

Mozarthaus Vienna

Sponsorship Package Outline

**for the Expansion & Enhancement Program
in Commemoration of the
250th Birthday of Wolfgang Amadeus Mozart**

Prepared for

Mozarthaus Vienna
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DRAFT

Table of Contents

<i>Section</i>	<i>Page</i>
1. COVER LETTER	1
2. PROPOSAL	3
A. Introduction	3
B. Description of the Mozarthaus Vienna Project	3
C. Statistical Information	6
1. Demographics	6
2. Anticipated exposure	7
a. Live	7
b. Via Print and Electronic Media	7
D. Documentation of Previous Success and Media Coverage	10
E. Sponsorship Opportunities	10
F. Sponsorship Requirements	12
G. Summary	13
H. Supporting Information and Materials	13

1. COVER LETTER

Purpose: The Cover Letter is intended to identify the sender of the letter and his or her capacity, the Mozarthaus Vienna organization which the sender represents, the purpose of the proposal and some selected key points of the sponsorship proposal.

Draft Contents:

"Dear Sir or Madam:

As Managing Director of the Mozarthaus Vienna project, I am pleased to announce that, in commemoration of the upcoming 250th anniversary of the birthday of Wolfgang Amadeus Mozart, Vienna's well-known Mozart residence, formerly known as the "Figarohaus", is currently undergoing a major renovation and enhancement program which will open in January of 2006. This effort, which represents an unprecedented collaboration between the City of Vienna, Raiffeisen Landesbank (and others to be named herein), will result in the restoration of the building and facilities and the creation of a cultural attraction which ensures the preservation of this important building; we believe that this effort will ensure that Mozarthaus Vienna will become one of Vienna's major icons for visitors and Austrians alike for years to come.

As our construction work is now proceeding rapidly and plans for the enhancements are being finalized, we are contacting you for the purpose of offering a unique opportunity to become a partner in this historic undertaking. Mozarthaus Vienna has established a program of Sponsorship opportunities which we are now able to offer for your consideration. The purpose of this Sponsorship program is to acquire additional resources which are needed to address not only some of the costs of the current renovation and enhancement program but also to support the presentation and operation of the exhibits which will be visited in the years to come by the many, many aficionados of Mozart's music who come to Austria to experience the wonders of "Vienna: the City of Music".

To summarize some of the key points that are explained in greater detail in the accompanying material, the Mozarthaus Vienna project:

- The existing facility, which has operated for many years as the "Figarohaus", is being renovated and access to additional floors and areas of the building will be provided. New exhibits and presentations, along with needed visitor services and amenities such as a performance and meeting space, café, gift shop, and support areas will be provided. Accessibility to the facilities will be considerably enhanced by the installation of a new elevator.
- In past years, despite a relatively small exhibition area and modest promotion, the "Figarohaus" managed to attract about 65,000 visitors - more than all of the other musician's house museums in Vienna combined (i.e. Schubert,

Beethoven, Haydn). The repositioned and expanded "Mozarthaus Vienna" is projected to attract more than 170,000 visitors per year. Based on tourism trends in Vienna, it is anticipated that slightly more than half of these visitors will be foreign tourists who, for the most part, relatively well-educated and affluent.

- A sponsorship program, seeking financial and in-kind support for the renovation program and to sustain ongoing operations and presentation of changing exhibits, is presently being implemented. The program is intended to create mutually beneficial relationships between organizations and individuals and the project, offering a unique opportunity for a sponsor's association with the venerable name "Mozart".

(Choose an alternative closing statement that may be appropriate here)

Alternative 1: In the near future, I will call you to invite you to visit the Mozarthaus Vienna project and learn more about our current plans and aspirations for the sponsorship program. In the meantime, should you have any questions or wish to meet with me to discuss this program, please do not hesitate to contact me directly.

or

Alternative 2: I trust that the information in the following pages will be sufficiently convincing of the value of our proposition that you will contact us to arrange a meeting to further discuss this unique and compelling opportunity. I look forward to hearing from you at your earliest convenience.

or

Alternative 3: Since our timeframe for the implementation of the project is growing short, I urge you to contact me at your earliest convenience so that I may give you additional information about our sponsorship program and, hopefully, begin a dialogue which will lead us to a mutually beneficial relationship.

