

# SPONSORSHIP PACK

Aethelflaed Art Trail, Exhibition and Opera  
Celebrating Wolverhampton's Forgotten History



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# Overview



**The Aethelflaed Trail** is a new community heritage initiative that will bring to life a 13-mile route from Wednesfield to Smestow Valley in Tettenhall, tracing the landscape where Anglo-Saxon and Viking forces are believed to have clashed in the pivotal **Battle of 910 AD**. This defining moment helped shape the future of England and remains deeply significant to Wolverhampton's history.

## First of its kind! – ‘Aethelflaed’, the Opera

Alongside the trail, the Trust is supporting the development of an original opera created with an internationally renowned composer, further celebrating this powerful story.

**This pack explains how funders can sponsor the project.**

We are seeking sponsorship and patrons to help bring this project to life offering partners a unique opportunity to be part of Wolverhampton's heritage legacy.

## Arts Trail

## Education

## Creative Workshops

## Performance



# What we are looking to raise

## Outdoor Heritage Trail – ‘The Aethelflaed Trail’

To include permanent outdoor artworks, interactive signage at key Wolverhampton localities

Amount : **£200,000**

Artworks that honour Wolverhampton’s history. Commissioning of legacy installations

## Aethelflaed and the Battle of 910 AD Exhibition (August 2027)

Set up and curation costs, Indoor and commissioned art for exhibition (proposed August 2027)

Amount: **£60,000**

## Performance – ‘The Aethelflaed Opera’

Initial development and set up costs

Amount: **£100,000**

Bringing international talent to the UK, a unique and immersive Opera written by international Composer Andre ,

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**SPONSORSHIP  
OPPORTUNITIES  
AND BENEFITS FOR  
INVESTORS**

# Sponsor Incentive



## Trail Signage Exposure

Sponsor logos and names prominently displayed on trail signage, and legacy artwork plaques

## Event Materials Branding

Sponsors featured on event materials like flyers, banners, and programs to reach attendees effectively.

## Media Campaign Inclusion

Sponsors included in media campaigns to increase brand awareness beyond the immediate event audience.

## Online Platform Promotion

Sponsor recognition on online platforms to engage a broader community and enhance digital presence.

# Our Corporate Sponsorship Packages



## Silver – £2,500+

- Logo included in selected materials
- Recognition on trail/exhibition/recital programme
- 2 Complimentary event tickets (opera or exhibition)



## Gold – £5,000+

- Sponsorship of one trail artwork or opera production element
- Logo on promotional materials
- Branding on plaque / interpretation board
- 4 Complimentary tickets to Aethelflaed The Opera (top tier seats) and 4 tickets to exhibition entry



## Platinum – £10,000+ (*All Three Initiatives*)

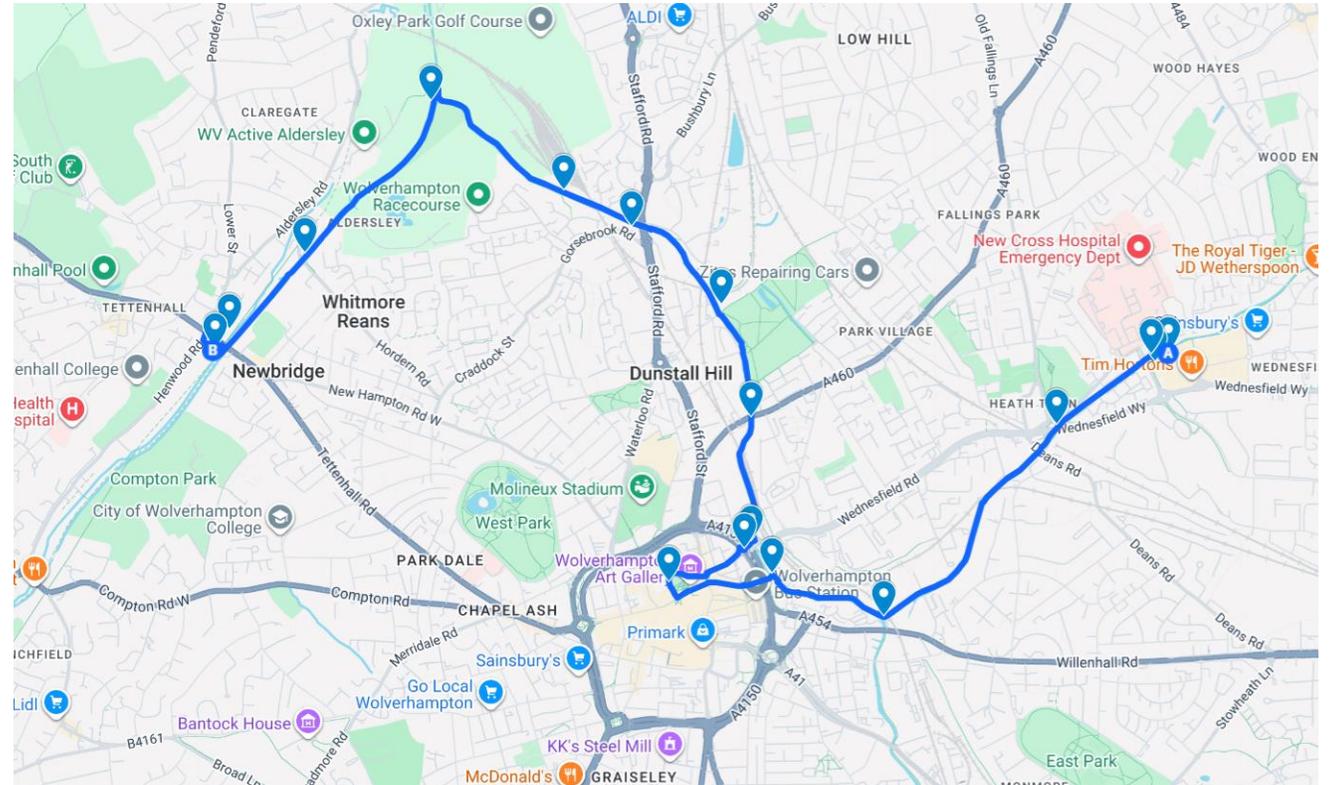
- Recognition across Trail, Opera & Exhibition
- Prominent logo on materials
- Branding on legacy artworks
- VIP invitations & staff benefits
- Sponsor acknowledgment at events
- 8 Complimentary tickets to Aethelflaed the Opera (Front row seats), free events programme, backstage passes, 8 tickets to Aethelflaed exhibition

