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In December 22nd, 2007, National Centre for the Performing Arts officially opened. We’ve had two years outstanding achievements with the great concern from the central government and the State Council, as well as the great support from all levels social organizations. I would like to, on behalf of the National Centre for the Performing Arts staff express my heartfelt gratitude to sponsor partners who have considerably supported us.

As a modern epicenter for the performing arts, the National Centre for the Performing Arts initiates its vanguard role in pursuing Chinese arts and culture. In the last two years, we have organized near 2500 performances and arts education programs. Many world renowned artists and institutions have presented their talents at our centre-reflecting the scene called “Pearl above the water”.

In term of our future development, we will continue to cooperate with the friends who support country’s arts development holding the strategy of facing the public, facing the market and facing the world sticking the principles of “for the people, for the arts and for the world”. At the same time, advocating our local artistic traditions, introducing the world’s best productions and fostering arts education amongst the people. NCPA will take efforts to become a world-class performing centre of arts with unique Chinese characteristics.
PART 1
NCPA'S OBJECTIVES
合作宗旨

- As the highest-standard performing arts centre in China, the NCPA upholds the three objectives of serving the people, pursuing the art, and embracing the world, with an aim to become one of the most renowned theatres in the world, the best art performing centre in China, a guidance in art education, the grandest platform for art exchange, and a solid base for the art industry.
- To achieve these objectives, the NCPA invites excellent art ensembles from China and abroad to stage over 1000 performances every year, besides hosting various projects on art outreach and education. As a non-profit organization, we sell tickets at relatively low prices so as to increase art availability to the public. Our endeavors result in a huge expenditure, which could not be sufficiently offset by the revenue from the box office alone.
- Therefore, the NCPA is seeking sponsorships from society, besides the support it gets from the government and its efforts to increase operational incomes. We hope to set up a desirable marketing platform for sponsors, and establish partnerships that are based on mutual trust and benefit. Through unique products and first-rate service, both the NCPA and our sponsors will get win-win results in art development and business operation.
A MODEL OF THE FUSION OF ARCHITECTURE AND ARTS

Location
The NCPA boasts its location in the centre of Beijing, standing along the west Chang'an Avenue, and adjacent to the Great Hall of the People and Tian'anmen Square.

A Landmark Building in Beijing
A classic work of modern architecture, the structure of NCPA looks like a pearl in the water and astonishes the world with its delicate and avant-garde design.

Functional Areas
Besides the 4 major performing halls, the multi-functional NCPA has special areas for exhibitions, press conferences, lectures, salons, as well as audio-visual rooms, cafes and restaurants.

Art Enjoyment
With first-class performances, considerate service, and wonderful environment, you can enjoy art here with body and soul relaxed.
建筑与艺术相结合的经典范例
A MODEL OF THE FUSION OF ARCHITECTURE AND ARTS

截止2009年底，共108部歌剧演出暨国家大剧院舞台。
音乐节，共演出525场，囊括多种形式、多种门类。
共举办219场，全景展示不同表演形式。
共举办295场。
共演出178场，涵盖京剧、昆曲、越剧、川剧、黄梅戏等多种戏曲种类。
共打造了12部原创作品。

五大艺术门类：京剧、芭蕾、交响乐、戏剧、中国戏曲。
节目选取标准：坚持高水平、高品位、高雅艺术。

The number of performances: 1352; 2008(Including 2007): 661; 2009: 691
5 major art genres: opera, ballet, symphony, drama, and Chinese opera.
Program selection criteria: elegant arts with high standard
Main products: programs operation, art education, and original production.

As the end of 2009, the NCPA had presented
◆ Opera: 106 performances presented.
◆ Concert: 529 performances of different forms
◆ Dance: 219 performances displaying diversified scenes
◆ Drama: 259 performances
◆ Chinese opera: 178 performances including Peking Opera, Kunqu Opera, Yue Opera, Chuan Opera, and Huangmei Opera.
◆ NCPA created 12 original works: 9 original operas, 1 original Peking Opera, 2 original dramas, 11 specially organized concerts, 8 commissioned compositions.
中国表演艺术的
最高殿堂
THE BEST ART PERFORMING
CENTRE IN CHINA

国际艺术大师 (部分)
WORLD RENOWNED MASTERS (PART)
PART 3
PROGRAMS AND PROJECTS

合作项目列表
PROGRAMS AND PROJECTS

1. 演出节目
2. 艺术教育普及
3. 艺术生产制作
4. 艺术资料中心
5. 制作中心
6. 参观体验
7. 艺术商品销售
8. 餐饮服务
9. 第五媒体
10. 第六媒体
11. 第七媒体
12. 演员
13. 主题艺术节
14. 艺术品展示收藏（博物馆）
15. 相片
16. 舞台艺术作品与演出
17. 品牌形象产品的设计与制作
18. 中外艺术交流活动的策划组织和实施
19. 市场客户的培养和管理
20. 网上产品的提供与销售
21. 第五空间艺术活动的提供和服务
22. 重大外事文化活动的策划与承办

