



GOD'S CHANTS

Monestir of Sant Cugat

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Raventós



LOCATION AND SPACE

The Classical Concert Competition called “GOD’S CHANTS” will take place in the inside area of the church. The outside area will be used for the bars and opportunity to stand and mingle with the guests.

- Capacity for 700 people inside
- Capacity for approx. 100 people outside

Inside, there will be a huge podium build with chairs for all 500 guests. The set up will be like the concert of Andre Rieu in Maastricht, the Netherlands.

The jury, together with Andre Rieu will get a table in front of the podium.

The bar will be in the outside area, including some standing tables.

The podium will have the same construction used as during Andre Rieu his own concerts, although smaller.

Why this location?

The event will be hosted on the 3rd of June 2021, which is the 90th Anniversary of the Monestir of Sant Cugat. In addition, the place is beautiful and magical.






THE ACTIVITY

WHAT IS THE IDEA?

Annual Classical Concert Competition with André Rieu

WOW.. WAIT.. WHAT DOES THAT MEAN?

Listen to this to understand.... 

SO.. WHEN & WHERE WILL THIS WHOLE THING HAPPEN?

Everyone from Spain who would like to compete and get selected to perform on the 3rd of June in the Monestir of Sant Cugat, has to upload his or her online audition before the 1st of March 2021. The online auditions and voting will start from then until the end of May 2021.

The public will vote for the best auditions via the build website and by the end of May 2021, the top 10 will be clear. This top 10 will get invited to perform during the event on the 3rd of June in the Monestir of Sant Cugat, which is at the same time the anniversary of the Church.

The event itself will start at 19.00h until 23.30h in the indoor area of the church. The outdoor area will be used as well for the different bars.

The event will be livestreamed for which people can pay and follow the event from wherever.



BTW... WHO IS ANDRÉ RIEU?

André Léon Marie Nicolas **Rieu** (born 1 October 1949) is a Dutch violinist and conductor best known for creating the waltz-playing Johann Strauss Orchestra. He and his orchestra have turned classical and waltz music into a worldwide concert touring act, as successful as some of the biggest global pop and rock music acts.

GO CHECK OUT HIS CONCERT...



PRESENTIAL CLIENTELE

The clientele which is going to attend the event is going to be similar to the photos you are seeing on the top.

Their characteristics could be summoned as wealthy international and local families and youngsters which have appetite for classical music and can afford the high price for ticket.



“Chi canta prega due volte”

Online Clientele

Target:

1. Age 18 – 50: Online
2. Taste for classical music
3. Less income and familiarize with digital tools

Marketing:

1. Social Media Adds & Streamers
2. Competition flyers in Liceu and Palau de la Música
3. André Rieu notoriety

COMPETITORS ANALYSIS

Tour / Cultural Guides:

- Everyday can be done
- For everyone
- Need for people to go there
- All settled

GOD'S CHANTS:

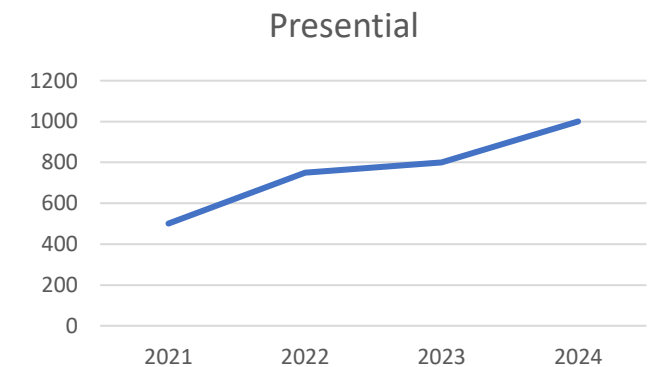
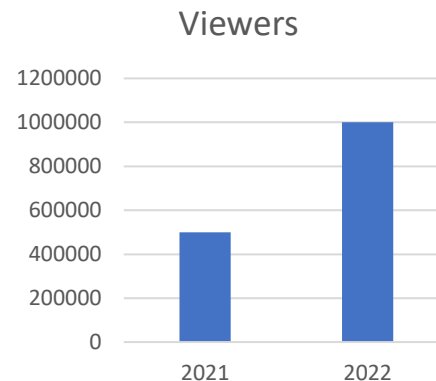
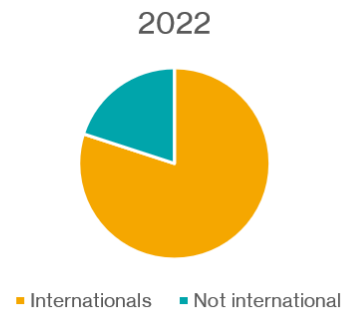
- Annual Experience
- Exclusive
- Can be viewed online
- Interactive for all





