



Exquisite Early Music Concerts
with world-class artists from across the globe
set in Slovenia's most stunning cultural heritage sites

BUSINESS PLAN 2025

Proposal for Business Partnership
(25 May 2025)

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Dear Madam or Sir,

Following the relocation of the Seviqc Festival residency to Celje, we increased both the number of concerts and overall attendance. We retained our regular audience and attracted many new visitors. The number of visitors has nearly doubled, with an increase of 194.4%; regular attendees accounted for 44.8%, and new visitors for 55.2%. Our communication with visitors is founded on the principles of openness and accessibility.

The most important business partners were the City of Celje and the Celeia Celje Institute, both of whom continue to support us this year. With their partnership, we have established a solid foundation on which we are developing Seviqc into a national leader in the promotion and advancement of early music in Slovenia.

The website <https://www.seviqc.si/for-artists.html> contains a list of Slovenian early music artists supported by the Seviqc programme. In 2024, we expanded this programme, enabling stronger connections between Slovenian and international artists. Supporting domestic musicians and facilitating their cooperation with international peers remains one of the core themes of our programme this year.

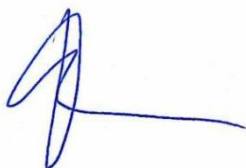
This year, our concerts in Celje will take place at five venues (Narodni dom, Cathedral Church of St. Danijel, Celje Music School, Old Counts' Mansion, and the atrium of the Princely Palace), with artist talks hosted at the Celje City Café and Oaza Café. Outside of Celje, additional concerts will be held in Soteska (Devil's Tower), Stranje (Parish Church of St. Benedict), Benedikt (Branch Church of the Holy Three Kings), and at Bogenšperk Castle. Artist talks will also be hosted at the Dolenjske Toplice Cultural Congress Center, local parishes, and Bogenšperk Castle.

The Festival Guide 2025 is published at <https://www.seviqc.si/publikacije.html> and at <https://www.seviqc.si/splosno.2.html>.

We warmly invite you to support our mission. Your support will help us realize our goals more effectively and expand our impact on early music development in Slovenia and internationally. It will allow us to enrich the communities where the festival is held and help our artists reach new audiences and markets. All of this depends on the resources we can dedicate to concert production and associated development initiatives.

This business proposal is designed to allow participation with even a small investment, which can grow modularly—like a Lego set—into a broader presence across several concerts. The proposal is also available at <https://www.seviqc.si/for-partners.2.html> or www.seviqc.si / Business / For sponsors.

Sincerely,
Klemen Ramovš

A handwritten signature in blue ink, consisting of a stylized 'K' followed by a horizontal line.

1. PRESENTATION OF SEVIQC

The Seviqc programme is today synonymous with early music in Slovenia. Over the past four decades, it has consolidated its reputation at home as a development program of national importance and has become one of the most important cultural events, while in the world it has created the status of an excellent and highly regarded event and has received recognition from artists, producers, professional critics, the business world and music lovers. We invite only the most distinguished artists to the concerts of the Seviqc festival, who perform a top-notch program of the highest quality. We attach great importance to the development of the domestic early music scene and strive to connect Slovenian artists with international ones. Through various programme sections, we comprehensively present the European and world musical legacy from the Middle Ages to the beginning of the 20th century. Living art is at the forefront, as our name Seviqc suggests: "SEmper VIva Quam Creata" or "always alive as created". The festival program is designed exclusively in the manner of historical informed performance practice (HIP) and takes place in venues of Slovenian cultural heritage.

We started the Seviqc programme in Radovljica in 1982 and, due to insufficient local co-financing, which we were unable to raise, moved it to Brežice in 1997, from where it spread across a large part of Slovenia. The archives up to 1996 have been lost, statistical data from 1997 to the present day are in the Performance Report submenu (<https://www.seviqc.si/porocilo.html>). From 1997 to 2024, we performed the program at 153 venues in Slovenia (of which 110 are historical), 2,324 performers of 54 different nationalities performed 5,251 times. Performers with Slovenian citizenship accounted for 25.43% and 23.04% in terms of the number of performances. Gender equality is high, although we have never approved the programme based on the gender of the artists, but always only based on the programme proposals. This means that the early music scene itself has a high gender balance and can be an example for other areas. The female gender was 50.34% in terms of the number of performers and 51.63% in terms of the number of performances. We have been a member of REMA (<https://www.rema-eemn.net/>) since 2003, the Slovenian Academy of Sciences and Arts (<https://www.sazu.si/>) has been an honorary patron every year since 2014 and has confirmed its patronage for this year as well, and since 2015, when the EFA (European Festival Association, <https://www.european-festivals.eu/>) started this biennial project, we have been the annual holder of the EFFE label (Europe for Festival, Festival for Europe, <https://www.festivalfinder.eu/effe-label>), confirmed again for 2024-2025.

