



# SEVIQC

The finest early music concerts  
with outstanding artists from all around the world  
in the most beautiful venues of our cultural heritage

## BUSINESS PLAN 2026

Proposal to Business Partners  
(15 February 2026)

### Contents

Foreword .....	2
1. Introduction to Seviqc .....	3
2. Programme 2026 .....	5
3. Financial Framework .....	5
4. Business Partners 2025 .....	5
5. What We Offer Our Sponsors .....	6
6. Sponsor Visibility .....	7
7. Institutional Information .....	9

Dear Sir or Madam,

The year 2026 represents a continuation of the long-term development of the Seviqc programme, built on established partnerships and the trust of public and private supporters. The Seviqc programme has been developed over many years in cooperation with public and private partners, with each new season offering an opportunity to further strengthen this shared investment and expand its artistic and international reach.

On 11 August 2025, the Municipality of Celje published the following on its website: *“With an inspiring concert by the outstanding Fortepiano Ensemble before a full auditorium at the Narodni dom, the Seviqc festival of early and classical music began last Friday,”* quoting Deputy Mayor Samo Seničar: *“Already last year, we sensed how perfectly the rich musical heritage of Europe and the unique historical locations of our city complement each other. Seviqc does not merely offer excellent concerts; it connects music and cultural heritage and gives us the feeling that history can be continually revived through music. With this festival, we affirm the strong cultural character of Celje.”* Further information is available on our website at <https://www.seviqc.si/?lang=en> and in the performance report at <https://www.seviqc.si/report.html>.

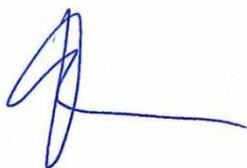
The Seviqc programme represents:

- long-term international reference value,
- permanent digital visibility,
- a highly profiled and loyal audience,
- systematic support for Slovenian artists in their international development,
- strong links with cultural heritage and cultural tourism,
- transparent and verifiable partner visibility.

I kindly invite you to support our efforts. This will enable us to pursue our objectives more effectively and thoroughly. We will be able to contribute more substantially to the development of early music in Slovenia and to strengthening its international reputation. We will further enhance the environments in which we present the festival programme and do more to support our artists and their entry into international markets. Our work is public in nature; by supporting it, you not only support us, but also strengthen your own reputation.

This business proposal has been designed to allow cooperation even through a modest initial contribution, which can be expanded into the desired scope through a modular system and participation in several concerts. The business plan is published on [www.seviqc.si](http://www.seviqc.si) under *Business / For Sponsors* (<https://www.seviqc.si/for-partners.2.html>).

Yours sincerely,  
Klemen Ramovš



## 1. INTRODUCTION TO SEVIQC

The Seviqc festival, conceived as a publicly accessible cultural programme with a distinctly developmental approach to the Slovenian early music scene, brings together outstanding artistic creation, cultural heritage, cultural tourism, and audience development, with a strong focus on the youngest audiences (an annual concert for children) and on supporting Slovenian artists in their international professional advancement ([Projects: Seviqc Collegiumartis](#)). In the international context, the festival promotes Slovenia—particularly its resident destination, Celje—thus clearly transcending the purely local framework both in content and in geographical reach.

The project extends beyond the local context through its international programme design and the inclusion of leading European early music artists. Cooperation with international institutions enables the exchange of knowledge, experience, and artistic excellence within the Slovenian cultural space and increases Slovenia's visibility within the European cultural environment. Particular emphasis is placed on young Slovenian artists, who perform alongside established international performers and are thereby presented to the international professional community and cultural market. This connection between Slovenian and international performers produces reciprocal effects: the festival supports Slovenian artists in their international development, while international artists cite Seviqc as an important reference point among European festivals. The large number of artistic proposals received from abroad confirms the festival's high level of attractiveness within the professional community.