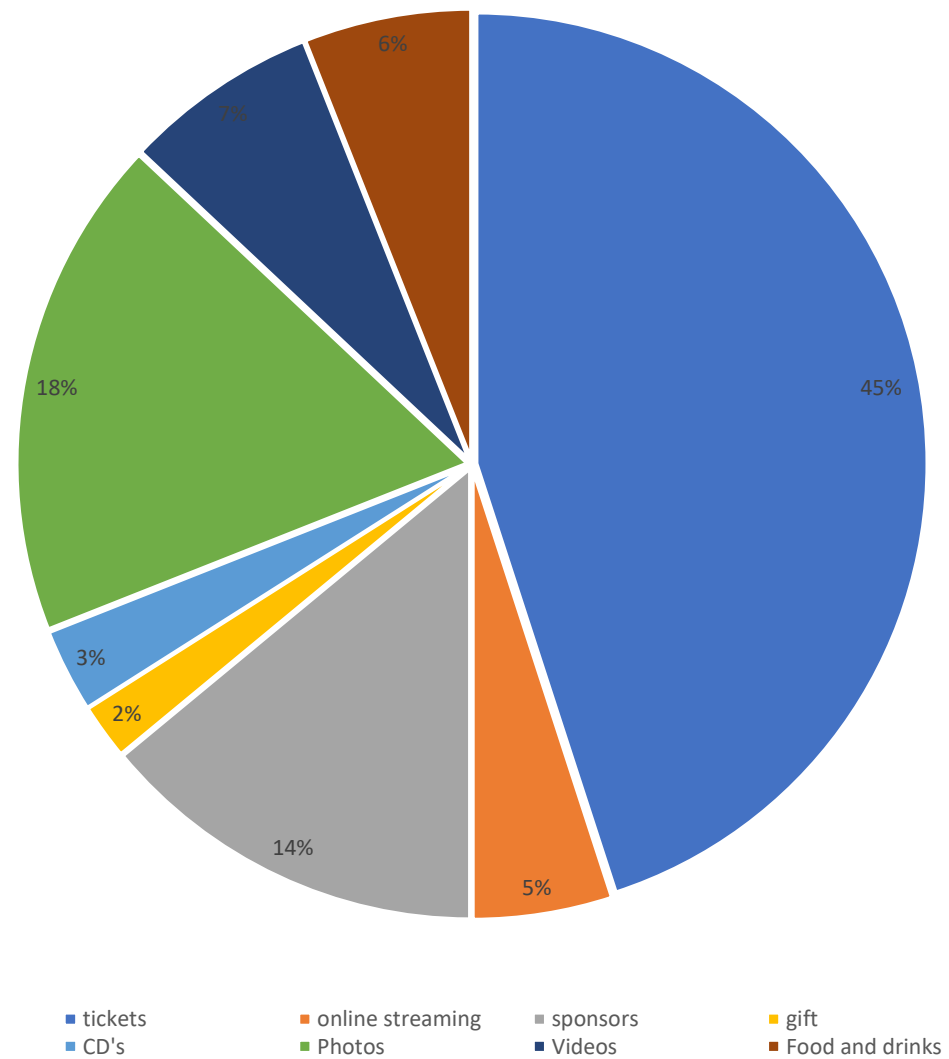
GOALS FOR THE NEXT TWO YEARS

1. We expect to increase in international views due to the cultural background in classical music and the notoriety of André Rieu
2. As there will be an increase in the internationals, there will be a higher increase in views. Also, the campaigns targeting youngsters will improve this metric
3. At last, we are going to do this competition in a different church each time, trying to improve towards bigger temples that could allow us to improve the presential metric



