

# Your support is crucial !

## Information for regular sponsors :

The high profile and international reputation of the Huelgas Ensemble ensures a distinguished association with the ensemble for regular sponsors, whereby an appropriate return is discussed for each individual engagement. Possible formulas are:

- Mention in the programme and on our website.
- Tax certificate for donors.
- Free entrance to all events of the festival for a number of predetermined persons. This can be linked to a private meeting with the artists during the festival.
- An exclusive presentation given by Paul Van Nevel during the season for the group of sponsors and supporters (clients). The theme of the presentation can be determined by the sponsor.
- A private concert by the Huelgas Ensemble, with or without an explanation by Paul Van Nevel. The sponsor is free to decide the number of people attending this concert. The content of the concert is discussed in consultation with the sponsor.

When interested, it seems logical to arrange personal contact with the business and artistic management and/or members of the Board of Directors of the Huelgas Ensemble. In this way the needs of the patrons and sponsors can be discussed and a close co-operation can be realized.

contact:

[office@huelgasensemble.be](mailto:office@huelgasensemble.be)



### International representation of Franco-Flemish culture

With this festival, the Huelgas Ensemble emphasizes its function as Cultural Ambassador of Flemish Heritage. The choice to organize the festival in Burgundy is no coincidence. The Burgundian Court was a leading political entity for the emergence of polyphony. The Burgundian chapel had the best Franco-Flemish singers and composers, so that the Dijon-Flanders axis was supported by a strong musical tradition. Across borders, Talant has become a foreign meeting place, support and distribution point for the spread of our own culture. This fact, incidentally, is an endorsement of cultural policy as it is prescribed in the text about the cultural spread of the new Flemish government. After the reactions to the first Whitsun festival of the Huelgas Ensemble in Talant from both the international public, press and media, it is clear that after the first edition the festival has already become legendary. We are convinced, given the great response from the public, that the festival will, in the future, continue to occupy a permanent place in the landscape of European music festivals.

### Audience target

As was already evident in the first edition, the festival appeals to an international audience. The two largest groups came from France (from Burgundy, but also from other regions such as Paris and Lyon) and from Belgium. But the festival was also visited by enthusiasts and concert organizers from Switzerland (Geneva), Germany, Austria, The Netherlands, England, Australia and Cuba. The first festival already attracted more than 1,100 visitors, a number that, given the improved announcements in the foreign press and the demand for reservations that are already being made, will certainly increase for the 2021 edition.

### Documentation

During the festival of 2021, the classical radio station Klara will send the producer Mark Janssens to Talant to make a full documentary of the three day event, just like in 2019. Moreover, in 2019 all the concerts were recorded by Sony Music. The result will be the release of three CDs that clearly illustrate the versatility and innovation of the festival. Similar recordings are also planned for 2021, which will be distributed around the world by Sony. In addition, a number of music journalists from the international press will be invited in 2021.