The festival operates a clearly defined pricing policy designed to ensure broad accessibility: a gradual price increase from very low introductory prices to the standard rate, a family package, the Festival Lady Friends Club, a "Bring Your Friend" scheme, special prices for library members, and free admission to chats with the artist and selected concerts. The reservation system ensures well-organised access, including for a significant proportion of free tickets. In 2026, we introduced a priority ticket that allows holders, through a voucher system, to purchase tickets for the as-yet-unpublished programme at half the price of the pre-sale rate that will apply once the concert programme is announced (<https://www.seviqc.si/splosno.2.html>). The festival programme has not yet been published, as we are awaiting the outcomes of funding calls, which will determine which parts of the planned and artistically agreed programme can be realised. A large proportion of our audience consists of regular visitors who are familiar with our work over many years. The priority ticket is therefore intended primarily for those who trust that we will once again deliver a first-rate programme.

Planned concert venues in the upcoming short-term period include Narodni dom Celje, the Church of the Assumption of the Virgin Mary in Celje (the burial place of the Counts of Celje), the Princely Palace in Celje, Old Counts' Mansion Celje (closed for events in 2026 due to renovation), Celje Music School, the Cathedral Church of St Daniel in Celje, Devil's Tower in Soteska, and the Succursal church of The Three Kings in Benedikt. One hour prior to each concert, an audience chat with the artists will take place; advance reservation of a free ticket is requested for organisational purposes. These chats are held at City Café Celje, Oaza café Celje, and the Dolenjske Toplice Cultural and Congress Centre. All venues provide full access for blind and visually impaired visitors and for persons with reduced mobility; accompanying persons are admitted free of charge.

The festival makes a long-term contribution to the development of cultural tourism and to the recognition of local environments at both national and international levels. By placing concerts in historically and architecturally exceptional venues, it strengthens awareness of cultural heritage and promotes its sustainable use. In this way, the Seviqc programme makes a significant contribution to the objectives of cultural policy and to balanced cultural development beyond major urban centres.

The Seviqc festival is conceived as a long-term cultural project with a clear developmental orientation, based on a stable organisational structure, reference venues, a strategic partnership environment, and international recognition. The project continues as a continuous festival model with a clearly defined artistic, spatial, and thematic strategy, focused on strengthening early music, supporting regional development, and positioning Slovenian artists internationally.

## Reference Venues

The festival venues are among Slovenia's most important architectural and historical spaces. These venues provide outstanding acoustic conditions and significant cultural-historical added value, creating a distinctive festival identity firmly embedded in Slovenia's cultural heritage. The use of multiple venues across different regions contributes in the long term to balanced cultural development and fosters connections between cultural, tourism, and educational institutions.

## Promotional Strategy and Target Audiences

Promotion is based on a stable, multi-channel model, developed particularly during the period 2020–2025: a coherent visual identity, continuous digital presence (website, social media, Seviqcnews mailing list; indicators of digital reach and communication visibility are updated quarterly on the website under *Business / For Sponsors*), involvement of municipal and regional partners, promotion through public libraries, and professional media communication. Radio Slovenia and other media outlets regularly follow the festival, with the national radio recording the majority of concerts each year. Key objectives include further audience growth—including visitors from outside the region—and stronger links with tourism providers (a model developed in cooperation with Zavod Celeia Celje). Target audiences include early music enthusiasts, cultural tourists, young people (particularly families and children), local communities, invited professionals, and international partners. We maintain a clear and transparent attendance record, which confirms all of the above.

## International Recognition

The festival is integrated into international networks, including REMA – the European Early Music Network. Upon being awarded the right to use the EFFE label, Seviqc was recognised as *“an exciting and inspiring festival focused on early music that seeks for strategies to add interest to the concerts and give new values and perspectives to approach them in different ways. The festival could develop further audience strategies.”* The regular participation of leading European artists ensures continuous international attention, while their sustained interest in collaboration confirms the festival's strong standing within the professional community.

