



国家大剧院 赞助合作计划

SPONSORSHIP TO
THE NATIONAL CENTRE FOR
THE PERFORMING ARTS



Mercedes-Benz



中國銀行
BANK OF CHINA



大新华航空
GRAND CHINA

国家大剧院战略合作伙伴

Strategic Partner of National Centre for the Performing Arts

国家大剧院发展部

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目录 CONTENTS

1 - 7	合作宗旨	NCPA'S OBJECTIVES
8 - 15	平台价值	NCPA'S VALUES
16 - 47	合作项目	PROGRAMS AND PROJECTS
48 - 53	赞助方式	SPONSORING WAYS



国家大剧院
赞助合作计划
SPONSORSHIP TO
THE NATIONAL
CENTRE FOR THE
PERFORMING ARTS

第一部分
PART 1
NCPA'S OBJECTIVES
合作宗旨

领导致辞

LEADER'S ADDRESS

04/05



陈 平
Chen Ping

北京市政协副主席
国家大剧院院长

Vice Chairman, CPPCC Beijing Committee
President of the National Center for the
Performing Arts

2007年12月22日，国家大剧院正式开幕运营，至今已经走过了两年非凡的历程。在党中央、国务院的亲切关怀下，在社会各界的大力支持下，国家大剧院取得了骄人的成绩，赢得了国内外的广泛赞誉。我谨代表国家大剧院全体同仁，向长期以来给予国家大剧院厚爱的赞助伙伴表示衷心的感谢！

国家大剧院作为一流的现代化表演艺术中心，在我国文化艺术领域发挥着示范性、导向性、代表性作用。两年来，国家大剧院安排了近2500场高品质的商业和艺术普及教育演出，诸多国际知名演出团体和艺术大师联袂演出，与国家大剧院这颗“水上明珠”相得益彰，交相辉映，带给观众高雅的艺术享受。

展望未来，国家大剧院将继续秉承“人民性、艺术性、国际性”的宗旨，携手关心支持国家艺术事业发展的各界朋友，坚持面向观众、面向市场、面向世界，大力弘扬中华民族优秀的表演艺术，广泛引进国际优秀舞台艺术精品，深入推动人民群众艺术教育普及的不断发展，努力打造“中国特色、世界一流”的国家表演艺术中心！

陳平

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.



06/07

第一部分 PART 1

NCPA'S OBJECTIVES 合作宗旨

●作为中国最高表演艺术中心，国家大剧院秉承“人民性、艺术性、国际性”三大宗旨，努力成为国际知名大剧院的领袖级成员、国家表演艺术的最高殿堂、艺术教育普及的引领者、中外文化交流的最大平台和文化创意产业的重要基地。

●为实现这个宗旨，国家大剧院每年都将邀请众多国内外优秀的艺术团体，奉献1000余场高品质的演出并举办各种艺术普及、艺术教育活动。作为公益性文化机构，我们努力把演出票价控制在较低水平，以维护广大群众享受艺术的权益。由此带来的庞大经费投入，仅凭有限的票房收入显然难以实现收支平衡。

●因此，国家大剧院在获得政府资助和争取营业性收入的同时，也在积极寻求社会各界的经济支持。我们将为国际国内的组织机构和成功人士搭建良好的营销平台，在互信互利的基础上建立合作关系，并通过提供独特的产品和优质的服务，使双方获取充分的投资回报，最终实现艺术与商业的共赢。

● 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.

