

INTERNATIONAL TOUR
USA 2026

GLA
NY '26

October 15 2026

GLA
MA '26

October 17 2026

AHCES

Allies of Hispanic Culture,
Education and Science
Foundation



TEATRO REAL
ROYAL OPERA OF MADRID



THE ROYAL OPERA OF MADRID

With more than 200 years of history, the Teatro Real is today one of the great opera houses in the world.

In **2021**, the Teatro Real was recognized with the award for best opera house **by the International Opera Awards**. These same awards recently recognized the Teatro Real as **The Most Sustainable Opera House** in the world, with a target date of **2025**.

With these awards, the Teatro Real has consolidated a benchmark cultural model, capable of combining tradition and contemporaneity, universal repertoire and current creation.

Its international presence is part of a sustained strategy of cultural diplomacy, in which each project is conceived as an opportunity to generate artistic and institutional value.



INTERNATIONAL TRAJECTORY OF THE ROYAL OPERA OF MADRID IN THE USA

The 2026 USA tour builds on a solid track record in the country's main cultural venues:

- **2022 • Carnegie Hall (NY)** : debut of the Orchestra of the Teatro Real with *A Celebration of Spanish Music* , with the presence of HM Queen Sofia, the Mayor of New York, and the Mayor of Madrid, José Luis Martínez Almeida.
- **2023 • David Geffen Hall (NY)** : European and American program with top-level guest artists, attended by the President of the Community of Madrid, Isabel Díaz Ayuso
- **2024 • Carnegie Hall (NY)**: concert featuring the soloists of the Orchestra of the Teatro Real and Leticia Moreno.
- **2025 • Carnegie Hall (NY)** : The fourth edition, conducted by David Afkham, featuring María Dueñas (winner of the Princess of Girona Award) and Saioa Hernández, and attended by Her Royal Highness Leonor, Princess of Asturias.

This track record confirms the Teatro Real's ability to generate **excellence, continuity and international prestige** , offering sponsors a cultural framework of high reputational value.



Teatro Real | 2026 USA Tour



A cultural tour with historical significance

The **5th International US Tour of Teatro Real** in 2026 is part of the recognition the Theater wishes to give to the 250th anniversary of the friendship between the USA and Spain.

The project is structured around **three strategic cities**:

- **New York** : cultural capital and international showcase.
- **Miami** : a point of connection between cultures and markets.
- **Washington** : institutional and diplomatic center.

The 5th Gala stands as a landmark of cultural excellence for Teatro Real. **It tells a seamless story** that invites sponsors to be part of a historic legacy, honoring the enduring bond between the USA. and Spain as they celebrate their 250th anniversary.

INTERNATIONAL CALENDAR AND VENUES

- **October 15, 2026 · New York** – David Geffen Hall
- **October 17, 2026 · Miami** – Adrienne Arsht Center
- **October 19, 2026 · Washington** – Institutional concert



NEW YORK • OPENING GALA

Official start of the tour and major international showcase

Since 2022, the Teatro Real has held three major galas and an institutional concert attended by prominent figures such as Her Majesty Queen Sofía, the President of the Community of Madrid, Isabel Díaz Ayuso, and HRH the Princess of Asturias, Leonor. In 2026, the Teatro Real returns to the Big Apple with the following dates:

14 October 2026

Opening performance.

15 October 2026

Teatro Real's Grand Gala in **David Geffen Hall**, consisting of a dinner, a concert performed by the Orchestra of the Teatro Real, and an after-concert reception.

GALA NY '26



MIAMI • GALA AND FLAMENCO REAL

A hub for strategic alliances between the United States, Latin America and Spain. The Teatro Real thus consolidates its international presence through two cultural milestones of great institutional and business significance:

October 16, 2026:

Institutional opening event.

October 17, 2026:

Grand Gala of the Teatro Real at the **Adrienne Arsht Centre**. The event will begin with a reception, a gala dinner, a concert performed by the Orchestra of the Teatro Real, and a post-concert reception.

November and December 2026:

Flamenco Real tour at the **Olympia Theatre** with top-class flamenco singers and dancers, where Spanish rhythm and artistry will meet an international audience.

Date*	Artist*	Guest Institution
4 - 5 November 2026	Arcángel	Huelva
2 - 3 December 2026	El Farru	Sevilla

GALA MIAMI '26



WASHINGTON · CULTURE & DIPLOMACY

In 2026, the United States will commemorate **the 250th anniversary of its independence**, a globally significant event that celebrates fundamental values such as freedom, international dialogue, and cultural leadership.

