledged in our print and media channels.
- A 'Social Media Toolkit' – supplied by Britten Pears Arts, this includes a photographer for your sponsored event, providing professional photographs to share on your outreach platforms and tags in our social media posts related to your sponsored event.
- Partnership updates throughout the course of sponsorship.

Engagement opportunities

- An 'entertainment package', including up to 10 complimentary tickets to your sponsored event and a drinks reception for up to 50 guests.
- Enjoy 7 days priority booking ahead of general booking for additional tickets.
- Invites to our Corporate Partner events throughout the year, including an 'Impact Reception'.

Bittern

£5,000 +VAT p.a.
Additional costs may apply.

Enjoy all the benefits of a Curlew partner, plus:

- Your hyperlinked logo on the season announcement email.
- 11 days priority booking ahead of general booking for additional tickets.
- A two-course dinner reception for up to 20 guests prior to your sponsored event.
- A bespoke opportunity to promote your brand across our sites during one of our seasons.
- Discounts on the use of our spaces for meetings, away-days, or hospitality events, subject to availability.

A promotional opportunity could include a tasting event hosted at Snape Maltings

Marsh Harrier

From £10,000 +VAT p.a.
Additional costs may apply.

Marsh Harrier partners enjoy entirely bespoke opportunities, along with the previously included benefits of partnership.

Additional benefits could include:

- Sponsorship of multiple events within a season, offering additional brand promotion opportunities.
- Custom-made branding opportunities.
- A bespoke, company-exclusive entertainment package, with hospitality of your choosing, across our creative campus.
- 17 days priority booking ahead of general booking for additional tickets.
- A concierge service for your entertainment and engagement opportunities.



Bespoke opportunities

Our partners gain access to unique, tailored experiences with us, arranged according to the preferences of your company. Here are some ideas on what a bespoke opportunity could look like for you (additional costs may apply):

- Use of our sites for a branded photoshoot or product launch.
- A Wellbeing Day, including a river trip, walks along the Sailor's Path, and a delicious picnic provided by us, for employees or clients.
- A Summer evening staff party in our Tipi amongst the reedbeds.
- An evening with a world-leading musician, as an engagement opportunity for your clients and our members to enjoy.
- A staff away-day, with use of our spaces for meetings and workshops, including an 'evening at Snape', with dinner at our River View Restaurant prior to an evening concert.

Thank you for considering Britten Pears Arts

Become a part of our pioneering cultural charity and connect with our iconic venue, high-net-worth audience, and progressive community programmes. Partner with Britten Pears Arts from £3,000 +VAT annually and access our bespoke opportunities as an ambassador of the Arts.

If you would like to enquire about corporate partnerships, or discuss our partnership packages further, please contact our Corporate Partnerships Officer:
joinus@brittenpearsarts.org
01728 687144





Visit us

By car

From the A12, take the A1094 signposted towards Snape Maltings. Turn right at Snape Church onto B1069, then continue through the village of Snape before turning left into Snape Maltings. There is lots of free parking available on site.

For The Red House, continue on the A1094 to Aldeburgh and follow the brown signs. There are two car parks available on site.

By train

The closest station is Saxmundham (4 miles) which is on the East Suffolk Ipswich – Lowestoft train line.

Wickham Market station (6 miles) is located in Campsea Ash on the same line.

For more information about our site, visit: brittenpearsarts.org/visit-us/snape-maltings/getting-here

**Development Team
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brittenpearsarts.org

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