国家大剧院
赞助合作计划
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第二部分
PART 2
NCPA'S VALUES
平台价值

国家大剧院 赞助合作计划

SPONSORSHIP TO
THE NATIONAL
CENTRE FOR THE
PERFORMING ARTS

第二部分
PART 2
NCPA'S VALUES
平台价值

建筑与艺术相结合的经典范例

A MODEL OF THE FUSION OF ARCHITECTURE AND ARTS

区位优势

坐落于首都北京心脏地带，西长安街沿线，与人民大会堂和天安门广场相邻，其位置之重要性毋庸置疑。

地标建筑

现代建筑史上的经典之作，宛如一颗璀璨的水中明珠，设计之精巧、创意之前卫令世人赞叹。

空间功能

以四大演出剧场为核心，涵括多个特色区域，承载展览、新闻发布、讲座、沙龙、影音视听、餐饮等各种功能。

完美体验

一流的演出、细致的服务、完美的空间，从听觉到视觉、从感官到心灵，达成一次难忘的艺术畅享之旅。

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.

10/11

建筑与艺术相结合的经典范例

A MODEL OF THE FUSION OF ARCHITECTURE AND ARTS

截止09年底商业演出共计1352场，2008年（含2007年数据，下同）661场，2009年691场。

五大艺术门类：歌剧、芭蕾、交响乐、戏剧、中国戏曲。

节目选取标准：坚持高水准、高品位、高雅艺术

主推艺术产品：演出运营、艺术普及教育、原创制作生产三轨并行

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.

12/13

截止2009年底

- ◆歌剧： 共106场歌剧演出登陆国家大剧院舞台。
- ◆音乐会： 共上演529场，囊括多种形式、多种门类。
- ◆舞蹈： 共奉献219场，全景展示不同表演形式。
- ◆话剧： 共上演259场。
- ◆戏曲： 共上演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部原创剧目：
 - 9 部原创歌剧
 - 1 部原创京剧
 - 2 部原创话剧
 - 11 场特别策划的音乐会
 - 8 首委托创作音乐作品

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



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第二部分
PART 2
NCPA'S VALUES
平台价值

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)