In this exceptional context, the **Teatro Real** concludes its **fourth cultural tour of the United States**, conceived specifically for this commemoration, positioning music and culture as tools for bringing nations, institutions and societies together. This framework offers a unique opportunity to:

- Strengthen historical relations between countries.
- Promote shared values.
- Position culture as the cornerstone of global dialogue.

The participation of the Teatro Real reinforces the historical ties between Spain and the United States through **artistic excellence, institutional cooperation and cultural diplomacy**.

October 19, 2026:

Institutional concert performed by the Orchestra of the Teatro Real.



IMPACT, VISIBILITY AND RETURN

The project offers a **high-value reputational return** , with qualified visibility in a top-tier cultural and institutional environment.

Linking to a **global historical event** provides legitimacy, symbolic depth, and international projection, allowing brands to:

- Position yourself in a distinctive way.
- Strengthen leadership and prestige.
- To associate oneself with universal cultural values.

Participating is not just about gaining visibility, but **about building a legacy** .

ATTENDEES PROFILE

A top-level relational environment

The galas bring together a carefully selected audience, creating an exclusive, high-value environment:

- **High-ranking institutional and diplomatic representatives** , especially those based in Washington.
- **International business leaders** from strategic sectors.
- **Patrons and philanthropists** , committed to culture and legacy.
- **International cultural community** : artists, managers and influencers.



SPONSORSHIP

ADVANTAGES: BRAND PRESENCE

GALA OF THE ROYAL THEATRE OF MADRID IN NEW YORK Advertising Impact and Equivalent Value 2026

	Medium / Action	Audience / Users / Print runs	VPE
1	Recognition and logo on the concert website	9,500	€12,289.00
2	Recognition and logo on the concert's webpage within the Teatro Real web environment	52,682	€16,000.00
3	Recognition and logo on promotional materials	4,460,000	€35,000.00
4	Hospitality as a sponsor	-	€45,000.00
5	Television promotion of the concert	38,587,923	€574,212.50
6	Concert Promotion (Print Media)	3,234,380	€206,593.22
7	Radio concert promotion	8,190,000	€157,367.29
8	Concert Promotion Digital Media	486.167.430	€809,328.00
	Total	540.701.915	€1,855,790.01

TEATRO REAL
ROYAL OPERA OF MADRID

Comunidad de Madrid

aem

IBERIA

IBERIA

IBERIA

IBERIA

IBERIA

SPONSORSHIP PROPOSAL AND MODALITIES

	ADAGIO	ANDANTE	ALLEGRO	VIVACE	PRESTO
DONATION	\$ 3.000	\$ 5.000	\$ 10.000	\$ 20.000	\$ 50.000
TICKETS	2	10	12	20	40
GALA DINNER GUEST	2	2	6	8	16
GUESTS AT THE PRESIDENTIAL TABLE				2	4
RECEPTION ON THE DAY BEFORE		2	2	4	12
BRAND VISIBILITY	--	Yes	Yes	Premium	Ambassador
OFFICIAL PHOTO				Yes	Yes
SPEECH AT THE GALA	--	--	--	--	Yes

GLOBAL TOUR SPONSORSHIP

Accompanying an international cultural mission

The most comprehensive form of connection, with a cross-cutting presence in New York, Miami and Washington.

It contributes:

- Continuity and coherence of the narrative
- Differential institutional positioning
- Sustained reputational return
- Access to high-level hospitality and networking environments

A sponsorship conceived as a **cultural alliance with a legacy vocation** .

TAX ADVANTAGES

Legal certainty and economic return

The sponsorship of the Teatro Real International Galas in the United States 2026 is framed within a solid and transparent legal framework, in accordance with **Law 49/2002 on cultural patronage** , which offers full **legal security** to companies and institutions.

Participation allows for a **tax deduction of up to 40%** . This incentive transforms cultural sponsorship into a **strategic investment** , compatible with objectives of reputation, sustainability, and institutional positioning.

If participation is from the United States, there is the possibility of taking advantage of tax benefits through the **AHCES Foundation (Non profit 501 C3)**.



FINAL INVITATION · BE PART OF HISTORY

The Teatro Real International Galas in the United States 2026 represent a unique opportunity to participate in a prestigious cultural project with international reach and high institutional value.

It is not just about being present, but about **actively contributing to the construction of a shared historical narrative through artistic excellence and cultural commitment**.

Sponsorship and Patronage Department | Teatro Real

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