

The Festival welcomes four new production sponsors in 2010.

Arup, City Inn, Pinsent Masons and **Prudential** all sponsor Edinburgh International Festival productions for the first time in 2010.

They join Baillie Gifford, Bank of Scotland, Classic FM, Heineken UK, Hire-A-Phone, The List, Lloyds TSB Scotland, Lumison, Renault, The Skinny and Standard Life, all of whom are corporate partners or production sponsors at this year's Festival.

An unmissable date on the international cultural calendar with a worldwide reputation for excellence and innovation, the Festival offers its corporate partners and sponsors the opportunity to promote their brands to Festival audiences and support initiatives that enhance the Festival's social, cultural and economic contribution to Scotland and the UK.

Arup sponsors the performance on 1st September by Sydney Symphony Orchestra, resident artists in the iconic Sydney Opera House. The firm's founder Ove Arup was the design engineer for the building, a project which made his name and that of his firm.

Contemporary hotels group **City Inn** sponsors the appearance of the Royal Concertgebouw Orchestra on 30th August. The Orchestra is based in Amsterdam, where City Inn is scheduled to open its first European City Inn hotel in early 2011.

Global 100 law firm **Pinsent Masons** supports two aspects of Festival 2010. It is sponsoring two productions by Teatro Cinema from Chile, whose incredible melding of cinema technology and live theatre has critics reaching for superlatives. Pinsent Masons is also supporting Sharing the Festival, which in 2010 sees the Simon Bolivar String Quartet from Venezuela spending several days taking part in workshops at The Hub with children and young people from throughout Scotland.

Prudential sponsors *Rhapsodies in Red, White and Blue*, a tour of great American music in the hands of legendary classical and jazz musician Gunther Schuller, the Royal Scottish National Orchestra and Chorus and pianist Steven Osborne.

In 2010 the Festival will also begin a new partnership with listings and events magazine **The Skinny** to develop new audiences amongst people in their 20s and 30s.

Baillie Gifford, sponsor of the State Ballet of Georgia in 2008, returns to the Festival's dance programme in 2010 as production sponsor of the colourful Brazilian dance company Grupo Corpo.

The Festival also continues to receive outstanding and loyal support from a number of longstanding corporate partners and sponsors.

The 2010 **Bank of Scotland Fireworks Concert** is choreographed to American film music played live by the Scottish Chamber Orchestra. This annual spectacular, the largest of its kind in Europe, draws a crowd of approximately 220,000 to vantage points across the city.

Heineken UK's nineteen-year sponsorship of the Opening Concert continues in 2010 with John Adams's *El Niño*, conducted by James Conlon and performed by the BBC Scottish Symphony Orchestra with a starry line-up of great American singers.

Mobile communications specialist **Hire-A-Phone** will once again provide invaluable support through its provision of mobile phones throughout the Festival period, enabling staff to stay connected during the organisation's busiest time.

Under the banner '**Lloyds TSB Scotland Inspiring Performances**', Lloyds TSB Scotland is sponsoring a range of international opera, dance and classical music productions: George Gershwin's popular opera *Porgy and Bess* performed by Opéra de Lyon; the first appearances in the UK of San Francisco dance company Alonzo King Lines Ballet; and conductor Mariss Jansons with the Royal Concertgebouw Orchestra.

Lumison continues to support the closing concert at the Usher Hall. In Festival 2010 this is Mahler's mighty Symphony No 8, *Symphony of a Thousand* conducted by Donald Runnicles and performed by the BBC Scottish Symphony Orchestra, the Edinburgh Festival Chorus, the Royal Scottish National Orchestra Junior Chorus and a fantastic line up of soloists.

Renault's fifteen year partnership with the Festival continues in 2010. As Official Car Provider to the Festival, Renault UK supplies a fleet of vehicles to transport artists and staff around Edinburgh during the Festival.

The Festival continues to receive strong support from **Standard Life**, also in its fifteenth consecutive year of sponsorship. In 2010 it is sponsoring two flamboyant productions at the

Edinburgh Playhouse, the world premiere of flamenco dance work *Quimeras* by the Paco Peña Flamenco Dance Company and music theatre spectacular *The Gospel at Colonus*.

As 'the voices of **Classic FM**', it is fitting that The Sixteen's performance of *The Indian Queen* at the Usher Hall is to be sponsored by the radio station. Entertainment magazine The List sponsors Chilean theatre company Teatro en el Blanco's *Diciembre*.

The Festival's ability to attract corporate sponsors is underpinned by significant support from its public sector funders, the **City of Edinburgh Council and the Scottish Arts Council**.

Jonathan Mills, Festival Director said 'In a difficult economic climate it is particularly heartening to see this level of engagement from the corporate sector. I am delighted that so many companies continue to recognise the benefits of being associated with the Edinburgh International Festival, and see it as a valuable opportunity to support the economic and cultural contribution that the Festival makes to Edinburgh and to Scotland.'

ENDS

Notes to Editors:

The Festival continues to draw visitors from around the world, last year attracting close to 400,000 people to events over the three weeks in August.

Festival 2010 is the 64th Edinburgh International Festival, three weeks of opera, dance, theatre, and music, running from Friday 13 August to Sunday 5 September. Each summer Scotland's beautiful capital city is transformed by artists and visitors from around the world into what was described last year by the Sunday Times as 'the jewel in the nation's artistic crown'.

Public booking opens Saturday 27 March
Hub Tickets +44 (0)131 473 2000
Online booking and information at www.eif.co.uk

Further information is available from the Festival press office. Please get in touch if we can help, **+44 (0)131 473 2020 or press@eif.co.uk**

We would like to make a request for your support:

Corporate sponsorship of the Edinburgh International Festival is crucial to its future. As arts supporters yourselves we hope you will help us in maintaining this important portion of our income and healthy relationships with sponsors by mentioning them in your coverage. This makes a real difference to the Edinburgh International Festival. Mentions are counted and used as an evaluation of projects. Please credit our sponsors where you can.

The Edinburgh International Festival is supported by The City of Edinburgh Council and the Scottish Arts Council.

Scottish Charity (SC004694)