The Mozarthaus Vienna project will soon become widely known and we welcome the opportunity to include you (and your organization) in the near and long term recognition and support for this unique project which we are confident will be generated both locally and abroad.

Yours truly,

Managing Director

Enclosures

2. PROPOSAL

A. Introduction

The present document describes sponsorship opportunities which are currently being offered to a select group of organizations and individuals who are being invited by the Mozarthaus Vienna company, the developers and operators of the new project, to become partners in the expansion and enhancement program of the Mozarthaus Vienna. In return for accepting a Sponsorship position with Mozarthaus Vienna, a corporation or individual will receive a variety of benefits including recognition in the extensive press and media campaign which is currently underway; depending upon the specific sponsorship relationship selected, the corporation or individual may also receive special recognition, in appropriate media, which will be presented inside the Mozarthaus Vienna itself where visitors and guests can learn about the unique roles of the sponsorship partners in cooperating to provide the facilities and services which they will enjoy during their visits. Given the unique place that the figure of Mozart and his timeless musical legacy holds in the hearts and minds of people throughout the world, we believe that the sponsorship program offers a unique, one-of-a-kind, opportunity for corporations and individuals to be associated in a meaningful, tasteful and economically beneficial way with this iconic figure.

In the following subsections of this document, information is provided concerning the scope of the project, the audience it seeks to serve and the Sponsorship program itself; support materials, including photographs of the facility and renderings of the planned exhibits are provided in the Appendix.

B. Description of the Mozarthaus Vienna Project

The "Figaro House", located in Vienna, Austria, was occupied from 1784 to 1787 by the world famous composer Wolfgang Amadeus Mozart. Although Mozart lived in several other places in Vienna and elsewhere during his life, the "Figaro House", so-named because it is here that the famous musical work was written, is the only remaining apartment in the City which he occupied which has endured the destructive forces of war, urban redevelopment and change. Thus, the significance and intrinsic value of these rooms to us today is quite clear and the opportunity for their enhancement for the benefit of future generations has been recognized and acted upon by the Mozarthaus Vienna organization. The occasion of the 250th anniversary of Mozart's birth in 1756 will be celebrated in the year 2006. Initial studies and fundraising for the project began in 2003, providing an appropriate timeframe for the necessary analyses and studies to assess the opportunities for enhancements, as well as to design and implement a comprehensive program of improvements which will open to the public in January, 2006.

The building is located in the central area of Vienna, just a few short steps from the Stephansplatz area, a very vibrant and active commercial district. In recent

years, the "Figarohaus" has operated as a small museum, occupying the first floor of the 5 Domgasse building where Mozart lived. Through recent negotiations with the building owner, an agreement with Mozarthaus Vienna, a subsidiary of Wien Holding, the City of Vienna's holding company, has been struck to carry out a program of renovation and restoration which is intended to improve the appearance and attractiveness of the property as well as to enhance the presentations and exhibits and allow visitors access to several more floors and areas in the structure than in previous years. Additional space for the new project will be provided in the building next door - 3 Domgasse - which will further expand the opportunities to accommodate visitors and guests and provide needed administrative support areas.