## Long-Term Orientation and Developmental Impact

The project contributes to the long-term strengthening of the Slovenian early music scene. Seviqc Collegiumartis provides Slovenian artists with international visibility and integration into the European creative environment. Collaboration between Slovenian and international performers enhances the professional exchange of knowledge, the development of habilitation portfolios, recording projects, and programme partnerships. Through its continuity, professional standards, clear artistic profile, and demonstrable international strength, the Seviqc festival represents a stable and long-term cultural investment that transcends local interests and systematically contributes to the development of musical arts in Slovenia. The Seviqc festival is based in Celje, where a long-term and productive partnership with the Municipality of Celje and Zavod Celeia Celje provides a stable spatial and organisational framework for planning, audience development, and international cooperation.

## Some Key Content on Our Website

Seviqc Publications 2014–2024	<a href="https://www.seviqc.si/publikacije.html">https://www.seviqc.si/publikacije.html</a>	www.seviqc.si (slo) / Festival / Publikacije Seviqc
Implementation report: Statistical Data Since 1997	<a href="https://www.seviqc.si/report.html">https://www.seviqc.si/report.html</a>	www.seviqc.si (eng) / Festival / Implementation report
Media responses	<a href="https://www.seviqc.si/medijski-odzivi.html">https://www.seviqc.si/medijski-odzivi.html</a>	www.seviqc.si (slo) / Festival / Medijski odzivi
Partner Visibility Reports	<a href="https://www.seviqc.si/partner-visibility-reports.html">https://www.seviqc.si/partner-visibility-reports.html</a>	www.seviqc.si (eng) / Festival / Partner Visibility Reports
References: opinions of domestic and international audiences	<a href="https://www.seviqc.si/ars-ramovs-references.html">https://www.seviqc.si/ars-ramovs-references.html</a>	www.seviqc.si / Business / References
Photo Gallery 2024 (The 2025 edition is in preparation)	<a href="https://www.seviqc.si/multimedia.html">https://www.seviqc.si/multimedia.html</a>	www.seviqc.si / Multimedia / Photo / 2024

## 2. PROGRAMME 2026

The concert programme for 2026 has not yet been confirmed and published, as we are awaiting the results of funding calls.

We have announced only the concert celebrating Early Music Day on 21 March 2026 at 19:30 at Narodni dom Celje, featuring a newly formed Slovenian–Croatian ensemble created especially for this occasion, Harmonia Adriatica, in the following line-up: Maruša Brezavšček (SI): recorder, Laura Vadjon (HR): violin, Helga Korbar (HR): violin, Dagmar Korbar (HR): viola, Kaja Kapus (SI): violoncello, and Egon Mihajlovič (SI): harpsichord. The programme: *In the Kingdom of Partenope – Neapolitan Baroque Concertos*.

One hour before the concert, at 18:30, a chat with the artists will take place at Mestna kavarna Celje.

During the day, we are preparing the Simpozij Celeia as an online conference. The programme is currently in preparation.

The Seviq Festival 2026 will open on Friday, 7 August 2026, and conclude on Friday, 21 August 2026.

## 3. FINANCIAL FRAMEWORK

Until the programme is officially announced, the financial framework has not yet been finalised, as the realisation of certain planned concerts depends on the outcomes of funding calls.