14/15



祖宾·梅塔
Zubin Mehta



洛林·马泽尔
Lorin Maazel



梅葆玖
Mei Baojiu



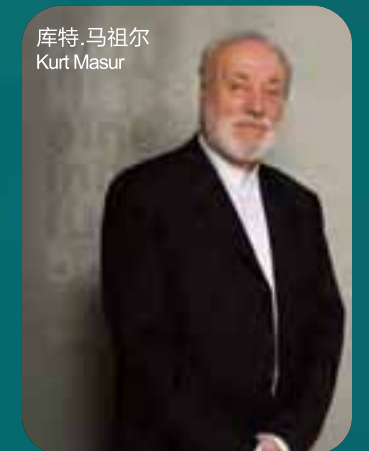
谭盾
Tan Dun



朗朗
Lang Lang



弗拉基米尔·阿什肯纳齐
Vladimir Ashkenazy



库特·马祖尔
Kurt Masur



小泽征尔
Seiji Ozawa



廖昌永/卡斯特罗诺夫
Liao Yongchang / Castronovo



李云迪
Li Yundi



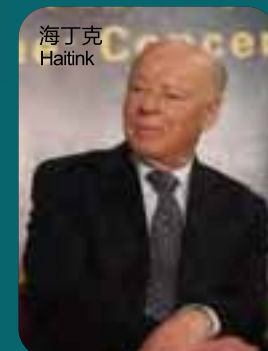
阿巴多
Abbado



艾瑞克·孔泽尔
Erich Kunzel



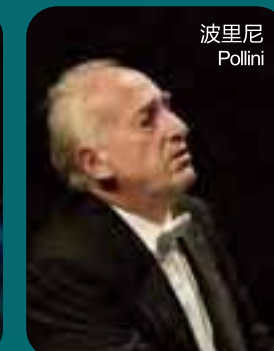
卡雷拉斯
Carreras



海丁克
Haitink



迪·卡那娃
Te Kanawa



波里尼
Pollini



吴碧霞
Wu Bixia

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THE NATIONAL
CENTRE FOR THE
PERFORMING ARTS

第三部分
PART 3
PROGRAMS AND PROJECTS
合作项目

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.艺术专题片

5.艺术资料中心

6.制景中心

7.参观体验

8.艺术商品销售

9.餐饮服务

10.第五媒体

11.官方网站
- 12.院刊

13.主题艺术节

14.艺术品展示收藏（博物馆）

15.展览

16.舞台技术咨询与输出

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.网上产品的提供和销售

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

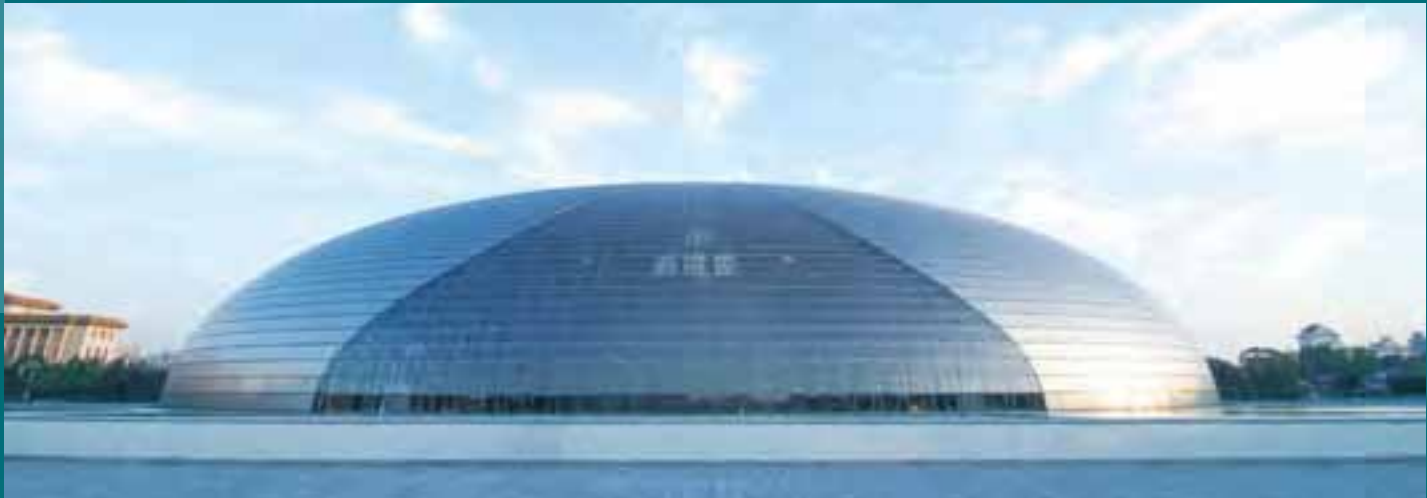
18. International Arts Exchange Activities: planning, organization and implementation

19. Audience Cultivation and Management

20. Online Service

21. Art Programs and Service in Public Areas

22. Planning and Hosting of Major Foreign Cultural Affairs



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THE NATIONAL
CENTRE FOR THE
PERFORMING ARTS

第三部分
PART 3
PROGRAMS AND PROJECTS
合作项目

演出节目
PROGRAMS

主打歌剧、芭蕾、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.



劳力士冠名赞助《维也纳爱乐乐团音乐会》
Wiener Philharmoniker's Concert sponsored by Rolex



招商银行冠名赞助《朗朗钢琴独奏音乐会》
Lang Lang's Piano Recital sponsored by China Merchants Bank



北京奔驰冠名赞助国家大剧院版歌剧《图兰朵》首演
NCPA's *Turandot* sponsored by Beijing Benz Daimler Chrysler



安利冠名赞助英国伯明翰芭蕾舞团芭蕾舞巡演
The Birmingham Royal Ballet's Tour sponsored by Amway



合作
案例
部分 PART
CASES OF
SPONSORSHIP



中国一航集团冠名赞助俄罗斯基洛夫芭蕾舞团芭蕾舞剧《珠宝》
Mariinsky Theater Kirov Ballet's *Jewels* sponsored by China Aviation Industry Corporation I