In summary, the basic concept for the new project consists of the following components and improvements:

- The roof is being restored and façade being renovated and repainted, in a manner which is faithful to the historical character of the building, to provide an attractive and inviting exterior presence on the street; appropriate signage and lighting will be installed to enhance the way-finding experience for visitors.
- The ground floor of the building is being renovated and improved, providing a new entrance to the building. Upon entry, visitors will be received, purchase tickets and enter the central courtyard in order to proceed to the floors above and below which contain the primary exhibition areas; other spaces on the ground floor will accommodate a new café and a gift shop.
- A new elevator is being installed within the building structure which will allow guests to be quickly and safely conveyed to the uppermost floor of the exhibition areas which is located on the +3 level; the historical stairway is being renovated and will also be available for vertical circulation in the building.
- The +3 and +2 levels of the building are being renovated and restored, preserving the historical features of the structure; an area on the +2 level will be devoted to a display of the architectural features of the structure and an exhibit concerning the many layers of paint which have been applied to the walls before and since the time of Mozart which are now visible through careful archeological work. A sequence of informative, educational and entertaining exhibits will be provided to give visitors a sense of the historical context of Mozart's time in the house as well as provide information on Mozart's music and the compositions he wrote during the time he lived in the house. The first floor - where Mozart's family actually lived - will contain a variety of artifacts and displays that will explain how Mozart's family lived and what life was like in the flat.

- Additional resources that will be available to visitors include a multipurpose room that is being installed in the historic cellar of the building on the -2 level. Plans for this room include presentation of occasional musical performances as well as temporary exhibits; corporate and other types of events can also be organized in this space which can be fully catered. Efforts are currently underway to designate this area as a "Business Meets the Arts" facility which will involve other countries in the European Union and provide a platform for international cooperation. A small library will also be available in the building that will contain interactive kiosks where visitors who desire more in-depth information on Mozart may explore digital archives and conduct independent research.

Significant milestones accomplished to-date include:

- Mozarthaus Vienna was officially established as the entity responsible for the development and management of the project.
- An agreement was made with the building owners to undertake needed improvements and to permit use of several of the floors in the structure for the expanded Mozarthaus Vienna project.
- Financial commitments for the project were obtained from several entities including: the Raiffeisen Landesbank (and other names of appropriate entities) and a Business Plan was prepared and adopted to guide development and operation of the project.
- Architectural designs were commissioned with Arch. Klaus Becker and the competent authorities have approved the basic renovation plans.
- Pentagram, an internationally known design consultancy, was engaged to design the logo for the project (which is utilized in the present document). The logo provides a dynamic, yet elegant, visual representation of the Mozarthaus Vienna organization and project and will be a key component in furthering the marketing and promotion efforts.
- A series of technical and professional workshops were undertaken and several studies performed to develop the conceptual organization and content of the project.
- Construction work was initiated to undertake the necessary renovations and improvements to the affected floors and areas of the building.

C. Statistical Information

1. Demographics

The new Mozarthaus Vienna project will appeal to a wide range of visitors including foreign tourists as well as Austrians, young and old alike. Because of the fact that Mozart is recognized throughout the world as one of the great classical composers of all time, there is an inherent appeal in the Mozarthaus Vienna to people who are well educated and relatively affluent. However, because the exhibition will be designed and developed in a manner that will have a very immersive and engaging presentation, it is expected that the project will be of interest to a more diverse range of visitors than would be expected in a more conventional famous musician's house museum.

Vienna has strong resident and tourism markets available to support the project. The resident market consists of just over 8 million people, broken down as follows:

- Primary market (Greater Vienna region): 2.07 million
- Secondary market (Other Austria): 6.06 million

The Vienna area also hosts about 3.2 million overnight visitors (8 million visitor-nights) per year. Approximately 2.5 million guests stay in area hotels, while another 740,000 stay with friends or relatives. International visitors represent about 82% of overnight visitors and come from a wide variety of countries, with Germany representing the principal source at 23.6 % of visitors.

Visiting cultural and historic attractions is a key part of visiting Vienna. The Museum Quarter receives some 2 million visitors per year (from Vienna: 53%; international guests: 33%). About 55% of these visitors (1.1 million) visit one or more of the museums while the rest enjoy the ambience of the area.