1. Programs
2. Art Education and Outreach
3. Art Production
4. Art-themed Videos
5. Art Resource Centre
6. Scenery Studio
7. Visit and Tours in the NCPA
8. Gift Shops
9. Restaurants and café
10. NCPA Multi-Media
11. NCPA Website
12. NCPA Periodical
13. Art Festivals
14. Artworks Display Collection (Museum)
15. Exhibitions
16. Stage Technologies Consultancy and Outlet
17. Design and production of products for brand promotion
18. International Arts Exchange Activities: planning, organization and implementation
19. Audience Cultivation and Management
20. Online Service
21. Art Programs and Services in Public Areas
22. Planning and Hosting of Major Foreign Cultural Affairs
演出节目

PROGRAMS

国家大剧院主要上演的有歌剧、芭蕾舞、交响乐、话剧、中国戏曲五大艺术门类。
The NCPA mainly stages programs of opera, ballet, symphony, drama, and Chinese opera.

合作案例

PART3

Programs and Projects

中国—欧洲歌剧项目

The Birmingham Royal Ballet Tour sponsored by Arnyay

合作项目

Sponsorship to the National Centre for the Performing Arts

第三部分

PROGRAMS AND PROJECTS

PART

CASES OF SPONSORSHIP

20/21
**ART EDUCATION AND OUTREACH**

In 2008-2009, the NCPA held 2101 educational activities of projects like Classic Art Lecture, Weekend Concert, and Entering the Music World, with about 888 thousand people attended.
PART 3
PROGRAMS AND PROJECTS

ART PRODUCTION

The NCPC has produced original works of opera, Peking opera, drama, dance drama, feature concert, and ballet, and also commissioned music works.

- "Turandot" by Puccini
- "Le Roi d’Ys" by Lalo
- "Madama Butterfly" by Puccini
- "The Red Cliff" by Chen Xiaoming
- "Jane Eyre" by Dame Jane Eyre
- "Chinese Piano Night" in 2008 sponsored by Marie Kuriki
- "Under the Flying Flag Concert" in 2008 sponsored by Bank of China
ART THEMED VIDEOS

The NCPA has its own recording rooms, studios, and a high-definition recording system. Till now, 580 programs staged in NCPA have been recorded and edited, and 24 documentary films and themed movies have been produced.
参观体验
VISIT AND TOURS IN THE NCPA
可参观剧院、公共空间、舞台机械、化妆，参与第五空间艺术教育及活动等，两年来共接待参观近142万人次
This performing halls, public areas, stage mechanisms, exhibitions, art outreach activities are open to visitors. The centre has seen 1.422 million visitors during the last two years.

风景中心
SCENERY STUDIO
可以完成影视级的布景道具加工制作、服装制作修改等工作，为剧组的创意制作提供专业的美工制作服务，并可供参观。
The NCPA provides stage design service for its own programs as well as for guest ensembles, including background paintings, props-production, and costume-making. Also it's a visiting place for the guests.

艺术商品销售
GIFT SHOPS
国家大剧院的纪念品店、戏院商店、法郎克艺术画廊店及天天艺术画廊等在音乐厅西厢形成了艺术商店一条街
The NCPA Souvenir Shop, the NCPA Drama-Artwork Shop, the Franz Artwork Shop, and the TT Art Bookstore stand along the outside wall of the concert hall.
餐饮服务
RESTAURANTS AND CAFÉ

There stands a western restaurant on the top of the Theatre, and 5 cafés in the public areas, where people can enjoy all kinds of foods and drinks.

- 面积: 356㎡
- 容纳: 150人
- 定位: 西餐/休闲

- 面积: 368㎡
- 容纳: 100人
- 定位: 西餐/冷餐

- 包厢
- 定位: 会谈/自助
  - 容纳: 200人

餐厅内景 The restaurant
西餐厅饭台 Western Restaurant Food Table

公共大厅咖啡厅
The café on the west side of the public area on the first floor

- 面积: 356㎡
- 容纳: 150人
- 定位: 西餐/休闲

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PART 3
PROGRAMS AND PROJECTS

5th Media
NCPA Multi-Media

5th media, displayed全天候 15 个小时, 其中 18 个屏幕为为观众提供实时演出信息, 25 个触摸屏提供各种信息及路线导航服务.