广东发展银行冠名赞助广州芭蕾舞芭蕾舞剧《梦红楼》
Guangzhou Ballet's *Dreaming the Red Chamber* sponsored by Guangdong Development Bank

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赞助合作计划
SPONSORSHIP TO
THE NATIONAL
CENTRE FOR THE
PERFORMING ARTS

第三部分
PART 3
PROGRAMS AND PROJECTS
合作项目

艺术教育普及

ART EDUCATION AND OUTREACH

两年来举办经典艺术讲堂、周末音乐会、走进唱片里的世界等教育活动 2101 场，约 88.8 万人参与其中

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.



少儿艺术天地
Children Arts Gala



周末音乐会——中央歌剧院新春音乐会
Weekend Concerts-China National Opera House
New Year Concert



于魁智见面会
Yu Kuizhi with fans



小提琴家祖克曼音乐沙龙
Violinist Zukerman Music Saloon

合作 案例 CASES OF SPONSORSHIP



奔驰公司代表与院团代表
Representatives of Mercedes-Benz and colleges



奔驰公司代表致辞
Address from Mercedes-Benz's representative

——梅赛德斯·奔驰独家赞助国家大剧院2009年度周末音乐会

NCPA's Weekend Concerts in 2009 Solely Sponsored by Mercedes-Benz



国家大剧院代表致辞
Address from the NCPA's representative



合作双方高层与教师代表
High-ranking officials of the NCPA and Mercedes-Benz, and teachers representatives



周末音乐会启动仪式新闻发布会现场
Press conference of the launching ceremony of Weekend Concert

国家大剧院
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CENTRE FOR THE
PERFORMING ARTS

第三部分
PART 3
PROGRAMS AND PROJECTS
合作项目

艺术生产制作
ART PRODUCTION

生产制作原创歌剧、京剧、话剧、舞剧，特别策划音乐会、芭蕾等演出并委约创作音乐作品

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



国家大剧院版意大利普契尼经典歌剧
《图兰朵》
Puccini's *Turandot*



法国拉罗经典歌剧《国王》
Lalo's Le Roi d'Ys



意大利普契尼经典歌剧《蝴蝶夫人》
Puccini's *Madama Butterfly*



大型新编史诗京剧《赤壁》
Epic Peking opera : *Red Cliff*



意大利普契尼经典歌剧《艺术家生涯》
Puccini's *La Boheme*



国家大剧院版经典话剧《简爱》
Drama: *Jane Eyre*

24/25



梅赛德斯·奔驰冠名赞助2008-2010年新年音乐会
NCPA New Year Concert 2008-2010 sponsored by Mercedes-Benz



中国银行冠名赞助2008-2010中秋音乐会
Mid-Autumn Concert 2008-2010 sponsored by Bank of China



海航集团大新华航空冠名赞助2007-2011年歌剧经典音乐会
Opera Gala Concert 2007-2011 sponsored by Hainan Airline Group
Grand China Airlines

合作
案例 部分
PART
CASES OF
SPONSORSHIP



玛利亚·古琦赞助2008《中国钢琴之夜》音乐会
Chinese Piano Night in 2008 sponsored by Marja Kurki



中银国际赞助2008《相聚在五环旗下》音乐会
Under the Five-ring Flag Concert in 2008 sponsored by
Bank of China International

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赞助合作计划
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CENTRE FOR THE
PERFORMING ARTS

第三部分
PART 3
PROGRAMS AND PROJECTS
合作项目

艺术专题片
ART THEMED VIDEOS

大剧院有录音棚、演播室和高清录制系统。已录制编辑了 590 个在此演出的剧目，制作纪录片、专题片 34 部

The NCPA has its own recording rooms, studios, and a high-definition recording system. Till now, 590 programs staged in NCPA have been recorded and edited, and 24 documentary films and themed movies have been produced.



