



ROYAL ALBERT HALL APPOINTS CAPITALIZE TO HANDLE CORPORATE PARTNERSHIP PR CAMPAIGN

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Capitalize, the specialist Sponsorship, PR and Events agency has been appointed by the Royal Albert Hall to conduct a comprehensive PR campaign which will focus on the venue's decision to develop a corporate partnership programme for the first time in its distinguished history.

The London-based agency has been tasked to implement a detailed PR programme to help profile the Royal Albert Hall's sponsorship proposition to both targeted business sectors and the wider sponsorship marketing industry.

The Royal Albert Hall partnership programme will invite corporate brands to build a unique association with a venue famed for its unrivalled and diverse events programme. Following the successful completion of a major refurbishment of the building in 2004, the Hall continues in its role of 'Entertaining the World' with a showcase portfolio of over 350 diverse music, sports, arts, charitable and corporate events each year.

David Elliott, Chief Executive, Royal Albert Hall, commented on the appointment: "As the Royal Albert Hall enters this exciting phase in its development, we are delighted to be working with an agency such as Capitalize who demonstrate a proven record of delivering successful sponsorship and PR campaigns."

"Although the Royal Albert Hall is a charity, it receives no public funding, yet we continue to deliver cutting-edge live event experiences in a competitive leisure and entertainment industry. Our new corporate plan will equip Royal Albert Hall partners with truly unique and bespoke benefits that draw on both the Hall's rich heritage and innovative programmes."

Alison Forth, Director of PR and Communications, Capitalize, said: "The Royal Albert Hall is one of the most recognised brands in the world and we are thrilled to be working with such a prestigious partner on this hugely exciting project. The Hall is one of London's leading cultural landmarks with a long established history as a world-class and iconic venue, and the news of its partnership programme will generate huge interest within the corporate sponsorship sector."

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