Schönbrunn has 1.4 million visitors and some 22 attractions in Vienna receive over 100,000 visitors per year. Particularly appropriate comparable attractions to the Mozarthaus Vienna would seem to be the House of Music (167,000 visitors per year) and Mozart's Birthplace and Residence in Salzburg (409,000 visitors).

With the recent entry of neighboring countries in the EU and with a significant reduction in border crossing formalities, it is foreseen that increased tourism and travel in the immediate region will increase in the short term. Given the attractiveness of the Mozart legacy to these populations, the Mozarthaus Vienna is expected to attract a significant number of visitors from these emerging markets.

2. Anticipated Exposure

A. Visitors

Annual visitation to the Mozarthaus Vienna attraction is forecast, on a preliminary basis, at about 170,000. This visitation is anticipated to be well balanced with about a 48/52 split between residents and tourists. The duration of a typical visit to the facility is anticipated to be forty-five minutes. The peak day attendance is estimated to be 1,500 persons with the peak number of visitors in the facility at one time is about 210.

B. Via Print and Electronic Media¹

The Mozarthaus Vienna will be widely promoted in print (i.e. magazines, newspapers, etc.) and via television and radio programs. A Press and Marketing Manager has been appointed, A. Stalzer, who has extensive experience in Vienna promoting a range of visitor attractions. A Press and Marketing program has been developed which is organized in three phases, the first of which began in the Autumn of 2004 and will cover the period until early Summer of 2005 and is focused on the construction and renovation work of the house. A second phase, which will start during the summer of 2005 and continue until the opening in early 2006, will focus on raising public interest on the opening of the project; the third phase, starting in March of 2006, shall be oriented towards the sustainability of the project.

The Press and Marketing work will be strategically organized in cooperation with political leaders in Vienna along with the Organizer of the Mozart Year 2006 program as well as with partners from the business and tourism industry. A key component of the cooperation with the business community will be a focus on sponsors.

In recognition of the strong and increasing tourism demand in Vienna, a major information campaign concerning the Mozarthaus Vienna project will be undertaken. The project will be presented at the most significant tourism trade fairs and exhibitions by the Mozarthaus Vienna organization in cooperation with the Vienna Tourist Board and the Austrian National Tourist Board.

The first major media event for the Mozarthaus Vienna project will be the presentation of the corporate design (logo) prepared by Pentagram, as well as information on the plans for the exhibitions to be displayed in the building and information about the construction and refurbishment work which is underway. Participating in this presentation will be the Mayor of Vienna, the City Council representative for Cultural Affairs, the organizer of the Mozart Year 2006, and Mozarthaus Vienna, as a subsidiary of the Wien Holding Company.

¹ It will be desirable to have Mr. Stalzer provide some information on how many people will be reached by these various media such as: "newsletter will have a circulation of 500", "press conference will be covered by six radio stations and four television stations with a reach of more than 1 million persons", etc.

Additional details of the three phases of the Press and Marketing program follow:

Phase I: Preparation (autumn 2004 to autumn 2005)

- Interim presentation (press conference) in autumn 2004 concerning the progress of construction and planning.
- Interim status presentation (press conference) in late January which will mark a countdown to the birthday of Mozart, starting exactly one year prior to the opening of the project.
- Several smaller media presentations in the spring of 2005 to the tourism industry.
- The project will be presented at a press conference as part of the presentation of the Mozart Almanac that will be made by Peter Marboe, the Mozart Year organizer.
- Marketing work will be undertaken with a focus on the tourist market in cooperation with the Vienna Tourist Board and other tourist institutions.
- A "style guide" will be prepared, a website launched, a first sales/information brochure published, and a newsletter launched.
- During this phase, sponsoring partners will be integrated in the PR and marketing plans.