26/27



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PERFORMING ARTS

第三部分
PART 3
PROGRAMS AND PROJECTS
合作项目

艺术资料中心

ART RESOURCE CENTRE

拥有音像视听中心、VIP视听室、艺术档案室等。现有21000多张正版唱片、2800多套乐谱、图书5200余册、期刊165种。

The Art Resource Centre holds a music shop, VIP rooms, and an art archives room, among others. It houses over 21,000 records, more than 2,800 scores, 5200 books, 165 periodicals.

- 位置：音乐厅顶层
- 面积：1400m²
- 可容纳：200人
- 功能：讲座/论坛/沙龙/展览

- Location: on the top of the concert hall
- Area: 1400m²
- Capacity: 200 people
- Function: lecture/forum/salon/exhibition



音像视听中心
Music shop



室内全景 Inner hall



VIP视听室 VIP rooms



艺术档案室 Art archives room



外围环廊
Exterior corridor



活动现场专题展览
Instrument Exhibition on the scene



史特拉迪瓦里协会主席致辞
Address from chairman of Stradivari Association



中国银行代表与
史特拉迪瓦里协会主席
Representatives of Bank of China and
chairman of Stradivari Association

合作 案例

CASES OF SPONSORSHIP

——国家大剧院“皇室名
琴音乐沙龙”· 中国银行
高端客户专场活动

NCPA's Royal Instrument
Salon for sponsor's VIP clients
(sponsored by Bank of China)

聆听名琴的天籁之音
Enjoy the performance



中国银行代表致辞
Address from the representative of
Bank of China



体验名琴
Feel the famous instrument's

28/29

国家大剧院 赞助合作计划 SPONSORSHIP TO THE NATIONAL CENTRE FOR THE PERFORMING ARTS

第三部分 PART 3 PROGRAMS AND PROJECTS 合作项目

制景中心

SCENERY STUDIO

可以完成软景绘制、布景道具加工制作、服装制作修改等工作，为剧院自创剧目及演出院团提供舞美制作服务，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.



参观体验

VISIT AND TOURS IN THE NCPA

可参观剧场、公共空间、舞台机械、展览，参与第五空间艺术教育普及活动等，两年来共接待参观游客142.2万人次

The 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.



第五空间艺术教育普及活动
Art outreach activities in the public areas



参观京剧展
Peking Opera Exhibition



海航空乘代表集体参观
Staff of Hainan Airlines visiting
the NCPA



参观票票样

- 赞助回报形式：标识和名称登载

Visiting ticket

- Sponsor rewards: printing of sponsor's name and logo

艺术商品销售

GIFT SHOPS

国家大剧院纪念品店、戏剧商店、法蓝瓷艺术瓷器商店及天天艺术书店等在音乐厅西侧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.



纪念品店 The Souvenir Shop



戏剧商店 The Drama-Artwork Shop



法蓝瓷艺术瓷器商店 The Franz Artwork Shop



天天艺术书店 TT-Art Bookstore

国家大剧院
赞助合作计划
SPONSORSHIP TO
THE NATIONAL
CENTRE FOR THE
PERFORMING ARTS

第三部分
PART 3
PROGRAMS AND PROJECTS
合作项目

餐饮服务

RESTAURANTS AND CAFÉ

西餐厅位于戏剧场四层，五个咖啡厅分布于剧院的公共区域，提供各种饮料食物

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



西餐厅全景 The western restaurant



西餐厅餐台 Western Restaurant Food Table

- 面积：350m²
- 功能：西餐/酒会
- 可容纳：150人
- Area: 350m²
- For: Western Cuisine cocktail party
- Capacity: 150 persons



公共大厅东侧咖啡厅
The café on the east side of the public area on the first floor



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

- 面积：360m²
- 功能：酒会/冷餐会
- 可容纳：100人
- Area: 350m²
- For: cocktail party/ buffet
- Capacity: 100 persons