The development concept is built on three basic pillars:

- **early music:** encouragement for Slovenian performers, connecting Slovenian artists with top international performers, scene development. The list of artists supported by the Seviqc program is at [onstps://www.seviqc.si/for-artists.html](https://www.seviqc.si/for-artists.html) (Slovenian Early Music Scene).
- **cultural heritage:** concerts in Slovenian cultural heritage venues and their promotion.
- **cultural tourism:** in the period 2015-2024, an average of 71.5% of visitors came from places outside the municipality of the concert, due to the strong response of Celje, in 2024 we recorded fewer visitors from other environments compared to the multi-year average, but still 65.9%, and for events in Celje 60.7%. The Celeia Celje Institute prepares two- and three-day tourist packages that include our concerts.

Some important content on our website:

Programme 2025 Publications Seviqc 2014-2024	https://www.seviqc.si/publikacije.html	www.seviqc.si (slo) / Festival / Publikacije
Implementation report: statistics since 1997	https://www.seviqc.si/report.html	www.seviqc.si (eng) / Festival / Implementation report
Media responses	https://www.seviqc.si/medijski-odzivi.html	www.seviqc.si (slo) / Festival / Medijski odzivi
References: opinions of the domestic and foreign public	https://www.seviqc.si/reference-ars-ramovs.html	www.seviqc.si (eng) / Business / References
Our partners	https://www.seviqc.si/our-partners.html	www.seviqc.si (eng) / Festival / Our partners and in the footer of the website
Photo gallery 2024	https://www.seviqc.si/multimedia.html	www.seviqc.si / Multimedia / 2024

2. PROGRAMME 2025

It will be created by 40 artists from Austria (1 / 2.5%), France (1 / 2.5%), Italy (12 / 30.0%), Slovenia (22 / 55.0%), Spain (3 / 7.5%) and the USA (1 / 2.5%). 50.0% of the artists are female. The programme is published in the Festival guide 2025 at <https://www.seviqc.si/splosno.2.html>.

3. FINANCIAL STRUCTURE

General operating costs (bank fees, accounting, communication costs, office supplies, office costs)	11,372.38	8.76%
Costs of the artistic programme (author's fees, travel costs, accommodation costs)	31,548.71	24.30%
Public relations (internet, printed matter, translations, proofreading, photography, design, advertising)	7,980.98	6.15%
Operations (employee travel, equipment rental, fuel costs, hostesses, technical assistance)	2,026.62	1.56%
Work costs according to the staffing plan	42,000.00	32.34%
Other implementation costs (postage, insurance, premises costs, equipment rental and transport, VAT, recording of concerts, flowers, membership fees, education)	32,734.47	25.21%
Costs of investment maintenance and equipment purchase	2,193.04	1.69%
Total expenses	129,856.20	100.00%

