



OLIVIER AWARDS 2019 WITH MASTERCARD ANNOUNCES NEW PARTNERSHIPS DETAILS

The Society of London Theatre (SOLT) has announced full partnership details for the Olivier Awards 2019 with Mastercard, which return to the Royal Albert Hall on Sunday 7 April.

Nicola Grant, Vice President, Integrated Marketing & Communications – Mastercard UK, Ireland, Nordics & Baltics, said:

‘Mastercard is delighted to be headline sponsor of the Olivier Awards for a ninth year. Through our partnership with Society of London Theatre we are proud to support the rich diversity of UK theatre which continues to provide unparalleled entertainment and joy to passionate theatre fans all year, every year. This includes Priceless theatre events and early access tickets for Mastercard customers. We’re looking forward to another amazing Olivier Awards show with standout performances from some of the best talent in world theatre.’

In addition to existing partners Audi and American Airlines, the Olivier Awards are welcoming two major new travel and accommodation partners this year.

Edwardian Hotels London returns as a partner, having worked with SOLT and the Olivier Awards in the past. This new collaboration will see The May Fair Hotel host the nominees’ celebration on 8 March. Edwardian Hotels London has a long history of supporting London Theatre, and also sponsors West End LIVE. The timing has special significance, anticipating the launch in 2020 of their new hotel and cinema complex, The Londoner, in Leicester Square – which will present many additional opportunities for both organisations.

Luxury cruise line Cunard will be sponsoring the Olivier Award for Best Revival, and collaborating with SOLT on exciting future ventures including London Theatre At Sea, a new theatre-themed voyage launching next year, taking guests behind the scenes to explore the secrets and techniques of putting on an award-winning show. The partnership will offer opportunities to promote the best of London theatre to an in-bound tourism market year-round.

Julian Bird, Executive Producer of the Olivier Awards and SOLT Chief Executive, said:

‘The Olivier Awards could not happen without all our partners, and we are extremely grateful for the vital resources and invaluable support they provide to enrich the Awards and other SOLT initiatives and events. Our new partnerships with Edwardian Hotels London and Cunard will bring a huge amount of additional value to the Awards, enabling us to continue celebrating and promoting London’s world-leading theatre industry.’

Official media partners ITV, Magic FM and Facebook Live are broadcasting the Olivier Awards again this year. More details of the broadcasts will be announced nearer the date of the event. For styling, the Awards welcome back Saville Row tailors Chester Barrie, and long-term makeup partner MAC Cosmetics, who this year are creating a special Olivier Awards branded lipstick for nominees. Asprey celebrates its fourth year as official Jewellery Partner, styling talent with collections from the Flagship Bond Street Store.

Taittinger is kindly providing Champagne for the nominees' celebration at The May Fair Hotel and post-Awards party at the Natural History Museum, as well as auctioning a Methuselah signed by nominees and top theatre figures, to raise money for the SOLT and UK Theatre campaign "Inspiring the Future of Theatre".

Hildon will again be providing mineral water to keep guests, nominees, presenters and performers well hydrated during the Awards ceremony.

Other partners include See Tickets, Exterion Media, Getty Images and Heart of London Business Alliance.

For production on the night of the ceremony, existing partners Blue-i (video) and White Light (lighting), are joined this year by the Royal Albert Hall's in-house sound providers.

For more information about the sponsors for the Olivier Awards 2019 with Mastercard, visit www.officiallondontheatre.com/olivier-awards

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For all press enquiries, please contact Eva Mason: eva@soltukt.co.uk / 0207 557 6729

EDITORS NOTES

Established in 1976, the [Olivier Awards](#) celebrate the world-class status of London theatre and are Britain's most prestigious stage honours.

[Society of London Theatre \(SOLT\)](#) is a not-for-profit organisation representing the London theatre industry. SOLT runs the Olivier Awards, West End LIVE, TKTS, Theatre Tokens, Kids Week, the New Year Sale and Official London Theatre.

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