Phase II: Opening and Mozart Year 2006 (autumn 2005 to autumn 2006)

- Preparations will be made toward the opening of the project in January 2006, focusing on Mozart's birthday celebration from the 27th to the 29th of January 2006. These preparations will take the form of previews, press conferences, media events and communications concerning the Mozarthaus offering in the scope of the Mozart Year 2006 program. It is possible that the presentation of the Mozart film festival on the City Hall Square may take place at the Mozarthaus.
- Marketing work will continue with a strong focus on the tourist market in cooperation with the Vienna Tourist Board through invitations to journalists and others in the field of tourism, participation in trade fairs, workshops, etc.
- The website will be updated, as will the advertising and Mozarthaus folder, newsletter, etc. A catalogue will be prepared, DVD's produced, and advertisements generated. The sponsoring partners will be integrated into

the PR activities and special events will be organized for major sponsors.

Phase III: Post-Opening and Sustainable Positioning (autumn 2006 to autumn 2007)

- A press conference will be held at the end of the Mozart Year (January 2007) presenting a review of the past year's accomplishments and the program for the following year.
- A second press conference will be held before the start of the summer tourist season with a presentation of the summer program or other noteworthy subject of interest to the media.
- Sponsors will continue to be integrated into the PR activities and special events will be organized for major sponsors.
- In terms of marketing, new offers to the tourism industry will be launched and additional focus will be placed on programs for schools, educational institutions, associations, and special interest groups.

Several key features of the program, indicated above, are:

- Website: Beginning in 2004, the website will play a key role in providing general and specific, up-to-date, information about the project and its progress. In addition to press information, photographs and other images will be available for download. (Appropriate domain names have been previously registered).
- Press Kit: This information folder will be issued during the construction phase as it will be an important advertising and marketing instrument for the tourism industry. In the Mozart Year (2006) a special "Mozarthaus Vienna" press kit will be issued including the Mozart apartment (on the +1 level).
- Newsletter: Consideration is being given to the creation and publication of a periodic newsletter containing additional information on the progress of the project and, after opening, about key events and activities. This newsletter could be issued in an electronic form to journalists as well as subscribers and could reach out to an international audience.

In all communications, the PR activities will be conducted in German and English. In view of the high level of interest in other countries about Mozart, the advertising and information kits shall also be published in Italian, French, Spanish, Japanese and Russian.

D. Documentation of Previous Success and Media Coverage

In previous years, the "Figarohaus", which was operated by the City of Vienna as part of the Wien Museums properties, was confined to the first floor of the building as a small musician's home museum. The "Figarohaus" was modestly promoted in various brochures which are offered to tourists in Vienna and via the City of Vienna's website for Wien Museums which is presently available only in German. The museum is also identified and described in many of the prominent guidebooks which are used by international visitors such as Fodor's, Frommer's, and Lonely Planet. In spite of the relatively small exhibition and minimal level of promotion effort, the "Figarohaus" attracted an annual attendance of approximately 65,000 visitors. No sponsorship program was in place during the previous years of operations.

E. Sponsorship Opportunities

Sponsorship opportunities for the Mozarthaus Vienna project are broadly divided into two principal categories:

- Project Development & Launch
- On-going Operations

The first category - Project Development & Launch - will focus on opportunities that are available currently and through the first year of operations (i.e. 2004 through 2006). The second - On-going Operations - will capture those opportunities which are related to the post-Mozart Year operations of the facility (i.e. 2007 onwards). Recognizing that a potential sponsor's interest may extend across both periods of time, those sponsors who make commitments to both periods of time, shall receive special recognition and benefits as detailed below.

Based on experience with other visitor attractions which are, in part, supported through public/private partnerships, Mozarthaus Vienna has developed a preliminary list of sponsors which is intended as a general orientation to the types of organizations and entities expected to have a potential interest in a relationship with the Mozarthaus Vienna project. By no means is this list exhaustive, nor is it intended to exclude organizations or individuals from other areas of business or interest as Mozarthaus Vienna is seeking, through the sponsorship program, to assemble a highly collaborative group of interested partners who, above all, have in common an interest in preserving and sustaining the legacy of Mozart's life and work in Vienna. The interest of these organizations and individuals may be motivated by a variety of factors including, but not limited to:

- A desire to encourage/promote economic development.
- A thematic compatibility between MHV and the business or organization.

