


**EDINBURGH
INTERNATIONAL
FESTIVAL**

CORPORATE PARTNERSHIPS

2023



EDINBURGH INTERNATIONAL FESTIVAL: THE WORLD STAGE

The Edinburgh International Festival is the most prestigious festival in the world; a celebration of the best of the world's cultures through live performance.

With unparalleled heritage in the arts, and a live audience of over 435,000 over 3 weeks each August, our programme features the best in world class entertainment, music, theatre, opera and dance — the jewel in the crown of the Festival City each summer, making our capital an exciting place to live, work, study, visit and invest.

We also create moments of magic throughout the year for different communities, generations and cultures to connect, share, and be inspired. Whether in a concert hall, a community centre, or online, we can discover more about what we share as humans, celebrate the qualities that make us different, and tackle the challenges we all face as a global community together.

We are committed to enriching people's lives through the arts and contributing to the cultural and social life of the City of Edinburgh and Scotland.



Behind the scenes of *Rite of Spring* © Ryan Buchanan



Aberdeen Standard Investments Opening Event 2019:
LA Phil at Tynecastle @ Gaelle Beri

ALIGN YOUR BRAND WITH A GLOBAL CULTURAL LEADER

We work closely with our corporate partners to create opportunities that align our shared values and aims.

Your support will allow us to achieve our ambition to future-proof a Festival that presents performing arts on the world stage, inspires the next generation of talent, and involves communities everywhere year-round.

It is a bold ambition, and our partners will play a vital role in making it happen.

'THINK GLOBAL, ACT LOCAL'

PATRICK GEDDES

Community Engagement

We believe that creativity is for everyone.

The International Festival is committed to ensuring our annual global celebration of culture is accessed by all, through a year-round bespoke programme of projects and opportunities.

Whether working in schools or performing in football stadiums, our aim is to reach people and inspire them in the places they live and give them the opportunity to experience and take part in all kinds of arts.

Access to the Arts

We understand that many can find it difficult to access the arts for a variety of reasons.

Initiatives such as our Young Music Pass provide opportunities for young people across the city and beyond to be part of the Festival, to attend performances and workshops, and to be part of our community.

Our partners allow us to bring more of the arts to more people.



Play On © Ryan Buchanan



SHARE OUR GLOBAL AMBITION

Data & Innovation

We are committed to digital transformation.

Our virtual work enables the Festival not only to present our physical performances digitally, but to use data to create innovative digital art.

We need partners to collaborate with us to develop new ideas and approaches to our digital work, and to continue creating an innovative accessible programme that reaches a global audience.

Global Discovery

While the digital space offers new and exciting opportunities, the chance for people to share live experiences is as important as ever.

To continue building collaborations and supporting cultural exchange in a diverse and ever-changing world, we need to invest in new approaches to reach, encourage and support artists in bringing their talent to a wider audience.

Every year we work with diverse cultures and partners to bring the world to our doorstep and Edinburgh to the world.

INVEST IN THE ARTS

Future Festival

We are proud to showcase the very best global talent. To continue attracting and presenting the best, we need to invest in our programme, and in the people who make it happen.

We invest in excellence and traditional, but also in innovative and edgy. Our programme will leave a legacy not only in Edinburgh but nationally and globally. Your support will help us achieve our ambition to work and collaborate with partners, and to deliver more performances to more people for generations to come.

