

TRAVEL AND HOSPITALITY

Cunard supports Olivier Awards sponsorship with themed trip

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Backstage at the Olivier Awards at Royal Albert Hall, London. Image credit: Cunard/David Levene

By STAFF REPORTS

Luxury cruise line Cunard is taking a sponsorship to sea with a new partnership catering to affluent theater fans.

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As part of its support of the Olivier Awards, presented by the Society of London Theater, Cunard will be providing a "London Theatre at Sea" week. Setting sail on the Queen Mary 2 in May of next year, the journey will feature a range of theater-focused experiences.

Cruising to theater

The Olivier Awards with Mastercard will take place on April 7 at the Royal Albert Hall, celebrating the best talent in theater.

To celebrate its sponsorship, Cunard is creating the transatlantic "London Theatre at Sea" trip, with a variety of talent on and off the stage. In addition to special performances, the cruise will also feature talks and workshops with theater stars, design teams and creatives.

Behind-the-scenes experiences will also be a part of the cruise experience, where guests can learn what it takes to put on the show. Interested patrons will have the opportunity to sing in the on-board West End Choir.

"We are excited to partner with the Society of London Theatre both as an award sponsor of the Olivier Awards and through the event voyage, which will provide Cunard's guests with immersive theatrical experiences," said Lee Powell, vice president of brand and product at Cunard, in a statement. "Spectacular performances are in our DNA, and we look forward to inspiring and delighting our guests on board as they enjoy some of the best of London theatre."

Cunard's video celebrates the partnership

In a similar offering, Cunard catered to fashion fans during a special transatlantic trip.

Taking place July 28 to Aug. 4, Cunard ferried its Queen Mary 2 across the Atlantic during fashion week. Royal milliner Stephen Jones OBE, shoe maven Stuart Weitzman and American model Pat Cleveland were onboard to host

the special cruise ([see story](#)).

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