32/33



签名墙 The signature wall

——国家大剧院与赞助商茗腾茶叶合作签约仪式（西餐厅）

The signing ceremony on the cooperation of the NCPA and the Mingteng Tea Group



会场舞台及背板
The platform and the backboard



品茶活动准备工作 Preparing for the tea-tasting

合作 案例 CASES OF SPONSORSHIP



礼品台 Gifts



活动现场 On the scene

国家大剧院 赞助合作计划 SPONSORSHIP TO THE NATIONAL CENTRE FOR THE PERFORMING ARTS

第三部分 PART 3 PROGRAMS AND PROJECTS 合作项目

第五媒体

NCPA MULTI-MEDIA

98 块电视屏全天播放 15 个小时，其中 18 块等候屏为为迟到等候观众直播现场演出, 25 个触摸屏提供各种信息及路线导引服务

There are 98 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.



电子等候屏——可播放广告/宣传片（参观时间、演出前及中场休息时间）

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



第五媒体视频编辑室
Multi-Media editing room



信息触摸屏
Television screens for information

官方网站

NCPA WEBSITE

官方网站提供最权威、准确、及时的演出信息，在线直播大型演出和艺术教育普及活动，提供各种在线艺术资料和丰富馆藏资源

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.



- 网址: www.chncpa.org
- 浏览量: 每年1800万人次
- 赞助宣传形式:
标识及名称登载 网站链接
网上互动活动
- Websit: www.chncpa.org
- Annual page views: 18,000,000
- Rewards for the sponsorship
Publish the logo and name of the sponsor/Links to sponsor's website/online activities

院刊

NCPA PERIODICAL

院刊《国家大剧院》每月推出一期，主推独家专访、名家点评、艺术教育普及等内容，大剧院会员免费获得

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



赞助商劳力士
广告页面样稿
Advertisement sample
for Rolex

赞助商奔驰、中国银行、海南航空软文页面样稿

Advertorial sample of Mercedes-Benz,Bank of China and Hainan Airlines Group



- 发行量: 138,000册/年
- 宣传形式: 形象/标识/
名称/软文登载
- Circulation: 138,000/year
- Publicity for the
sponsorship/Publish the
sponsor's images, logo,
name, and advertorials.

国家大剧院 赞助合作计划 SPONSORSHIP TO THE NATIONAL CENTRE FOR THE PERFORMING ARTS

第三部分 PART 3 PROGRAMS AND PROJECTS 合作项目

主题艺术节 ART FESTIVALS

定期策划、组织大型主题艺术活动，包括中国交响乐之春、国际民歌博览音乐周、歌剧节等
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.



交响乐之春组委会会议
Organizing Committee Conference of the first Chinese Symphony Spring



第一届交响乐之春演出
Performances during the first Chinese Symphony Spring



国际民歌博览音乐周开幕酒会
Opening ceremony of the World Folk Music Week



国际民歌博览音乐周演出
Performances during the World Folk Music Week



国家大剧院歌剧节·2009
NCPA Opera Festival-2009



国家大剧院歌剧节·2009
NCPA Opera Festival-2009

合作 案例 CASES OF SPONSORSHIP



大新华航空代表参加歌剧节新闻发布会
Press conference attended by representative of Grand China Airlines



大新华空乘观看演出
Grand China Airlines staff attended concert



——海航集团大新华航空全程赞助国家
大剧院歌剧节·2009
NCPA Opera Festival 2009 sponsored
by Grand China Airlines



海航歌剧节宣传画
Grand China Airline Opera Festival Poster

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、展出馆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



国际知名唱片公司品牌展
World Famous Recording Company Exhibition



歌剧节演出剧目展
Opera Festival Program Exhibition



京剧大师杨宝森生平艺术展
Peking Opera Master Yang Baosen Exhibition



皮影戏展演
Shadowgraph Exhibition



20世纪中国艺术绘画名家邀请展
Invitation Exhibition of 20th Century Chinese Arts Masters



世界著名歌剧节巡礼展
World Famous Opera Festival Review

艺术品展示收藏博物馆

ARTWORKS DISPLAY AND COLLECTION (MUSEUM)

展示收藏各类艺术品
包括雕塑、美术、瓷器、绘画、书法、篆刻、工艺品、
民间艺术品等
Artworks display
Including sculptures, fine arts, china, paintings, calligraphy,
seal cutting, handcraft and folk arts etc.