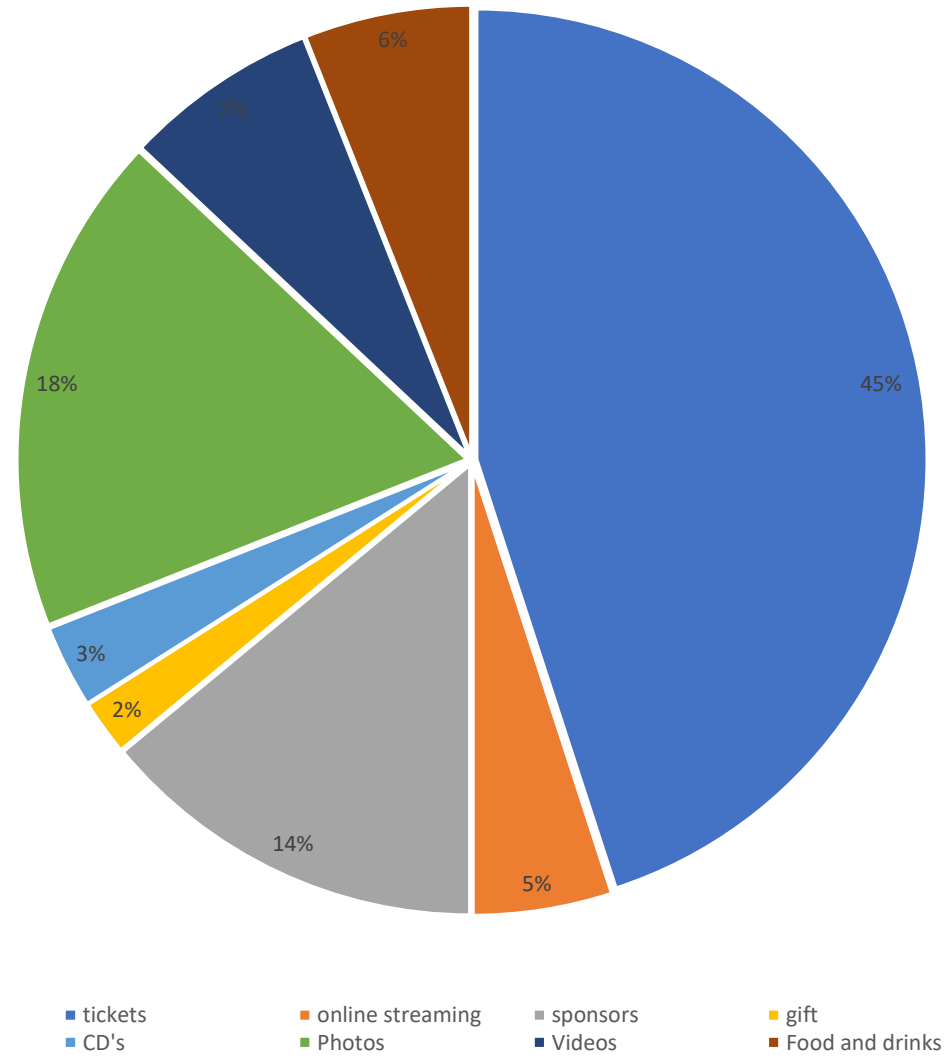
FINANCIAL COSTS

Costs = 330,285.714



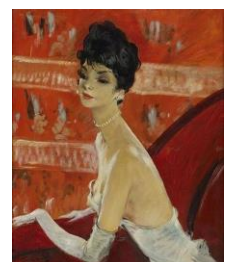
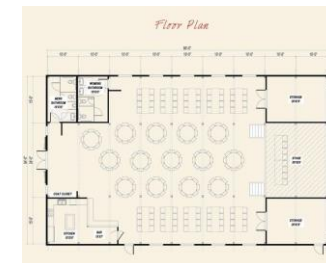
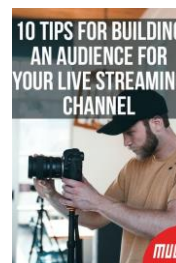
FINANCIAL INCOME

Revenues = 1,203,459.70



10 THINGS WE HAVE TO DO... TO DO... TO DO.... TO DO.... (NEVER ENDING TO DO LISTS)

WHAT?	WHEN?	WHO?
Build a website platform for the online auditions and voting by the public	MARCH	ALBERTO
Get the permissions to host the event	MARCH	ALBERTO
Marketing activities in order to promote the event	STARTING FROM MARCH	CAMILA
Contact Andre Rieu his management, book him to perform and tell him about the competition	MARCH	LOTTE
Sell tickets	STARTING FROM APRIL	CAMILA
Sell the live streaming service	STARTING FROM MAY	CAMILA
Set up a floor plan for the event	END OF MAY	LOTTE
Decorate the location	JUNE	CAMILA
General repetition with all the performers the day before the event happens	JUNE	ALBERTO
Walk through the event the morning of the event itself together with all the employees (pilot activity)	JUNE	LOTTE





“Start sharing your music with the world, so
the world can start sharing your music”