## 4. BUSINESS PARTNERS 2025

Poslovni partnerji 2026 so v dogovarjanju, poslovni partnerji 2025 so bili: Atribut agencija za spletne storitve d.o.o. (Ljubljana, SI), Benton d.o.o. (Mengeš, SI), Celjske lekarne javni lekarniški zavod (Celje, SI), Cvetličarna Helena Novak s.p. (Celje, SI), Društvo prijateljev mladine Levi breg - Velenje (Velenje, SI), Embajada de España en Eslovenia (Ljubljana, SI), European Festivals Association (Brussels, BE), EFFE label 2024-2025, Eurotas hoteli, gostinstvo in storitve, d.o.o. (Celje, SI), Glasbena šola Celje (Celje, SI), Gostinstvo in storitve, Marcel Koštomaj, Luma studio, s.p. (Celje, SI), Gregor Koprivc s.p. (Celje, SI), Javni zavod Bogenšperk (Šmartno pri Litiji, SI), Kabi, trgovina in storitve, d.o.o. (Ljubljana, SI), Knjižnica Franceta Balantiča Kamnik (Kamnik, SI), Krka, d. d., Novo mesto (Novo mesto, SI), Mestna občina Celje (Celje, SI), Ministrstvo za kulturo (Ljubljana, SI), Neja, proizvodnja in storitve, d.o.o. (Celje, SI), Nomago, storitve mobilnosti in potovanj, d.o.o. (Ljubljana, SI), Občina Benedikt (Benedikt, SI), Občina Dolenjske Toplice (Dolenjske Toplice, SI), Osrednja knjižnica Celje (Celje, SI), Pokrajinski muzej Celje (Celje, SI), Radiotelevizija Slovenija javni zavod, Ljubljana (Ljubljana, SI) Radio, Réseau Européen de Musique Ancienne (Versailles, FR), Rosi Zgonc podjetje za gradbeno, trgovinsko in gostinsko dejavnost d.o.o. (Ljubljana, 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 SA (Madrid, ES), Sova družba za ekonomske, organizacijske in knjigovodske storitve, d.o.o. (Ljubljana, SI), Univerza v Ljubljani, Akademija za glasbo (Ljubljana, SI), Zavod za kulturne prireditve in turizem Celeia Celje (Celje, SI), Zavod za turizem in šport Kamnik (Kamnik, SI), Združenje zgodovinskih mest Slovenije, gospodarsko interesno združenje (Škofja Loka, SI), Župnija Celje - Sv. Danijel (Celje, SI), Župnija Stranje (Stahovica, SI), Župnija Sveti Benedikt v Slovenskih goricah.

## 5. WHAT WE OFFER OUR SPONSORS

By the term *sponsor*, we refer to all legal entities and individuals who co-finance Seviqc 2026 through subsidies, sponsorship agreements, donations, or in-kind contributions. This term encompasses all those who have provided targeted support in any form.

### Sponsors from Private Funds

- By associating with a respected and internationally positioned festival, the sponsor demonstrates social responsibility and a strong connection to the local community, thereby strengthening its reputation not only among domestic customers but also internationally.
- The sponsor receives promotional visibility through logo placement in festival publications, on our website, and through promotional materials displayed at festival events. The proposal outlined below represents a framework that can be further developed according to the sponsor's preferences.
- Each festival event may serve as an opportunity for business meetings in connection with a distinguished cultural programme, where the sponsor is also visibly promoted, thereby enhancing its corporate hospitality experience.
- The sponsorship package includes a specified number of complimentary tickets selected by the sponsor, regardless of the positioning level of promotional visibility.
- In cooperation with rural tourism providers, gastronomy partners, wine producers, and other local stakeholders, we can jointly design a tailored business hospitality programme according to the sponsor's wishes and needs.
- If discussions begin sufficiently early, the sponsor may have input in the selection of the concert venue and artist. The selection of festival artists follows the procedure described in the application form available at <https://www.seviqc.si/for-artists.html>. Until a guest performance is confirmed in terms of date and venue, it may be adjusted in accordance with the sponsor's interests.

### Sponsors from Public Funds

- Co-financing the Seviqc programme represents an investment in the local environment. We bring a high-quality and internationally recognised programme to this environment, thereby enriching its cultural life. Visitors from outside the host municipality accounted for between 65.1% and 67.3% of all attendees across the Seviqc network between 2008 and 2024 (2.1% unknown). In 2025, external visitors represented 63.9% of attendees, and 58.3% at events in Celje. The response in Celje was very positive, while a substantial number of visitors also travelled to Celje from other regions. Further details are available at <https://www.seviqc.si/porocilo.html> (Table V: Visitor statistics by residency 2008-2025).
- Through the Seviqc programme, the sponsor gains increased visibility both nationally and internationally.
- The audience is highly discerning (<https://www.seviqc.si/porocilo.html>: Table VII, Questionnaire to visitors).
- A festival event may be integrated into another locally significant event, thereby increasing its visibility.
- We actively promote local movable and immovable cultural heritage.
- A festival event stimulates local cultural and tourism production.
- Within the framework of public co-financing, the municipality is actively involved in preparing the festival at the local level and may propose new solutions.

