



MUSIC
THEATRE
OPERA
CELEBRATING
21 YEARS

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Kimisis

Sponsorship Packages

Enquiries

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About the Opera



After a hit premiere season at the Mona Foma Festival in 2010, regional Australian tours and a recent European premiere in Amsterdam, IHOS Music Theatre and Opera presents a Sydney and Canberra season of their gallery-style installation work - *Kimisis*.

Director, Constantine Koukias (pictured), builds on IHOS's reputation for challenging new work with his exciting contemporary interpretation of classical music theatre designed to direct the human senses to new awe-inspiring levels.

Kimisis - Falling Asleep, written and directed by Koukias, commemorates the 'falling asleep' or the death and assumption of Mary, Mother of Christ, to Heaven. Influenced by the traditions of the Greek Orthodox Church, Koukias translates this religious occasion into a secular and highly contemporary experience: Byzantine and Christian Arabic music clash with electronic sounds; and the soprano, singing in Ecclesiastical Greek, performs on a Pilates Trapeze machine. The ritualistic elements, visual design and dramatic staging combine to make this a universally moving and deeply immersive performance.

Creating highly memorable music theatre and opera, IHOS productions blend voice, dance and sound with installation art and digital technology. *Kimisis* exemplifies the brilliant originality for which IHOS is internationally renowned.

Reviews:

"*Kimisis - Falling Asleep* packed a punch in just 15 minutes... a mesmerising musical experience." Elizabeth Ruthven, *The Mercury* (Tasmania)

"Beautiful and moving... Koukias communicates to us on a visceral level, touching what is important in our lives." Neil Cameron, *Strata* (Tasmania)

Video:

Watch the promotional clip here: <https://www.youtube.com/watch?v=pfDHuoueCxo>

Awards:

*In partnership with Kimisis designers Liminal Studio:
Finalist for the National Interior Design Excellence (IDEA) 2012 Awards,
Winner, Australia Business Arts Foundation City of Melbourne SME Award 2012 (Tasmania)
Nominee for Best Opera, Helpmann Awards 2012.*



“The immersive nature of the staging and ritualistic aspect of the performance transported people to another realm.”

Brian Ritchie, Curator MONA FOMA Festival



Dramatic Soprano, Irene Sarrinikolaou 2011

IHOS Music Theatre & Opera

IHOS Music Theatre & Opera is an Australian performing arts company with an international reputation for original music theatre and opera.

After two decades of creating inventive and original work, IHOS continues to enjoy successful theatrical and festival performances throughout Australia, Europe and the United States of America. So, when you sponsor IHOS Opera, you are partnering with one of the most successful non-profit organizations in the country!

Trouble is: quality comes at a cost. And, did you know that even with sold-out houses, the income we gather from ticket sales covers only 48% of the cost of producing our world-class operatic performances? It's a staggering statistic.

That means that your support is absolutely essential in our ability to provide high-quality performances and to keep ticket prices affordable.

Our Values

- Innovation - providing a platform for the development of new music theatre works
- Diversity - reflecting the cultural diversity of Australia through our commissions, productions and presentations
- Education - providing opportunities for performers and composers to increase their skills and professional experience
- Access - continually working to improve access to and participation in music theatre
- Ethics being honest, polite and caring in all that we do

Our Mission

We are still as ambitious as when we started 21 years ago.

- We want to provide opportunities for emerging Australian talent by providing ongoing support, training, and creating professional work.
- We want to keep Australian composers, singers, choreographers and production teams on the international map.
- We want our performances to take their place in the history of modern theatre. Our work combines different art forms such as: opera, theatre, movement, installation, and performance art; and we draw on all musical and cultural traditions; in order to make something that is new and meaningful.

And:

- We want to share unique cultural experiences with you. This is our single, most important goal. We want your involvement, your friendship and your company, and we want to provide performances that you find absolutely exhilarating and inspiring.

Your Support

- Is essential because world-class opera is a costly business! Even if we sell-out, we still don't cover half of our costs.
- Will fund an Australian tour of one of our operas in 2015
- Will support the activities of the IHOS Laboratory which provides work for emerging Australian singers, composers, directors, designers and theatre practitioners

IHOS OPERA SPONSORSHIPS

An enticing combination of marketing and charitable contribution with entertainment and promotional benefits you will love!

IHOS OPERA and you

When you sponsor IHOS Opera, you are partnering with one of the most successful non-profit organizations in the country. After two decades of performing inventive and original work, IHOS continues to enjoy successful theatrical and festival performances throughout Australia, Europe and the United States of America.

Our audience demographic is one many businesses look to cultivate: nearly half of our patrons have masters degrees, with the majority being high net-worth individuals who identify themselves either as professionals or retired professionals.

Your investment keeps us sustainable

Even with sold-out houses, ticket income covers only 48% of the cost of producing world-class operatic performances. Support from individuals and businesses makes it possible for us to continue to provide high-quality performances and to keep ticket prices affordable.

Reasons why you want to be a sponsor

A Safe and Responsible Environment

IHOS Opera is committed to responsible business practices, ending our last fiscal year with a balanced budget. In fact, the majority of our performance seasons have been both commercially, and critically successful — a record matched by few major arts organizations in our region or nationally!

Our Audiences are Growing and Taking Notice

Last season, IHOS Opera averaged an audience attendance of 87% capacity across performances in Australia and Europe, with record ticket sales. A survey of our audience confirms that more than half of our patrons view our corporate sponsors favourably and take notice of their ads in our programs.

A Full Menu of Options and Incentives

You asked and we listened! We have completely restructured our sponsorship levels and benefits for the 2015-16 season with opportunities for you to partner with other businesses for even greater exposure at reasonable prices.