- A business compatibility between MHV and the business or organization.
- The value proposition including on-site exposures and associations with the project, media/ Internet exposures, market compatibility/customer compatibility.
- Image building.

The Sponsor Typology includes:

- Theme-related (i.e. Mozart-related)
 - Music companies (e.g. production and distribution of musical performances, manufacturers of professional and/or consumer equipment, etc.)
 - Musical instrument manufacturers/distributors
 - Tourism organizations
- Consumables
 - Soft drinks (including water)
 - Beer
 - Wine and Spirits
- Consumer Goods
 - Cameras/film
 - Clothing
 - Paper products
 - Toys
- Services/Supplies
 - Financial - Banking (Raiffeisen Landesbank)
 - Financial - Credit Card
 - Computer Systems
 - Software
 - Technology
 - Telecommunications
 - Entertainment
 - Courier
- Transportation
 - Airline
 - Rental car
 - Ground transportation
 - Railroad

- General Corporate
 - Energy
 - Pharmaceuticals
 - Automobile
 - Insurance
 - Financial Services
 - Accounting/Management Consulting
 - Legal
- International Organizations
 - European Union

F. Sponsorship Requirements

Mozarthaus Vienna has established the sponsorship program with the objectives of enhancing both the abilities to fund and support current renovation efforts as well as to sustain the quality and attractiveness of the facility through the presentation of changing exhibitions and performances, hosting special events, and organizing interesting new activities. Recognizing the unique value that can be placed on an association with the Mozarthaus Vienna for those corporations and individuals who seek high quality, mutually beneficial sponsorship relationships, the sponsorship program has been designed to ensure a strong value proposition. The basic program is organized in a tiered manner, as follows, with the associated costs and benefits indicated:

Type of Sponsorship	Cost	Sponsor Receives
Exclusive Sponsor	€500,000	Title sponsorship displayed in MHV, mention in all printed materials and media; exclusivity; free admissions; attendance and recognition in opening reception.
Major or Presenting Sponsor	€100,000	Mention in or near area/exhibit or event being sponsored; mention in all publicity; free admissions; attendance and recognition at opening of exhibit or event.
Co- or Secondary Sponsor	€50,000	Signage; fewer/smaller mentions in publicity; fewer admissions, etc.
Official Product	Product + Cash	Exclusive sales of items in gift shop; mention in publicity as "Official Product"; free admissions.
Participating Sponsor	€15,000	Smaller size and number of mentions.

In practice, the above tiered program will be implemented in keeping with relationships that are typical in other sponsorship programs by affording the following opportunities:

- Naming Rights - for the MHV or for specific areas or rooms within the building.
- Exhibit Sponsorship
- Event Sponsorship
- Marketing and Publications Underwriting
- Supplies and Service Exclusivity (e.g. official products)
- Board/ Advisory Committee Membership
- General Support

G. Summary

The Mozarthaus Vienna represents one of the iconic historic features in Vienna. During the next two years, when renovation work is undertaken and then during the Mozart Year 2006, substantial publicity and attention to this repositioning and renovation effort will be generated which, through association via the sponsorship program, can afford significant tangible and associative benefits to partners who participate in the program. The foregoing pages provide, in summary fashion, the basic outline of the sponsorship program. Recognizing that the desires and needs of each sponsor partner are different, Mozarthaus Vienna welcomes the opportunity to work with interested parties to fashion a participation commitment which is of mutual benefit.

H. Supporting Information and Materials

1. Clippings, articles, reviews
2. Budgets (summary)
3. Recordings, video tapes
4. Color photos of the exterior
5. Biographies of key persons involved in the project
6. Programs
7. Demographic and economic impact study (summary of Clive Jones report)
8. Logo, advertising, etc.