## 6. SPONSOR VISIBILITY

All electronic publications (planned: *Banchetto musicale*, Festival guide, Concert leaflets, artist certificates), *Seviqnews*, and archived Facebook posts from profiles (Seviqc and Klemen Ramovš) will be published at: <https://www.seviqc.si/publikacije.html>

### Overview of Promotional Packages

(E): electronic publication in PDF format

(T): printed material

XYZ indicates the event or artist to which the partner's visibility is linked.

Publication / item	Main Sponsor <sup>[1]</sup>	Concert Sponsor <sup>[2]</sup>	Co-financing Municipality	Foreign Representation	Programme Co-producer
6.1. <b>Package Price</b>	By agreement	EUR 1,000.00 per concert <sup>[3]</sup>	By agreement	By agreement	Project-based
6.2. <b>Festival Guide</b> (E)	Logo	Logo	Coat of arms	Logo	Logo
6.3. <b>Concert Leaflet</b> <sup>[4]</sup> (E, T)	Logo on all concert leaflets	Logo in concert leaflet XYZ	Coat of arms in concert leaflet XYZ	Logo in concert leaflet XYZ	Logo in concert leaflet XYZ
6.4. <b>Artist Certificate</b> (E)	Logo on all artist certificates	Logo on all artist certificates	Coat of arms on all artist certificates	Logo on all artist certificates	Logo on all artist certificates
6.5. <b>Banchetto musicale 2027</b> <sup>[5]</sup> (E)	Logo	Logo	Coat of arms	Logo	Logo
6.6. <b>Roll-up Display Stand</b> <sup>[6]</sup>	Placement at all concerts	Placement at concert XYZ			
6.7. <b>Seviqnews</b> <sup>[7]</sup>	Logo in all announcements of Seviqc events and artists	Logo in announcements of event XYZ and artists XYZ	Logo in announcements of event XYZ and artists XYZ	Logo in announcements of event XYZ and artists XYZ	Logo in announcements of event XYZ and artists XYZ

<sup>[1]</sup> There may be more than one main sponsor.

<sup>[2]</sup> Up to six private-sector sponsor logos, each corresponding to a contribution of EUR 1,000.00 gross, may be displayed at each concert alongside the logos of public co-financers and key festival partners. These logos will also appear in announcements for the chat with the artists.

<sup>[3]</sup> The sponsor may select one or more concerts at which its logo is displayed.

<sup>[4]</sup> The concert leaflet, like all other publications, will be published in electronic format at <https://www.seviqc.si/publikacije.html> and printed for visitors according to attendance figures. As the vast majority of tickets are sold in advance, final attendance can be forecast with sufficient accuracy to produce an appropriate number of copies.

<sup>[5]</sup> Radio Slovenia is expected to record festival concerts and broadcast them in the following year. The publication *Banchetto musicale* in 2027 will announce the broadcast concerts and will include the logos of Seviqc 2026. The concerts will also be published on the website as new events with the same logos.

<sup>[6]</sup> The roll-up display stand is provided by the sponsor. It is positioned near the access to the concert stage, in an area frequently used by the audience upon arrival.

<sup>[7]</sup> All Seviqnews mailings are published at <https://www.seviqc.si/seviqnews.2.html>. The number of Seviqnews recipients is published in the Reach Indicators on the same page where the business plan is available (<https://www.seviqc.si/for-partners.2.html>).