4. BUSINESS PARTNERS 2024

Business partners 2025 are in negotiations, and business partners 2024 have been: Anni računalniška oprema d.o.o. (Trzin, SI), Atribut agencija za spletne storitve d.o.o. (Ljubljana, SI), Avto Detr avtoservis in trgovina, d.o.o. (Mengeš, SI), Benton d.o.o. (Mengeš, SI), Celjske lekarne javni lekarniški zavod (Celje, SI), Cvetličarna Helena Novak s.p. (Celje, SI), Družina družba za založniško, časopisno in informacijsko dejavnost, Ljubljana, d.o.o. (Ljubljana, SI), Edition Walhall - Verlag Franz Biersack (Magdeburg, DE), Embajada de España en Eslovenia (Ljubljana, SI), European Festivals Association (Brussels, BE), EFFE label 2024-2025, Europlakat d.o.o., podjetje za ekonomsko propagando in reklamo, Ljubljana (Ljubljana, SI), Eurotas hoteli, gostinstvo in storitve, d.o.o. (Celje, SI), Glasbena šola Celje (Celje, SI), Glasbena šola Radovljica (Radovljica, SI), Gregor Koprivc s.p. (Celje, SI), Javni zavod Bogenšperk (Šmartno pri Litiji, SI), Kabi, trgovina in storitve, d.o.o. (Ljubljana, SI), Krka, d. d., Novo mesto (Novo mesto, SI), Kulturno prireditveni center Narodni dom Maribor (Maribor, SI), Logar turistična kmetija (Grahovo pri Cerknici, SI), Mestna občina Celje (Celje, SI), Moj gušt, gostinstvo, d.o.o. (Celje, SI), Narodni muzej Slovenije (Ljubljana, SI), Neja, proizvodnja in storitve, d.o.o. (Celje, SI), Nomago, storitve mobilnosti in potovanj, d.o.o. (Ljubljana, SI), Občina Dolenjske Toplice (Dolenjske Toplice, SI), Občina Loška dolina (Stari log pri Ložu, SI), Orel Celje, turizem in oblikovanje, d.o.o. (Celje, SI), Osrednja knjižnica Celje (Celje, SI), Pokrajinski muzej Celje (Celje, SI), Radiotelevizija Slovenija javni zavod, Ljubljana (Ljubljana, SI), Réseau Européen de Musique Ancienne (Versailles, FR), Simbio, družba za ravnanje z odpadki d.o.o. (Celje, SI), Slovenska akademija znanosti in umetnosti (Ljubljana, SI), Smar-team org., mednarodna trgovina, d.o.o. (Log pri Brezovici, SI), Sociedad Mercantil Estatal de Acción Cultural S.A. (Madrid, ES), Sova družba za ekonomske, organizacijske in knjigovodske storitve, d.o.o. (Ljubljana, SI), Univerza v Ljubljani, Akademija za glasbo (Ljubljana, SI), Vlaamse Regering (Brussels, BE), Zavod za kulturne prireditve in turizem Celeia Celje (Celje, SI), Združenje zgodovinskih mest Slovenije, gospodarsko interesno združenje (Škofja Loka, SI), Zveza glasbene mladine Slovenije (Ljubljana, SI), Župnija Celje - Sv. Danijel (Celje, SI).

5. WHAT WE OFFER TO OUR SPONSORS

The term sponsor refers to all legal and natural persons who co-finance Seviqc 2025 through sponsorship, donation or in-kind contribution. The term business partner refers to all legal and natural persons who have specifically helped us in any way.

Sponsors from private funds

- By being present at a reputable and internationally positioned festival, the sponsor highlights its social responsibility and connection with the local environment, thereby strengthening its reputation not only with domestic customers, but also internationally.
- The sponsor is promotionally exposed with a logo in festival publications, on our website and with its promotional props during the festival events themselves. The proposal below is a tentative option that can be supplemented according to the sponsor's suggestions.
- Each festival event can be used by the sponsor as an opportunity for business socializing in connection with a reputable cultural program, where it is also promotionally exposed, thereby enriching its business ritual.
- The sponsorship package also includes a certain number of free tickets chosen by the sponsor, regardless of the positioning of the promotional presence.
- In conjunction with agritourism, gastronomy, winemakers and other providers, we can jointly create a business meeting program based on the wishes and needs of the sponsor.
- If we start negotiating early enough ^[1], the sponsor can have an influence on the choice of concert location and artist; the selection of festival artists is carried out according to the procedure described in the application form at <https://www.seviqc.si/for-artists.html>. If the hosting has not been confirmed in terms of time and location, we can always adapt it to the sponsor's wishes.

Sponsors from public funds

- Co-financing the Seviqc programme is an investment in your own environment. We bring a top-notch and internationally recognized program to this environment, with which we enrich the culture of the local environment. Visitors from the local environment (municipality) represented 34.1% of all visitors in the entire Seviqc 2024 network, and 39.3% at events in Celje. The response from Celje was very good, and at the same time, many visitors from other environments came to Celje because of the festival.
- With the Seviqc programme, the sponsor gains greater recognition in the domestic and international space.
- Seviqc affects tourist traffic in the local environment. For years, most visitors have come from places outside the concert location (see <https://www.seviqc.si/about-festival.html>: Tabel V, Statistics on the number of visitors by residency 2008-2024). In 2024, we recorded 65.9% of visitors from areas outside the concert location in the entire Seviqc network, and 60.7% in Celje.
- The audience is highly demanding (see <https://www.seviqc.si/about-festival.html>: Tabel VII, Questionnaire to visitors).
- The Celeia Celje Institute for Cultural Events and Tourism is preparing two and three-day tourist packages, which will also include a visit to the concert. Packages are published at <https://www.seviqc.si/invitation.3.html>.
- The festival event can be included as an event of another, locally important event, which is thus additionally highlighted.
- We promote local movable and immovable cultural heritage.
- The festival event is an incentive for local cultural and tourist production.
- The municipality is involved in the preparation of the festival in the local environment within the framework of co-financing from public funds and can propose new solutions.

