

15 July 2010

## Four new offstage partnerships for The Australian Ballet

**Kawai Pianos, SBS Corporation, Vintage Cellars and Volvo Car Australia join one of Australia's best-known arts organisations as corporate partners**

The Australian Ballet has announced four new corporate partnerships.

Kawai Pianos, SBS Corporation, Vintage Cellars and Volvo Car Australia have come on board as Major Sponsors of The Australian Ballet in 2010.

Each contributes more than \$50,000 of value each year to the company.

The Australian Ballet's Director of Corporate Relations, Sophie Webster, said she was delighted with the new partnerships, particularly in light of the recent economic climate.

"While corporate sponsorship budgets have been in decline globally across the sector, our tailored partnerships show we're being creative, and clearly demonstrate the value of doing business with The Australian Ballet."

Vintage Cellars is the company's new Wine Partner, supplying wine nationally for The Australian Ballet's corporate and patron events and opening night functions.

"Our audiences enjoy being introduced to new wines," said Webster. "Vintage Cellars are matching wines supplied at each event to the production onstage. Heritage ballets are partnered with heritage wines for example, while contemporary productions are matched with new brands emerging in the marketplace."

Kawai Pianos has signed on as The Australian Ballet's first ever Piano Partner.

"The Australian Ballet was in great need of new pianos for our Melbourne rehearsal studios," Webster said. "As one of the world's busiest ballet companies we are constantly on tour. Our Music Department needed new portable equipment and Kawai came to the party."

Kawai has provided six new pianos and an electronic keyboard, and will service the instruments as needed. Every 18 months an on-site auction at The Australian Ballet's Melbourne

headquarters will take place to make way for new instruments.

Kawai Pianos were played live for The Australian Ballet's performances of *Bodytorque.á la Mode* at the Sydney Theatre and will appear again as part of the *Edge of night* triple-bill at the Arts Centre in Melbourne and Sydney Opera House later this year.

SBS and their new arts channel STVDIO are new Major Sponsors of The Australian Ballet.

"We are really excited to be working with a media company that is culturally inclusive of all Australians," said Webster.

"This partnership provides an ideal platform to develop new audiences for ballet, while exciting our existing audience."

Volvo Car Australia is The Australian Ballet's new Automotive Partner. As Production Sponsor for *The Nutcracker* seasons in Melbourne and Sydney, Volvo will use the opportunity to showcase its latest range – including the yet-to-be released all new S60 sedan, in one its first public appearances.

"Volvo is a lovely fit with The Australian Ballet," Webster said. "Working a production sponsorship into the mix is a clever way to showcase particular aspects of their brand."

Executive Director of The Australian Ballet, Valerie Wilder, said the financial benefits of these new partnerships were crucial.

"Corporate partnerships are incredibly important to the company's future. Many people would not be aware that ticket sales account for around half the true cost of sustaining a company of our size."

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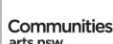
The Australian Ballet

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