Increasing the Reach of your Market

Your donations are **100% tax deductible**, and in sponsoring IHOS Opera you receive outstanding marketing and branding opportunities for your business—a great way to stretch your marketing dollars!

Sponsorships Available for the 2015 Season of Kimisis

IHOS Public Fund

The IHOS Public Fund is listed on the Register of Cultural Organisations under Subdivision 30-B of the Income Tax Assessment Act 1997, which enables all donations over \$2.00 to be tax deductible. Legal & Tax Status IHOS (ACN 054 252 907) is a company registered for GST purposes: ABN 35 054 252 907 and has Deductible Gift Recipient status.

IHOS Opera Exclusive Sponsor: \$5,000+

- *Kimisis* – Exclusive Principal Sponsor
- IHOS Opera Exclusive Touring Sponsor

IHOS Opera Co-Sponsor: \$2,500+

- *Kimisis* – Co- Sponsor
- IHOS Opera Touring Co-Sponsor

IHOS Opera Patron: \$1,000+

- Your generous donation will be allocated to an IHOS fund according to your preferences.

IHOS Opera Buddy: \$500+

- Your generous donation will be allocated to an IHOS fund according to your preferences.

IHOS Opera VIP: \$250

- Your generous donation will be allocated to an IHOS fund according to your preferences.

BENEFITS AVAILABLE FOR ALL SPONSORSHIPS:

- Recognition as a corporate sponsor in all *Kimisis* – programs
- Logo and hyperlink to your business on the sponsor page of IHOS Opera’s website
- Employee discounts on IHOS Opera tickets when purchased through our website with a special sponsorship code
- Invitations to exclusive IHOS Opera events including season preview and cast parties
- Flexibility to custom craft your own benefit package (per ATO guidelines for charitable sponsorships)

IMPORTANT FACTS TO CONSIDER:

- 45% of our audience members are professionals working within managerial and executive capacities.
- More than half of our audience have annual household incomes of \$75,000 or greater.
- 80% of our audience members hold university degrees.
- IHOS Opera is one of the only arts organizations in Australia that has made a sophisticated contribution to new operatic works that are being performed locally and internationally.



Donald Bate & Irene Sarrinikolaou 2011

Performance Sponsorship

PERFORMANCE SPONSORSHIPS are perfect for the business that wants to treat employees and clients to a wonderful evening at the opera. You will receive complimentary and discounted tickets, and invitations to the Opera's IHOS Cast Party where you will enjoy catered desserts and beverages after the show. You can even have photos taken backstage with the cast!

IHOS Opera Exclusive Performance Sponsorship - \$5,000

- ✓ 32 premier tickets to the evening of your sponsored performance of *Kimisis*
- ✓ ½ page horizontal sponsorship advertisement in *Kimisis* program
- ✓ Corporate recognition on the IHOS Opera website after your sponsored performance (sponsor responsible for catering fees)
- ✓ Your company may provide sponsor banners or posters to be displayed during the event (appropriate signage and size is dependent upon venue requirements)
- ✓ A representative from your company is invited to make a short sponsor presentation in the lobby after the event
- ✓ Your company may provide a branded take-away gift at the event

AND

- ✓ **Photos with the IHOS Artists and Crew backstage following the performance**
- ✓ **Private party for up to 32 of your guests and clients at the performance venue**

IHOS Opera Performance Co-Sponsorships - \$2,500

- ✓ 16 premier tickets to the evening of your sponsored performance
- ✓ 1/3 page square sponsorship advertisement in your sponsored show's program
- ✓ Corporate recognition on the IHOS Opera website
- ✓ Your company may provide sponsor banners or posters to be displayed during the event (appropriate signage and size is dependent upon venue requirements)

AND

- ✓ **Photos with the IHOS Artists and Crew backstage following the performance**
- ✓ **Private party for up to 32 of your guests and clients at the performance venue**

Individual Giving

We can offer tailored benefit packages for individual donors. See below for some existing packages, and call us to discuss alternative options.

IHOS Opera Patron: \$1,000+

- Your generous donation will be allocated to an IHOS fund according to your preferences.
 - ✓ 6 premium tickets to the performance of your choice
 - ✓ Backstage meet-and-greet with cast and crew
 - ✓ Photo opportunity with cast and crew after the performance
 - ✓ Invitation to exclusive cast after-party for you and 3 additional guests
 - ✓ 6 x Signed programs
 - ✓ 6 x Signed CDs or DVDs of the performance

IHOS Opera Buddy: \$500+

- Your generous donation will be allocated to an IHOS fund according to your preferences.
 - ✓ 4 premium tickets to the performance of your choice
 - ✓ Backstage meet-and-greet with cast and crew
 - ✓ Photo opportunity with cast and crew after the performance
 - ✓ Invitation to exclusive cast after-party for you and 1 guest
 - ✓ 2 x Signed program
 - ✓ 2 x Signed CD or DVD of performance

IHOS Opera VIP: \$250

- Your generous donation will be allocated to an IHOS fund according to your preferences.
 - ✓ 2 premium tickets to the performance of your choice
 - ✓ Backstage meet-and-greet with cast and crew
 - ✓ Photo opportunity with cast and crew after the performance
 - ✓ Invitation to exclusive cast after-party for you and 1 guest
 - ✓ 2 x Signed programs
 - ✓ 2 x Signed CDs or DVDs of performance

Care for some singing in the workplace? Let IHOS staff organise an unforgettable team building event for you.

You may also apply to be the official IHOS Dinner, Venue or Catering Partner.

TO RESERVE YOUR SPONSORSHIP OR FOR ADDITIONAL INFORMATION PLEASE CONTACT:



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