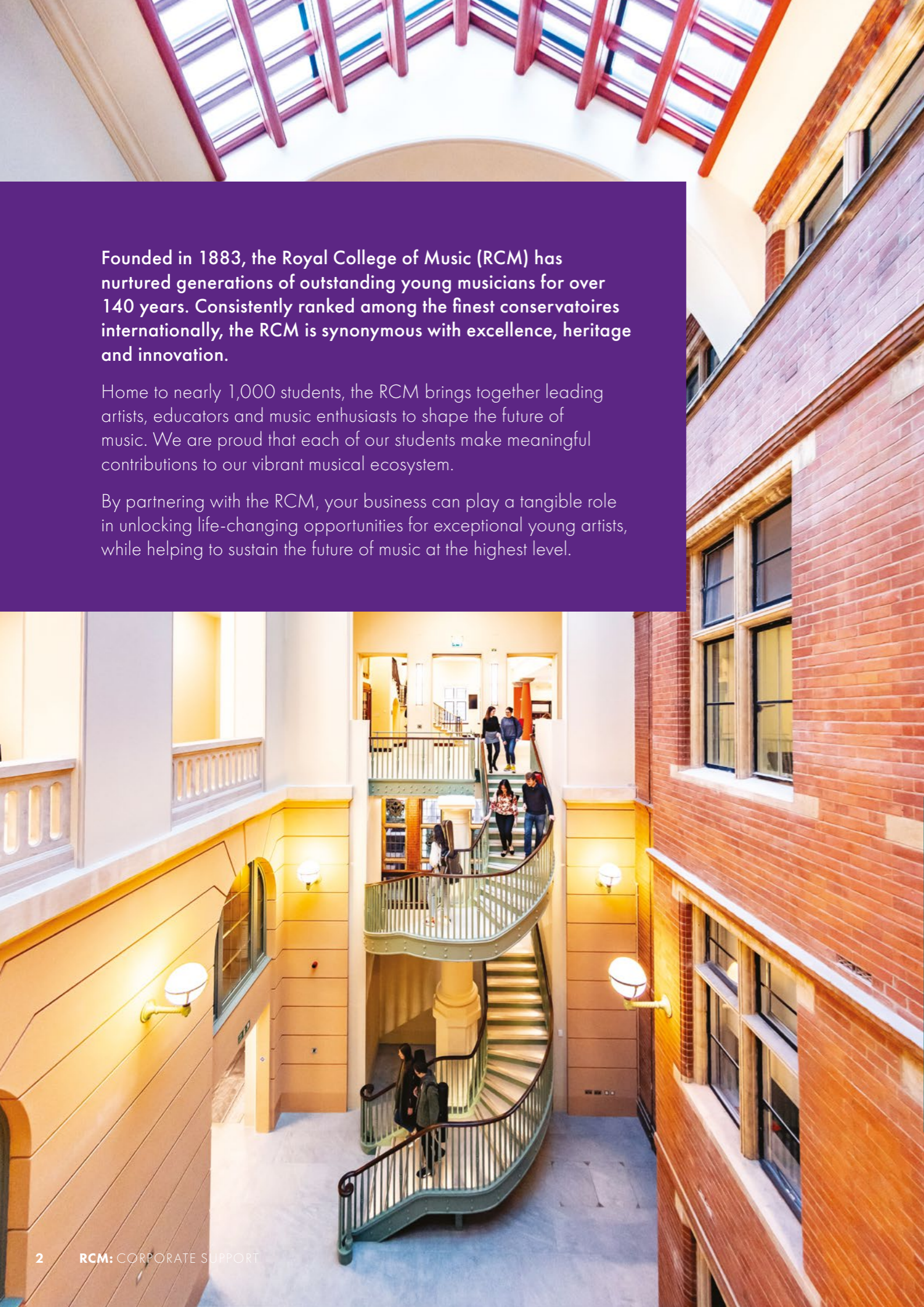


ROYAL COLLEGE OF MUSIC: CORPORATE SUPPORT


ROYAL
COLLEGE
OF MUSIC
London





Founded in 1883, the Royal College of Music (RCM) has nurtured generations of outstanding young musicians for over 140 years. Consistently ranked among the finest conservatoires internationally, the RCM is synonymous with excellence, heritage and innovation.