Publication / item	Main Sponsor <sup>[1]</sup>	Concert Sponsor <sup>[2]</sup>	Co-financing Municipality	Foreign Representation	Programme Co-producer
6.8. <b>Facebook</b> <sup>[8]</sup>	Acknowledgement of support for all events and artists	Acknowledgement in announcement of event XYZ and artist XYZ	Acknowledgement in announcement of event XYZ and artist XYZ	Acknowledgement in announcement of event XYZ and artist XYZ	Acknowledgement in announcement of event XYZ and artist XYZ
6.9. <b>Website: Footer</b> <sup>[9]</sup>	Partner logo with description until 31 Dec 2027	Partner logo with description until 31 Dec 2027	Partner logo with description until 31 Dec 2027	Partner logo with description until 31 Dec 2027	Partner logo with description until 31 Dec 2027
6.10. <b>Website: Events</b>	Logo at all events	Logo at event XYZ	Coat of arms at event XYZ	Logo at event XYZ and artist description	Logo at event XYZ
6.11. <b>Website: Venues</b>			Coat of arms in venue description XYZ		
6.12. <b>Tickets</b> <sup>[10]</sup>	According to contribution	According to contribution	According to contribution	According to contribution	According to contribution

All logos displayed on the website and in electronic publications (*Banchetto musicale*, Festival guide, Concert leaflets, artist certificates, *Seviqcnnews*) include an active link to the business partner's website.

In publications and on the website, logos are arranged alphabetically according to the names of their respective holders, regardless of the type and scope of partnership, except in the website footer, where they are grouped by relationship to the festival into the following categories: strategic partners, public funding bodies, private sponsors, venue representatives, operational partners, and others. The only exception is the honorary patron, who is always listed first.

All publications are bilingual (Slovenian and English). Publications highlighting events in regions where an additional language is relevant for a business partner may also be prepared in other languages. All publications are available free of charge in digital form, and printed materials are distributed free of charge.

All publications are permanently available on our website at <https://www.seviqc.si/publikacije.html>. The publication of all logos on the website is likewise permanent, except in the website footer, where it is limited until the end of the following calendar year.

<sup>[8]</sup> The number of followers (FB Seviqc) and friends (FB Klemen Ramovš) is published in the Reach Indicators on the same page where the business plan is available <https://www.seviqc.si/for-partners.2.html>.

<sup>[9]</sup> Partner logos for 2026 will be displayed in the website footer until 31 December 2027. If the partner extends the cooperation, this period will be extended accordingly.

<sup>[10]</sup> The business partner is entitled to a specified number of complimentary business tickets for direct access to the supported production. The number of tickets, selected by the partner, depends on the level of contribution. As the programme has not yet been confirmed, it is not yet possible to determine the exact ticket value per gross contribution. Ticket prices published at <https://www.seviqc.si/ticket-price.html>, are subsidised and apply only to private individuals.

## 7. INSTITUTIONAL INFORMATION

Legal name:	Ars Ramovš zavod za umetnost, marketing, promocijo in investiranje, Ljubljana
Short name:	Ars Ramovš
Postal address:	Slovenska cesta 1, SI-1000 Ljubljana
Legal representative:	Klemen Ramovš
Telephone:	+386 1 242 0812, +386 41 674 060
Email:	<a href="mailto:info@k-ramovs.si">info@k-ramovs.si</a>
Website:	<a href="http://www.seviqc.si">http://www.seviqc.si</a>
Tax number:	SI51807041
Registration number:	5986192
Court registration:	19 March 1997, Registration No. 1/29042/00, District Court of Ljubljana
IBAN:	SI56 0284 3026 4144 178
Bank:	Nova Ljubljanska banka d.d., Trg republike 2, SI-1000 Ljubljana, BIC: LJBASI2X
Public interest status:	Status of operation in the public interest in the field of culture: Decision of the Ministry of Culture No. 014068/2018/9 of 5 June 2019, following harmonisation with the ZNOrg Act <sup>[11]</sup>
PIC / EACEA <sup>[12]</sup>	949519227

---

<sup>[11]</sup> Act on Non-Governmental Organisations, adopted on 20 March 2019.

<sup>[12]</sup> Participant Identification Code (PIC) with EACEA – the European Education and Culture Executive Agency of the European Commission.