



Partnerships and sustainability focus announced for Olivier Awards 2020 with Mastercard

Details of key partnerships have been announced ahead of the Olivier Awards 2020 with Mastercard, which take place on Sunday 5 April at the Royal Albert Hall, hosted by Jason Manford.

Mastercard mark their tenth year as headline sponsor and the beginning of a new three-year partnership.

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

'We are thrilled to be headline sponsor of the Olivier Awards for our tenth year. The Olivier Awards show is always a spectacular occasion with standout performances and attendance from the best talent in theatre and we're excited to be a part of it. As we proudly renew our partnership with Society of London Theatre, we're delighted to continue to support UK theatre in 2020 and beyond, bringing Mastercard cardholders closer to the action through Priceless events, unique experiences and early access to tickets.'

Edwardian Hotels London, which has a long history of supporting London theatre, returns as a partner, with The May Fair Hotel again hosting the nominees' celebration on 13 March.

Luxury cruise line **Cunard** will again be sponsoring the Olivier Award for Best Revival and collaborating with SOLT on future ventures including London Theatre At Sea, a new theatre-themed voyage with the inaugural transatlantic crossing in May this year. **American Airlines** and **Audi** are also returning as travel partners.

In the centenary year of Noël Coward's first West End production, and at the awards named after his lifelong friend Laurence Olivier, the **Noël Coward Foundation** will be sponsoring the Noël Coward Award for Best Entertainment or Comedy Play.

Environmental sustainability has been a priority during planning for this year's Olivier Awards, with the aim of being one of the most sustainable awards ceremonies ever. The Olivier Awards will be publishing details of steps taken, and changes made, in a drive towards making the event net zero carbon.

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

'We are extremely grateful to our Olivier Awards partners, whose support allows us to make the event such a memorable, worthy celebration of the best in theatre. It is fantastic to be celebrating ten years of partnership with Mastercard who have helped us grow the awards and inspire future generations of audiences.'

Official media partners **ITV**, **Magic FM** and **Facebook Live** will broadcast the Olivier Awards ceremony, with more details to be announced closer to the event.

The Olivier Awards is again partnering with **h club London** to organise an exclusive live screening of the ceremony on Sunday 5 April, for drama school students, media and members of the theatre industry.

Additional partners include Taittinger, Global, Heart of London Business Alliance and See Tickets, and production partners Blue-i, Newman Displays Ltd, Royal Albert Hall and White Light.

Olivier Awards nominations will be announced on Tuesday 3 March, and public tickets for the ceremony are now on sale through priceless.com.

Further details of plans for this year's Olivier Awards will be revealed soon.

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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.

[Mastercard](#) is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, retailers, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, travelling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardUKBiz](https://twitter.com/MastercardUKBiz), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

[Edwardian Hotels London](#) is one of the UK's largest privately owned hotel groups, which has been operating and developing its hospitality portfolio, including upscale five and four star luxury hotels, since Jasminder Singh OBE began his career within the hospitality industry in 1977; forming the beginnings of what would become Edwardian Hotels London.

Today, Edwardian Hotels London owns and operates The May Fair, The Edwardian Manchester, both part of premium lifestyle brand Radisson Collection, 10 Radisson Blu Edwardian hotels across London and a range of luxury restaurant and bar brands, including the award-winning Kitchen concept restaurants; May Fair Kitchen, Bloomsbury Street Kitchen, Peter Street Kitchen, Leicester Square Kitchen, Monmouth Kitchen and May Fair Bar, as well as Steak & Lobster and Scoff & Banter.

Edwardian Hotels London is currently engaged in its latest project, The Londoner. Set to open in June 2020, the world's first super boutique hotel in London's Leicester Square will incorporate a luxury lifestyle hotel, six concept eateries, bars, spa and private screening rooms. It is a member of Preferred Hotels & Resorts' prestigious Legend Collection.

For more information, visit <http://www.edwardian.com>

[Cunard](#) is a luxury British cruise line, renowned for creating unforgettable experiences around the world. Cunard has been a leading operator of passenger ships on the North Atlantic, since 1840, celebrating an incredible 175 years of operation in 2015. A pioneer in transatlantic journeys for generations, Cunard is world class. The Cunard experience is built on fine dining, hand-selected entertainment and outstanding service. From five-star restaurants and in-suite dining to inspiring guest speakers, the library and film screenings, every detail has been meticulously crafted to make the experience unforgettable. There are currently three Cunard ships, Queen Mary 2, Queen Elizabeth and Queen Victoria with destinations including Europe, the Caribbean, the Far East and Australia. In 2017, Cunard announced plans to add a fourth ship to its fleet that will be launched in 2022. This investment is part of the company's ambitious plans for the future of Cunard globally and will be the first time since 2000 that Cunard will have four ships in simultaneous service. Cunard is based at Carnival House in Southampton and has been owned by Carnival Corporation since 1998.