



## *Sibelius Promotion 2007*



## **Sponsorship opportunity to FACC members**

**With the 50<sup>th</sup> anniversary of the passing of renowned Finnish composer Jean Sibelius coming up in 2007, the Finnish Tourist Board is inviting partners to join for a global promotion to commemorate the celebrated artist.**

The promotion will introduce Sibelius' legacy and Finland to today's sophisticated traveller through the story of how a great composer came to influence the country - a country one can visit to experience his history first hand. The proposed promotion is therefore a unique opportunity to promote Finland for the 45+AB sophisticated and cultured traveller.

The "Finlandia" promotion will consist of two main marketing tools:

- a special tribute DVD and bonus CD and which will be available for sale in music and bookstores to music lovers worldwide
- a dedicated website [www.visitfinland.com/sibelius2007](http://www.visitfinland.com/sibelius2007), which will feature the promotion, and promote the tours

The DVD will also promote Finland as travel destination and work as a "teaser" for consumers to book holidays in Finland. The exclusive package will bring together the amazing "soundscape" of Sibelius and the stunning Finnish lake and landscapes - a musical travelogue through Finland.

FTB offices worldwide will join promotions in their own markets by using their networks and partners to introduce Finland to sophisticated traveller by following Sibelius' footsteps.

The proposed promotion will consist of a Sibelius anniversary package, including a special edition DVD and an accompanying "greatest hit" CD.

The promotion will be a joint project between the Finnish Tourist Board and Universal Music [www.universalmusic.com.au](http://www.universalmusic.com.au) as well as other sponsors.

The DVD will be produced by Australia-based Bredon Hill Film & TV Productions Pty Ltd.

Created in Australia, the DVD will be distributed globally to all Universal territories by London-based distributing company Decca Music Group ([www.deccaclassics.com](http://www.deccaclassics.com)). The package will be sold

in music and bookstores globally. The "travel" angle on the DVD will also make it an indispensable selling item for travel agencies, for stocking at shops in airports, etc.

In order to distribute the Finland-package internationally, it is important to add a subtitle feature in the DVD for the main markets, such as German, French and Japanese. Other languages can be added on request.

This is a unique opportunity for your company to get worldwide recognition in the global market and raise the awareness of your service and Finnish expertise. We would be delighted to invite your company to participate in this unique promotion as a sponsor in return for the following benefits:

- An exceptional opportunity to promote your company and products for the 40+, sophisticated consumer;
- Increase awareness of your company globally and reach the public of hundreds of thousands people;
- Your participation offers an opportunity to strengthen the position of your company in Australia, as well as in the global market;
- Get your company name, logo, contact details and brief introduction in the global Sibelius website;
- Feature your company in the Finland DVD as a major sponsor, which can be used also as a corporate gift.
- Opportunity to promote your company in conjunction with several leading cultural events, which will be held in Australia the coming year i.e. with the Sydney Symphony, Adelaide Classical music Festival, and the 14th annual 4mbs festival of classics (the largest classical music festival in Australia);
- Opportunity to promote your company in the major classical music radio channels in Australia; and
- Several other events and promotions will be advised later.

We are delighted to be able to invite your company to participate in this exclusive promotion. For more information, please return the enclosed response form to us.

Should you have any additional queries, kindly contact me on 02 9929 3391 or email [satu.raunola@finnesse.com.au](mailto:satu.raunola@finnesse.com.au).

I look forward to hearing from you.

Kind regards,

A handwritten signature in black ink, reading "Satu Raunola", is displayed on a light purple rectangular background.

Satu Raunola

Finnish Tourist Board

C/O Finnesse Communications Marketing and PR Pty Ltd

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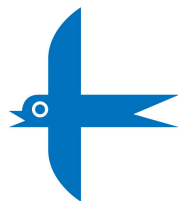
### SPONSORSHIP RESPONSE FORM

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We are pleased that you are taking advantage of this unique opportunity to be part of the '**Sibelius Promotion 2007**'. Please complete and return this form by 8 September to Finnish Tourist Board C/O Finesse Communications Marketing and PR Pty Ltd fax to (02) 9929 6344 to schedule a meeting with us.

Company			
Field of Business			
Contact Name			
Title			
Street address			
Suburb		Postcode	
Phone		Fax	
E-mail		Website	

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FINNISH TOURIST  
BOARD

**Finnish Tourist Board Australia**

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