Home to nearly 1,000 students, the RCM brings together leading artists, educators and music enthusiasts to shape the future of music. We are proud that each of our students make meaningful contributions to our vibrant musical ecosystem.

By partnering with the RCM, your business can play a tangible role in unlocking life-changing opportunities for exceptional young artists, while helping to sustain the future of music at the highest level.

OUR COMMUNITY

As a registered charity (no. 309268), our team works with a community of high-net-worth and ultra-high-net-worth individuals, united in their belief that talented musicians should be able to access world-leading music education, regardless of their financial circumstances. Based in London and internationally, our supporters remain closely connected to the College, attending events and creating opportunities for connection and visibility.

More than 180,000 audience members join us each year across over 500 events, online and in person. Our performances frequently sell out, and our students regularly appear at venues including the Royal Albert Hall, Wigmore Hall and South Bank Centre's Royal Festival Hall, as well as on international stages.

Your company can play a direct role in supporting our students and the College, while engaging with our audiences and supporter networks.



By working with the RCM, companies become part of an extraordinary community, helping exceptional young musicians to thrive while building relationships, opening new opportunities and sharing in our success.



James Williams

James Williams, Director



Above
RCM Violinist
© Chris Christodoulou

Opposite
Royal College of Music Atrium
© Phil Rowley

Front Cover Jeneba Kanneh-Mason in a masterclass with Lang Lang © Chris Christodoulou

CORPORATE MEMBERSHIP

RCM Symphony Orchestra conducted by Rafael Payare © Phil Rowley



We are pleased to offer the following corporate membership opportunities:

	PRELUDE (5K)	SIGNATURE (10K)	OPUS (25K)
BRAND EXPOSURE AND MARKETING			
Recognition in print and online materials, including the RCM Corporate Partners web page	✓	✓	✓
Dedicated RCM account manager available to support all enquiries	✓	✓	✓
Receive regular RCM publications	✓	✓	✓
Approved RCM assets for use across your own channels	✓	✓	✓
An advert in one Opera programme per year (including printed copies), offering visibility with an engaged RCM audience		✓	✓
News coverage across RCM supporter communications, including the Supporter e-newsletter and Upbeat Magazine		✓	✓
Naming credit for one RCM-selected concert			✓
EVENTS			
Complimentary concert tickets	4		
Complimentary invitations to supporter receptions, including tickets to the accompanying concerts	2	10	15
Priority booking	✓	✓	✓
Invitation to the annual RCM Corporate Supporters Breakfast	✓	✓	✓
Invitation to an open rehearsal		✓	✓
Private recital from a student		✓	
Private recital from a student ensemble			✓
Two complimentary opera tickets and programmes			✓
Private reception in the Director's Office			✓
Bespoke staff development experiences through the RCM Performance Lab			✓
VENUES			
10% discount on dry-hire venue bookings			✓



OUR REACH IN NUMBERS

3M

ANNUAL WEBSITE VIEWS

200K+

SOCIAL MEDIA FOLLOWERS

180k+

AUDIENCE MEMBERS

500+

CONCERTS AND EVENTS

Bella Marslen in Jonathan Dove's Seven Angels © Chris Christodoulou

BESPOKE PARTNERSHIPS

We recognise that some businesses may want to build a bold, bespoke relationship with the College. Beyond Corporate Membership, we can create a tailored package around the needs of your business, with opportunities starting from £30K.



Above
Members of the RCM Symphony Orchestra trumpet section at the BBC Proms
© Chris Christodoulou

ADDITIONAL OPPORTUNITIES

Companies looking to deepen their relationship with the RCM can add further support through the opportunities below.

- Name a scholarship from £10K+
- Named recognition for an additional concert from £10K+
- Support access to music education for young people through RCM Sparks from £5K+
- Support the work of our research team and the Centre for Performance Science from £5K+

Below
Deniz Şensoy with the RCM Symphony Orchestra, conducted by Martyn Brabbins
© Chris Christodoulou

These opportunities are designed as additions to a Corporate Membership or Partnership, and do not include corporate supporter benefits when taken separately.





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CONTACT

To explore how your business can work with the Royal College of Music, please contact:

corporatesupport@rcm.ac.uk



FUNDRAISING
REGULATOR

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The Royal College of Music is a registered charity. No 309268.

Patron His Majesty King Charles III

Chairman Lord Black of Brentwood

Director James Williams LVO FRCM

Director of Development Lily Harriss HonRCM