There are 5th television screens showing information for 15 hours every day. Among these screens, 18 of them show live performance for late audience, and 25 touch screens give visitors all kinds of information including route guide.

Wireless Screen Display

Television screens for programs, which could play commercial or promotion video during visiting hours, before the performances, and during program intermission.

院刊
NCPA PERIODICAL

院刊《国家大剧院》每月一期，主要内容为国家大剧院演出、重要活动、艺术教育及艺术评论。大剧院会员免费赠阅

NCPA issues a monthly periodical, publishing exclusive interviews, reviews from famous artists, art education articles etc. Members of NCPA’s club could get the periodicals for free.

官方网站
NCPA WEBSITE

官方网站提供最权威、准确、及时的演出信息，以及演出预告和艺术教育普及活动，提供各种在线艺术资源和丰富馆藏资源

The website issues authoritative, accurate and latest information on NCPA’s programs, broadcasts large-scale performances and educational activities, and displays a large artistic archive.
PART 3
PROGRAMS AND PROJECTS

ART FESTIVALS

The NCPA plans and organizes large-scale art events on a regular basis, and so far has successfully hosted Chinese Symphony Spring, World Folk Music Week, and Opera Festival since its opening.

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展览

EXHIBITIONS

国家大剧院设有三个展厅，面积共约3700平方米，定期举办主题展览，展出收藏精品和现代艺术品。

There are three exhibition areas, with a total area of about 3700 square meters. Regular exhibitions are held to display collected artworks and modern artworks.

艺术品展示收藏博物馆

ARTWORKS DISPLAY AND COLLECTION (MUSEUM)

包括雕塑、美术、瓷器、绘画、书法、篆刻、工艺品、民间艺术作品等。

Artworks display including sculptures, fine arts, china, paintings, calligraphy, seal cutting, handicraft and folk arts etc.

舞台技术咨询与输出

STAGE TECHNOLOGIES CONSULTANCY AND OUTLET

为演出团体提供灯光、音响、舞台机械、舞台管理等服务，开展技术培训，举办各种培训班。

The NCPA provides performing groups with stage services such as lighting, sound, stage mechanism, and stage management. It also makes full use of its high-tech resources to host various training classes.

现代的舞台技术设备

Internationally advanced stage technologies

舞台技术管理流程图

Managing flow chart
PART 3
PROGRAMS AND PROJECTS
合作项目

品牌形象产品的设计与制作
DESIGN AND PRODUCTION OF PRODUCTS FOR BRAND PROMOTION

包括节目册、画册及纪念品研发，舞台衍生产品的开发和制作，大幅提升品牌形象推广设计等
Including booklets, painting albums, souvenirs, theatre by-products, and promotional designs for NCPA’s brands

节目册
Booklet
- 投放形式，赠送贵客/观众索取
- 市场限定数量，标示名称及编号
- Booklet for the autumn season
- as gifts for VIP/purchased items for regular audience
- Rewards for sponsor: printing of the sponsor’s logo and name

画册
Painting album
- 投放形式，赠送贵客/观众索取
- 市场限定数量，标示名称及编号
- Painting album for the Olympic Season
- as gifts for VIP/purchased items for regular audience
- Rewards for sponsor: printing of the sponsor’s logo and name

纪念品
Souvenir
- 销售形式，观众购买
- Model of the NCPA
- Sold to the audience

舞台衍生品
Stage derivatives
- 市场限定数量，标示名称及编号
- Souvenir
- Limited edition, with sponsor’s name and logo
市场客户的培养和管理及实施
AUDIENCE CULTIVATION AND MANAGEMENT
包括客户服务中心、票务中心、会员体系、票务销售网络支持系统
The NOPA has its own custom service system, ticket-managing centre, member clubs, and online ticket selling system.

中外艺术交流活动的策划组织和实施
INTERNATIONAL ARTS EXCHANGE ACTIVITIES: PLANNING, ORGANIZATION AND IMPLEMENTATION

在过去的两年里，国家大剧院演出的剧目涉及国内29个省、市自治区和45个国家和地区，同时与世界20家艺术机构，78个国家的驻华使馆建立了合作关系。
In the last two years, NOPA's programs were invited from 29 domestic provinces and 45 overseas countries and districts. Besides, NOPA has been setting up contact with 20 arts institutions and 78 embassies in China.
第五空间艺术活动的提供和服务
ART PROGRAMS AND SERVICE IN PUBLIC AREAS

提供花厅、新闻发布厅、南北水下廊道、五大宴会厅等作为艺术活动、宣传、小型酒会等艺术实践活动的场地
The NCPCA opens public areas like the blossom hall, the press conference hall, underwater corridors, and rehearsal rooms as venues for art events and cocktail parties.