舞台技术咨询与输出

STAGE TECHNOLOGIES CONSULTANCY AND OUTLET

为演出院团提供灯光、音响、舞台机械、舞台管理等服务,并借助技术资源, 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.

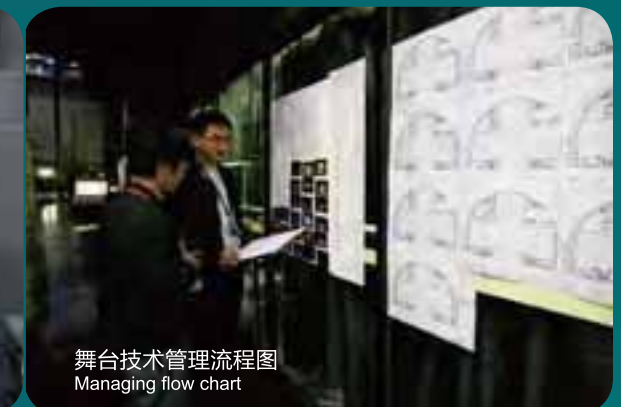


世界领先的舞台技术设备
Internationally advanced stage technologies

歌剧院灯光音响控制室
Lighting and sound controlling room
of the Opera House



轨道单点吊机
Single-point track crane



舞台技术管理流程图
Managing flow chart

40/41

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,大剧院品牌形象推广设计等

Including booklets, painting albums, souvenirs, theatre by-products, and promotional designs for NCPA's brands



节目单/折页/海报

- 赞助回报形式: 标识/名称登载

Playbill/pamphlet/poster

- Rewards for sponsor: printing of the sponsor's logo and name



秋季演出季节目册

Booklet for the autumn season

节目册

- 投放形式: 赠送贵宾/观众购买
- 赞助回报形式: 标识/名称登载



奥运演出季节目册

Booklet for the Olympic Season

Booklets

- as gifts for VIPs/priced items for regular audience
- Rewards for sponsor: printing of the sponsor's logo and name



大剧院画册

NCPA's painting album

画册

- 投放形式: 赠送贵宾/观众购买
- 赞助回报形式: 标识/名称登载



图兰朵画册

Painting album for Turandot

Painting Album

- as gifts for VIPs/priced items for regular audience
- Rewards for sponsor : Printing of the sponsor's logo and name



大剧院模型

Model of the NCPA

纪念品

- 投放形式: 观众购买



各类八音盒

Music boxes

Souvenir

- Sold to the audience

中外艺术交流活动的策划组织和实施

INTERNATIONAL ARTS EXCHANGE ACTIVITIES: PLANNING,
ORGANIZATION AND IMPLEMENTATION

两年间，来国家大剧院演出的团体涉及国内29个省、市、自治区和45个国家和地区，同时已与世界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, NCPA's programs were invited from 29 domestic provinces/cities and 45 oversea countries and districts. Besides, NCPA has been setting up contact with 20 arts institutions and 78 embassies in China.



市场客户的培养和管理和实施

AUDIENCE CULTIVATION AND MANAGEMENT

包括客户服务系统、票务中心、会员体系、票务销售网络技术支持系统

The NCPA has its own custom service system, ticket-managing centre, member clubs, and online ticket selling system.