Next Generation

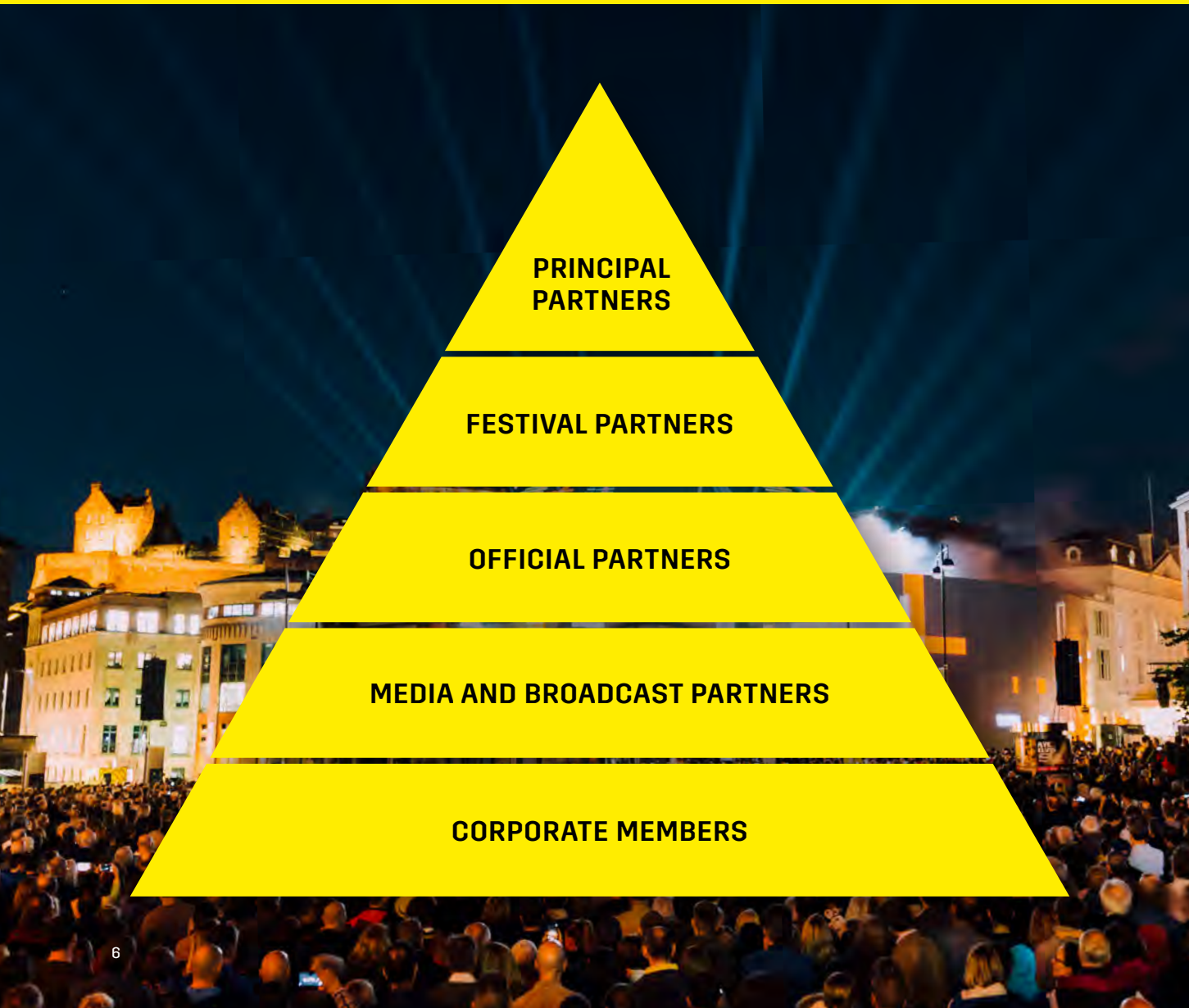
We want to grow local talent that will keep our city vibrant and thriving and a world-leading centre for the arts.

With your support we will invest in new writers and performers, and also provide funding for developing technical and practical skills without which our craft will not survive.

We are committed to sharing our knowledge and expertise, creating opportunities for student placements, apprenticeships, training and volunteering. Our partners can help us develop these programmes and offer a vital cross-sector perspective.



Young Fathers © Mihaela Bodlovic



**PRINCIPAL
PARTNERS**

FESTIVAL PARTNERS

OFFICIAL PARTNERS

MEDIA AND BROADCAST PARTNERS

CORPORATE MEMBERS

PARTNERSHIP OPPORTUNITIES

We offer a range of opportunities to suit our partners' aims and priorities, from our Corporate Membership Scheme providing hospitality benefits, to impactful partnerships that leave a lasting legacy through branding, PR and experience.

