

1879

那一刻起，点亮城市  
Illuminating the city since 1879

中国第一盏电灯于1879年在上海点亮。  
同年上海交响乐团前身上海公共乐队成立。

The first electric lamp of China lighted up in Shanghai.

Shanghai Public Band, the predecessor of

SHANGHAI SYMPHONY ORCHESTRA was established in the same year.



## MUSIC CONNECTING WORLDS – UNIQUE PARTNERSHIP OPPORTUNITIES

Shanghai Symphony Orchestra Teams up with Venue Asia to Enable Brands to Reach a Higher Note

### SHANGHAI SYMPHONY ORCHESTRA

Shanghai Symphony Orchestra (SSO) is one of the earliest and best-known orchestral ensembles of its kind in Asia, through which Chinese symphonic music has developed into a leading position over the years.

Founded in 1879, SSO was the first to introduce Chinese orchestral music to the audiences, quickly gaining reputation as the "The Best in the Far East".

With a long history and leading legacy, the Shanghai Symphony Orchestra continues to deliver on its mission "Music Connecting Worlds", being a strong promoter and driver of cultural exchanges on the international scene, as well as pioneering Asian musical education, continuing a century long bequest of innovation and development.



### JAGUAR SHANGHAI SYMPHONY HALL

Playing in an independently-owned, state-of-the-art concert hall is an honor and a dream for any world-class orchestras.

The opening of the Hall in September 2014 represents an important step in the orchestra's path to becoming a globally recognized symphony orchestra.

The landmark venue engages a wide array people and performers, transforming music into an entirely new experience and appeal with rich content and styles.

Designed with strict adherence to acoustic science guidelines and draws inspiration from some of the world's top concert halls, which enables it ranked as one of China's, and even the world's best concert halls, bringing Asia's oldest orchestra

In 2021, British luxury auto brand Jaguar commenced on a long-term strategic partnership with SSO, with venue naming rights at the core: Jaguar Shanghai Symphony Hall is the new official name of the music landmark.



### PARTNERSHIP OF LEADING BRANDS

A unique opportunity to form an association with China's preeminent music marque does not only allow brands to reach shared target audiences and leverage on common grounds.

Tailored solutions for a long-term partnership will also enable facilitation of premium experiences, brand activation and interaction with target groups and customers.

With rights to leverage the matchless IP's of both SSO and the Jaguar Shanghai Symphony Hall (JSSH) for marketing and communication purposes offer entitlements that include unparalleled access, category exclusivity and supreme brand influence opportunities both on- and offline.

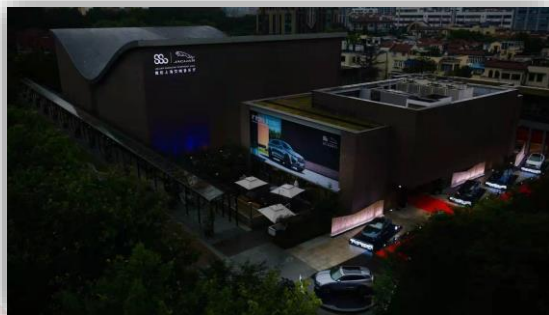


## PAIRING THE BEST WITH THE BEST

Classical music fans in China consist of a profile that is generally younger, more dynamic and affluent than other global markets.

Very similar to the target audiences of premium brands across multiple industries. SSO represents an undividedly positive image full of appeal and opportunities if utilized properly. Identifying accurate focal points to help achieve brand and business objectives via the SSO & SSH IP's would enable:

- **Enhanced Brand Awareness & Appeal**
- **Enabling Creation of New Leads**
- **Premium Hospitality Opportunities**
- **Tailormade Solutions Fit for Your Targets & KPI's**



## MORE BENEFITS

- Rich online and offline media exposure that reaches more than 100 million people
- Brand-linked promotional activities to help you reach customers and expand your business
- Customized offline activities to guide fans to your online stores and onsite activation
- Customized services at the venue to allow brands to interact and engage more with artists and fans...

## VENUE ASIA

Venue Asia is a full-service venue and commercial management company. Our experienced team provides brand consulting, sponsorship management and partnership activation services, specializing in connecting world-class venues, properties and event platforms with leading brands to create and deliver high-value synergies and measurable impact. We are relentless in our pursuit to drive sales, deepen engagement with consumers and build brand stories together with our partners.

Venue Asia also provides comprehensive solutions for conceptualisation, development and management of world-class theatres, arenas, sports and entertainment precincts. Our capabilities further include area and district master planning, project development, design and construction, content programming, sales and marketing, venue operations and event services.

The team is led by industry veterans who previously managed and commercialized prestigious venues such as the Mercedes-Benz Arena (Shanghai), MasterCard Center (Beijing) and Damai Center (Dalian).



▲ [China Daily] **“Shanghai Symphony Orchestra and Venue Asia Have Partnered for Greater Commercial Opportunities.”**

<http://www.chinadaily.com.cn/a/202009/02/WS5f4ef45ca310675eafc56f1d.html>

*“Before the opening of the 2020-2021 concert season, Shanghai Symphony Orchestra and Venue Asia announced a strategic partnership on branding and commercial cooperation.*

*Intended to reach new audiences and brands with Venue Asia's leading commercial management and consulting services, the collaboration sets out to enable unique opportunities for brand engagement and support for cultural development through a variety of first-class platforms[...].”*







SHANGHAI  
SYMPHONY  
ORCHESTRA  
上海交响乐团



## 授权书

LETTER OF AUTHORIZATION

### 独家官方商业管理合作伙伴

EXCLUSIVE & OFFICIAL COMMERCIAL MANAGEMENT PARTNER

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诚挚的，

上海交响乐团

This is to certify that Venue Asia Shanghai Co., Ltd. (VA) has been appointed as the Exclusive & Official Commercial Management Partner of Shanghai Symphony Hall.

VA is thereby authorized to act, promote, communicate, market, sell and negotiate on behalf of Shanghai Symphony Orchestra (SSO) for all matters in connection with Sponsorships, Commercial Partnerships and any assigned assets and IP rights pertaining Shanghai Symphony Hall.

Legal agreements and contracts for any contemplated sponsorships and commercial partnership deals with any corporations and/or brands shall be executed through a joint covenant undersigned by SSO, VA and any such third party.

Sincerely,

Shanghai Symphony Orchestra