网上产品的提供和销售 ONLINE SERVICE

借助新媒体技术为会员提供个性化服务

Provide the audience with customized service by virtue of new media technology



网上点播 Online video-on-demand



网上选座 Online seat-selecting

第五空间艺术活动的提供和服务

ART PROGRAMS AND SERVICE IN PUBLIC AREAS

提供花瓣厅、新闻发布厅、南北水下廊道、五大排练厅等作为艺术活动、室内乐、小型酒会等艺术实践活动的场地

The NCPA 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：歌剧院顶层
- 面积：880m²
- 可容纳人数：300人



Petal Office

- Location: Opera House in the top
- Area: 880m²
- Capacity: 300 people

劳力士冠名赞助维也纳爱乐乐团音乐会新闻发布会主会场及专访室

The hall for the press conference of Wiener Philharmoniker Concert sponsored by Rolex, and the room for exclusive interview



新闻发布厅

- 位置：戏剧场三层
- 面积：330m²
- 可容纳人数：200人



The Press Conference Hall

- Location: on the third floor of the Theatre
- Area: 330m²
- Capacity: 200 persons

国家大剧院 赞助合作计划 SPONSORSHIP TO THE NATIONAL CENTRE FOR THE PERFORMING ARTS

第三部分 PART 3 PROGRAMS AND PROJECTS 合作项目



国家大剧院与梅赛德斯·奔驰战略合作签约仪式
Signing Ceremony on the strategic cooperation between the NCPA and the Mercedes-Benz



贵宾厅

- 位置：地下二层/歌剧院/音乐厅/戏剧场
- 面积：100m²–200m²
- 可容纳人数：10–20人/间

VIP Rooms

- Location: on B2 of the Centre/the Opera House/the Concert Hall/the Theatre
- Area: 100m²-200m²
- Capacity: 10-20 persons each

46/47

礼仪大厅

- 位置：地下二层
- 面积：350m²
- 可容纳人数：200人

Reception Hall

- Location: on B 2 of the Centre
- Area: 350m²
- Capacity: 200 persons

南水下廊道

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



玛利亚·古琦15周年庆典暨新品发布会
Celebration for the 15th Anniversary of Marja Kurki and New Products Launch

其他公共区域

- 位置：入口公共大厅 / 水下廊道 / 橄榄厅 / 各剧场入口及周围等
- 可举办活动：宣传品摆放

Other public areas

- the public lobby/underground corridors/ the olive-shaped lobby/areas around the entrance of the performing halls
- Feasible activities: for publicity materials



重大外事文化活动的策划与承办

PLANNING AND HOSTING OF MAJOR FOREIGN CULTURAL AFFAIRS

承接并承办国际会议，大型招待会等重大外事活动

The NCPA also hosts major foreign affairs, such as international conference and major reception meetings



国际奥委会第120次全体会议
The 120th IOC Session-Beijing

国家大剧院
赞助合作计划
SPONSORSHIP TO
THE NATIONAL
CENTRE FOR THE
PERFORMING ARTS

第四部分
PART 4
SPONSORING WAYS
赞助方式

赞助层次
SPONSORING LEVELS

国家大剧院赞助计划包括以下七个层次，每个层次设定了赞助的基准价位。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
- 系列活动或短周期演出活动赞助
- 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。

- 使用国家大剧院的徽记和称谓进行广告和市场营销活动
- 享有国家大剧院演出及相关项目的排他性/优先服务
- 使用国家大剧院的自有媒体/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
- 其他专享权益
 - 贵宾停车位
 - 贵宾入口
 - 贵宾专梯
 - 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
赞助合作计划
SPONSORSHIP TO
THE NATIONAL
CENTRE FOR THE
PERFORMING ARTS

第四部分
PART 4
SPONSORING WAYS
赞助方式

赞助商

PART OF THE NCPA'S SPONSORS

52/53



国家大剧院战略合作伙伴
Strategic Partner of National Centre for the Performing Arts



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