^[1] valid for 2026 and later, the 2025 programme has already been confirmed.

6. SPONSOR'S PUBLICITY

All electronic publications (Festival guide, artist flyer, concert leaflet, Glimpses, Talks, Banchetto musicale) and Seviqcnews will be published at <https://www.seviqc.si/publikacije.html>.

(E): electronic publication in pdf format, (T): printed, (W): website

Publication ^[2]	Main sponsor ^[3]	Concert sponsor ^[4]	Municipality Co-financier	Representative office of another country	Programme co-producer
6.1. Price	By agreement	1,000.00 EUR for appearance at one concert ^[5]	By agreement	By agreement	Depending on the project
6.2. Festival guide (E)	Logo	Logo	Logo	Logo	Logo
6.3. Artist flyer (E)	Logo on all flyers	Logo on event flyer XYZ	Coat of arms on event flyer XYZ	Logo on event flyer XYZ	Logo on event flyer XYZ
6.4. Concert flyer ^[6] (E, T)	Logo on all concert flyers	Logo in concert flyer XYZ	Coat of arms in concert flyer XYZ	Logo in concert flyer XYZ	Logo in concert flyer XYZ
6.5. Glimpses ^[7] (E)	Logo	Logo	Logo	Logo	Logo
6.6. Talks ^[8] (E)	Logo	Logo	Logo	Logo	Logo
6.7. Banchetto musicale ^[9] (E)	Logo	Logo	Logo	Logo	Logo
6.8. Pull-out stand ^[10]	Placement at all concerts	Placement at XYZ concert	Placement at XYZ concert	Placement at XYZ concert	Placement at XYZ concert
6.9. Seviqcnews ^[11]	Logo at all Seviqc event announcements	Logo at XYZ event announcement	Logo at XYZ event announcement	Logo at XYZ event announcement	Logo at XYZ event announcement

^[2] Event XYZ or artist XYZ indicates the event or artist to which the partner's appearance is linked.

^[3] There can be more than one main sponsor.

^[4] Up to 6 logos of sponsors of private funds, each worth EUR 1,000.00 gross, can be published at each concert, along with the logos of co-financiers from public funds and the logos of important connections for the festival. The logos at the concert also appear when announcing the chat with the artists.

^[5] The sponsor selects one or more concerts at which it is published.

^[6] The Concert flyer, like all publications, will be published in electronic form at (<https://www.seviqc.si/publikacije.html>), and for visitors it will be printed according to their number. Since most tickets are sold in advance, we can predict their final number with sufficient accuracy and prepare the appropriate number of copies.

^[7] The publication Glimpses contains photographs of selected events with the publication of a review of the artist or concert. The publication will be published after the conclusion of the festival programme.

^[8] The publication Talks contains our questions to the artists and their answers. The publication will be published after the festival programme is completed.

^[9] Radio Slovenia is expected to record the festival concerts and broadcast them next year. The Banchetto musicale publication will announce the broadcast concerts with the Seviqc 2025 logos in 2026, and the concerts will also be published on the website as a new event with the same logos.

^[10] The pull-out stand is provided by the sponsor. The pull-out stand is placed at the access to the concert stage, where the audience moves upon arrival. The pull-out stand of the general sponsor can be placed on the stage for the artists, if space permits.