花瓣厅
- 位置：水院后廊
- 面积：866m²
- 最大人数：300人

花卉厅
- 位置：花院后廊
- 面积：866m²
- 容量：300人

新闻发布厅
- 位置：水院后廊
- 面积：330m²
- 可容纳人数：200人

新闻发布厅
- 位置：水上剧院
- 面积：330m²
- 容量：200人

劳力士公益活动中国电乐团音乐会新闻发布主会场及专访室
The hall for the press conference of Wiener Philharmoniker Concert sponsored by Rolex, and the room for exclusive interview
第三部分
PROGRAMS AND PROJECTS
合作项目

国家大剧院与奔驰公司关于战略性合作的签约仪式
Signing Ceremony on the strategic cooperation between the NCPA and the Mercedes-Benz

礼仪大厅
- 位置：地下二层
- 面积：350㎡
- 可容纳人数：200人
Reception Hall
- Location: B 2 of the Centre
- Area: 350㎡
- Capacity: 200 persons

重大外事文化活动的策划与承办
PLANNING AND HOSTING OF MAJOR FOREIGN CULTURAL AFFAIRS

国家大剧院还承担举办重大外事活动，如国宾会等大型接待活动
The NCPA also hosts major foreign affairs, such as international conferences and major reception meetings

座位厅
- 位置：地下二层歌剧院/音乐厅/戏楼
- 面积：100㎡-200㎡
- 可容纳人数：10-20人

VIP Rooms
- Location: 3 of the Centre/the Opera House/the Concert Hall/the Theatre
- Area: 100㎡-200㎡
- Capacity: 10-20 persons each

海水下廊道
- 面积：400㎡
- 可容纳人数：300人
South Underground Corridor
- Area: 400㎡
- Capacity: 300

其他公共区域
- 位置：入口公共大厅/水下廊道/电梯厅/各剧场入口及周边等
- 可举办活动：宣传品展示
Other public areas
- the public lobby/underground corridor/the olive-shaped lobby areas around the entrance of the performing halls
- Feasible activities: for publicity materials
赞助方式
SPONSORING LEVELS

国家大剧院赞助计划包括以下七个层次，每个层次设立有赞助的基准价位。在同一层次中，不同类别的基准价位也会有所差异，以体现不同行业之间的差别，具体价位将在推广过程中向潜在赞助企业做出说明。

- 战略合作伙伴
- 演出季全程赞助
- 主题艺术节全程独家赞助商
- 主题艺术节赞助商
- 系列活动或短期演出活动赞助
- 项目合作
- 小额赞助

Sponsors could support the NCPA in 7 levels, with specific standard of sponsor fee for each level. Standard for sponsor fee at the same level might vary too, in accordance with the industry the sponsor is in. The exact price for sponsorship will be explained during communications with potential sponsors.

- strategic partner
- sponsor for a season
- exclusive sponsor for a festival
- sponsor for a festival
- sponsor for a series of activities or short-term performances
- sponsor for a project
- small-amount support

赞助商权益
RIGHTS OF THE SPONSORS

根据对国家大剧院贡献的价值不同，不同级别的赞助商享有以下几类不同的权益回报，具体形式将按照赞助商需求，结合国家大剧院的回报资源最终确定。

- 使用国家大剧院的赞助商vip停车、接待等特惠服务
- 使用国家大剧院的主场媒体/合作媒体进行广告宣传活动
- 使用国家大剧院的场地举办活动
- 优先享有国家大剧院其他产品及服务
- 参加国家大剧院为赞助商举办的主题活动
- 其他专属权益
  - 贵宾停车位
  - 贵宾入口
  - 贵宾专座
  - 专人接待及引导
  - 全程陪同参观讲解

Sponsors would be rewarded in accordance with the level of the sponsorship. The rewarding methods would be determined by combining the requests of the sponsor with the NCPA’s resources. Some of the rewards are as follows:

- Using the NCPA’s logo and name in advertisements and marketing activities
- Exclusive or priority services for NCPA’s performances and relevant projects
- Issuing advertisements in the NCPA’s media or its cooperative media.
- Holding activities in the NCPA.
- Priority to enjoy the NCPA’s products and services.
- Attending the NCPA’s activities held specially for sponsors.
- other rights:
  - VIP parking lots
  - VIP entrance
  - VIP elevator
  - VIP reception and guide
  - Full service of visiting/interpretation
国家大剧院战略合作伙伴
Strategic Partner of National Centre for the Performing Arts

Mercedes-Benz

中国银行
BANK OF CHINA

部分其他赞助商（排名不分先后）
The Other Selected Sponsors