

# SERIOUS

## A UNIQUE VOICE IN LIVE MUSIC

*We create remarkable bespoke partnerships, harnessing the power of our expertise and cultural experience to successfully deliver our partners' brand objectives.*

For the last 30 years, Serious has been creating exceptional live music events across the world. From the EFG London Jazz Festival and the BBC Proms, to community festivals and bespoke one-off concerts, we work nationally across the musical and events spectrum.

Each year, we:

- Produce over **630** events across the globe
- Work with over **2,600** international and UK artists
- Reach live audiences of over **250,000** in over **300** venues
- Have a broadcast reach of over **44 million**

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**WIDELY REGARDED AS ONE OF THE BEST JAZZ FESTIVALS IN THE WORLD - EVENING STANDARD**

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### WORKING WITH SERIOUS...

Our partners are drawn from a huge array of sectors, from financial services, to hospitality, to luxury goods. Whether you are interested in sponsoring events to promote your brand, providing a hospitality experience for clients, or hitting your CSR aims, we can collaborate with you to create something truly special...

## YEAR ROUND OPPORTUNITIES

We are the definition of a national organisation, producing events and touring right across the UK - from small 20 person clubs and theatres, to large venues in major cities. We also collaborate on individual one-off events and festivals across the country.

**UK Tours:** Our tours cover a huge range of locations and genres of music, so if you have a specific geography or demographic that you want to build a profile with, we can help!

**Bespoke Brand Events:** Whether it is a film launch, a corporate dinner or a special occasion for your business we have worked with our partners to create show-stopping moments.

**Festivals:** From city wide events to community festivals, we can offer sponsors a chance to get their names and their brand out there.

# THE EFG LONDON JAZZ FESTIVAL

Now in its 29th year, the EFG London Jazz Festival is the UK's largest celebration of the genre. Covering all four corners of the capital over the course of ten jam-packed days, 2019's Festival saw over 2,000 artists perform to live audiences in excess of 95,000, with a worldwide broadcast audience of 25 million.

## SPONSORABLE PROPERTIES:

**Series/Stages:** Support the development of the next generation of jazz musicians or sponsor a stage to make your brand part of the Festival's distinctive identity.

**Festival hospitality:** Place your product at the heart of the Festival ecosystem at one or more of our incredible hospitality events.

**Talks Series:** Add your brand's voice to the conversations taking place throughout the Festival, as we explore the creative and professional processes behind the music.

## PARTNERSHIPS WITH PURPOSE

Serious believe passionately in the power of music to transform lives across the UK, and to this end we founded our charity Serious Trust. If your CSR policy has an educational, equality, diversity and inclusion, or skills based strand we can help you achieve your aims.

### YOUR DIFFERENCE:

**Free Programme:** Every year we ensure that a percentage of our festival programme is free, breaking down barriers for those who might not be able to attend performances for financial reasons.

**Talent Development:** Supporting young artists to reach their potential has been a central theme of Serious' work for over 15 years. With your support we can ensure that the the stars of tomorrow get their chance to shine.

**Learning and Participation:** For over 20 years, our L & P programme has understood music's unique role as a cultural and social catalyst, and with your help we can succeed in breaking down barriers for those wanting to access high-quality music.

## PRINCIPLES OF PARTNERSHIP



### Distinctiveness

Building creative propositions and opportunities that are as distinctive as your brand is key to our partnerships.



### Collaboration

At the heart of music, and central to our approach to partnerships, we believe that it is only by working together that we truly succeed.



### Quality

As a critically acclaimed Producer, we bring the same exacting standards that have seen us thrive as a business for 30 years, to every partnership and project that we undertake.

To find out more contact: [Development@serious.org.uk](mailto:Development@serious.org.uk)