^[11] All submitted Seviqcnews are published at <https://www.seviqc.si/seviqcnews.2.html>

Publication ^[2]	Main sponsor ^[3]	Concert sponsor ^[4]	Municipality Co-financier	Representative office of another country	Programme co-producer
6.10. Facebook ^[12]	Mention of support at all events and artists	Mention of support at XYZ event announcement and artist XYZ	Mention of support at XYZ event announcement and artist XYZ	Mention of support at XYZ event announcement and artist XYZ	Mention of support at XYZ event announcement and artist XYZ
6.11. (W): Footer ^[13]	Logo until 31 Dec 2026	Logo until 31 Dec 2026	Logo until 31 Dec 2026	Logo until 31 Dec 2026	Logo until 31 Dec 2026
6.12. (W): Naši partnerji ^[14]	Partner logo with description until 31 Dec 2026	Partner logo with description until 31 Dec 2026	Partner logo with description until 31 Dec 2026	Partner logo with description until 31 Dec 2026	Partner logo with description until 31 Dec 2026
6.13 (W): Events ^[15]	Logo at all events	Logo at event XYZ	Logo at event XYZ	Logo at event XYZ	Logo at event XYZ
6.14 (W): Lokacije			Coat of arms at venue description XYZ		
6.15 Tickets ^[16]	According to the input	According to the input	According to the input	According to the input	According to the input

Sponsorships of less than EUR 1,000.00

are equally welcome. We offer these sponsors, regardless of the size of the co-financing:

- publication of a linked logo in the footer of the website (visible across all pages in both languages),
- publication of a linked logo in the Our Partners submenu (www.seviqc.si / Festival / Our Partners) with a description of the company in both languages and,
- publication of a thank you note in the Festival guide 2025 under the grid of all logos in alphabetical order (after listing the companies on the FURS list with the city and ISO code of the headquarters in brackets), in the following way:

Za podporo se zahvaljujemo / We thank for your support: Company AAA (Celje, SI), Company BBB (Dolenjske Toplice), Company CCC (Šmartno pri Litiji, SI), Company DDD (Kamnik, SI), etc.

The logos are listed in publications and online in alphabetical order of the companies of their holders, regardless of the type and scope of the partnership. The exception is the honorary patron, who always comes first.

^[12] Announcements about the Seviqc program on Facebook are sent from the Seviqc page (2,507 followers) and from Klemen Ramovš's profile (4,966 friends). Sponsors are mentioned with a mention, see 2024 announcements at <https://www.seviqc.si/objave-facebook.html>.

^[13] All logos on the website are linked to the business partner's website.

^[14] na: www.seviqc.si / Festival / Our partners

^[15] The publication of the logo in the Events and Locations submenus is unlimited in time, or for an indefinite period, the same applies to the sponsor of an artist (entry from an individual event: more about the artist). During the concert, the business partner's logo also appears during the prelude to this concert. The broadcast of last year's concerts in the Banchetto musicale programme is treated as a special event, except that the location is the 3rd radio programme Program Ars, and the announcement of events in 2025 will include the 2024 logos.

^[16] The business partner is entitled to a certain number of business tickets for direct viewing of the co-financed product. The number of tickets chosen by the business partner depends on the size of the contribution, or one ticket per 100.00 EUR gross contribution. Ticket prices published on <https://www.seviqc.si/cene-vstopnic.html> are subsidized and apply only to natural persons.

All publications are bilingual (Slovenian and English). Publications that highlight events in areas where another language is important for the business partner can also be prepared in other languages. All publications are available free of charge in digital form, and printed copies are distributed free of charge.

All publications are permanently published on our website at . The publication of all logos on the website is also permanent, except for the logos of partners whose support is not extended until the end of the following year, but only in the footer of the website (point 6.11 above) and in the list of partners (point 6.12 above).

7. ORGANISATIONAL INFORMATION

<i>Institution:</i>	Ars Ramovš zavod za umetnost, marketing, promocijo in investiranje, Ljubljana
<i>Short name:</i>	Ars Ramovš
<i>Postal address:</i>	Slovenska cesta 1, SI-1000 Ljubljana
<i>Director:</i>	Klemen Ramovš
<i>Telephone:</i>	+386 1 242 0812, +386 41 674 060
<i>Email:</i>	info@k-ramovs.si
<i>Website:</i>	http://www.seviqc.si
<i>VAT number:</i>	SI51807041
<i>Company ID:</i>	5986192
<i>Registry entry:</i>	19 March 1997, File no. 1/29042/00, District Court of Ljubljana
<i>IBAN:</i>	SI56 0284 3026 4144 178
<i>Bank:</i>	Nova Ljubljanska banka d.d., Trg republike 2, SI-1000 Ljubljana, BIC: LJBAS12X
<i>Public interest status:</i>	Declared as an institution of public cultural interest by the Ministry of Culture (decision no. 014068/2018/9, dated 5 June 2019)
<i>PIC / EACEA</i>	949519227