Our Festival Partners support our work on and off stage, from performances to our learning and engagement work.

Becoming a Principal Partner of the Edinburgh International Festival can allow us to achieve ambitious plans together, from ensuring our digital programme continues to thrive, to delivering our highly anticipated large-scale events.

CO-DESIGN THE PERFECT PARTNERSHIP

Align with the most prestigious festival in the world

To partner with the International Festival is to align with a global cultural leader.

Connect with organisations creating the Edinburgh of tomorrow

We are part of the intellectual furnace that is Edinburgh; engaging with business, government, charities, and the education, tourism, technology and finance sectors.

Unique branding and activation opportunities

We can connect you with new and existing customers; offer prominent opportunities for brand activation and engagement; and help your company to stand apart from competitors through exceptional events and digital amplification.



Los Angeles Philharmonic © Ryan Buchanan



CO-DESIGN THE PERFECT PARTNERSHIP

Create future-thinking partnerships

Looking forward we will continue to build on the reputation, relationships and achievements of the Festival, ensuring it looks to the future with energy and creativity.

Access to tickets and hospitality opportunities

Complimentary tickets for client hospitality or to reward customers and staff, priority booking to ensure the best seats in the house, and to other 'hot ticket' opportunities including our Opening Event.

PR opportunities

The Edinburgh International Festival is a key event for a range of press and media organisations. Our press and media position not only supports brand awareness and audience development but is also a key factor in attracting the best talent to Edinburgh each August.

PARTNERSHIPS WITH IMPACT

Figures from our last full Festival in 2019 illustrate the impact of the International Festival in August..

2,800 ARTISTS FROM 41 COUNTRIES

293 PERFORMANCES

155 EVENTS

434,507 ATTENDANCES

53% LOCAL AUDIENCE

58% OF INCOME
SELF-GENERATED

28,817 FREE OR DISCOUNTED TICKETS
TO TARGETED GROUPS AND COMMUNITIES

15,000 ENGAGEMENTS THROUGH OUR YEAR-ROUND WORK
WITH CHILDREN & FAMILIES, YOUNG PEOPLE,
COMMUNITIES AND THE CREATIVE SECTOR



Virgin Money Fireworks Concert © Ryan Buchanan

Throughout everything we do, Sustainability, Diversity and Inclusion are of paramount importance to our culture and philosophy. These values are at the forefront of all our activities and partnerships.

Sustainability

We are so proud of the role we play as a meeting point for people of all nations, yet we recognise that the international nature of our work has an environmental impact.

We are committed to reducing these impacts by embedding sustainable initiatives at the heart of everything we do and developing our practice in environmental management to meet City of Edinburgh Council's net zero 2030 target and Scottish Government's net zero 2045 target.

Diversity & Inclusion

In defining diversity, we consider any and all characteristics that may create barriers to opportunities and resource. Diversity does not naturally imply inclusion, meaning we must strengthen our culture of self-awareness, work against bias, and create an environment that welcomes and values differences.

We have developed a bold five-year strategy presenting our ambitions and commitment towards greater diversity and inclusion across our organisation. This plan aims to shape both our artistic and operational output, but also set new standards for the future and drive change across the whole industry.

EDINBURGH INTERNATIONAL FESTIVAL

Contact us to find out more

Sadie McKinlay

Head of Development
sadie.mckinlay@eif.co.uk

Alyson Orme

Development Officer (Corporates and Trusts)
alyson.orme@eif.co.uk

Standard Life Opening Event 2017: *Bloom* © Neil Hanna

Edinburgh International Festival Society is registered as a company in Scotland (No SC024766) and as a Scottish Charity (No SC004694).
Registered Address: The Hub, Castlehill, Edinburgh EH1 2NE