## Bespoke Sponsorship – £\_\_\_\_\_

(For supporting a specific piece of work such as commissioning a sculpture, funding the operas, or sponsoring a gallery installation.)

# Outdoor Sculpture Trail Proposed locations

1. Well Lane, Wednesfield
2. Bentley Bridge, Retail Park
3. Nickelodeon Bridge South
4. Nickelodeon Bridge North
5. Wednesfield Rd North
6. Wednesfield Road (New Cross Hospital)
7. Horseley Fields
8. Railway Station (New Canal Side Development)
9. St Peter's Square, City Centre
10. Broad Street
11. Cannock Road
12. Fowler's Park
13. Stafford Road
14. Dunstall 1 / 2
15. Aldersley
16. Hordern Road 1 / 2
17. Lower Green
18. Upper Green – Tettenhall Village /Tettenhall College
19. Smestow Valley , Nature Reserve 1 / 2
20. Compton, Wightwick Manor National Trust





# Opera Sponsorship Overview

Sponsorship for *Aethelflaed: The Battle of 910AD – Opera Recital, Lecture & Piano Aria* will directly support the set, staging and production costs needed to bring this important new cultural work to full performance and ultimately to stages across the region. The opera has been composed by **Andre Fratto**, an internationally experienced composer with over 25 years in film, television, and theatre, including work on the TV series *Haven* and two completed symphonies. The lead soprano, **Rachel Kobernick**, has performed more than 20 operatic roles worldwide and has been praised by *The New York Times* for delivering “captivating performances.” Their combined experience brings exceptional artistic credibility and professional quality to this community-rooted opera.

We are now entering the full development phase, where funding is required to expand the work from recital format into a complete staged production. This includes hiring musicians, securing orchestration support, developing set design and lighting, and commissioning costumes, props, and technical production elements. The long-term goal is to create a sustainable opera that can tour, generate revenue through ticket sales, and continue to tell Mercia’s story for years to come. Sponsorship at this stage offers organisations the chance to play a foundational role in bringing a world-class artistic project to life—one that celebrates local history, nurtures creative talent, and strengthens the cultural landscape of Wolverhampton and beyond.

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**HOW TO GET  
INVOLVED: NEXT  
STEPS FOR POTENTIAL  
INVESTORS**

Please contact The Tettenhall District Community Interest Company for a Sponsorship Application Form and pack at:

[tdcic@tdcic.org.uk](mailto:tdcic@tdcic.org.uk)

More information can also be found at our website : [www.tdcic.org.uk/battle-of-910ad](http://www.tdcic.org.uk/battle-of-910ad)

We are happy to receive any questions or comments you may have!





# CONTACTS: JOIN US IN CELEBRATING HERITAGE THROUGH ART

## Project Lead

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## The Trust

**Neal Kelshaw – Director**

**Promoter Aethelflaed Opera**

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**THE TETTENHALL DISTRICT  
COMMUNITY TRUST**