



Monash Youth **Music Festival**

SPONSORSHIP PROSPECTUS

INVESTOR OPPORTUNITY **2022**

ABN 50 180 889 325
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www.monashyouthmusicfestival.com.au

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The Monash Youth Music Festival

The Waverley Music Eisteddfod, born in the city of Waverley in 1979, celebrated its **40th Anniversary** in 2018 as the **Monash Youth Music Festival**.

Countless internationally respected musicians, such as Eddie Perfect, Ian Munro, Slava Grigoryan, Erica Kennedy, Danielle De Niese, Elena Xanthoudakis, Christopher Busietta, Nathan Lay, Suzanne Shakespeare, Jenna Roubos, and members of the Benaud Trio (Amir Farid, Lachlan Bramble and Ewen Bramble), and so many others performing or working with orchestras and opera houses here and overseas have **competed at the Waverley Music Eisteddfod**.

An aspiring musician needs **live performance experience** with an audience to succeed, which lessons and practice alone simply cannot give, and this is what we have done for over **40 years**.

Festival Background

The Waverley Music Eisteddfod was established by **Councillor Howard Frie** and his piano teacher wife, **Frances** in 1978. Howard had a vision to give the city a **premier music eisteddfod** on par with those of the cities of Dandenong, Footscray, Mordialloc, Manningham, and Ringwood. At the time there was at least one music eisteddfod every week, and eisteddfod announcements and results were published in the newspapers.

In Melbourne To Sing



Singers from Three States in Mobil Quest First Night

A Sydney soprano, a Brisbane baritone and a tenor from Melbourne will contest the first heat of the Mobil Quest, which opens from DB next Sunday night, April 3, at 7.30. The winner will go on to the semi-finals to be held later this year.

All competitors will have the support of the Australian Symphony Orchestra, under the baton of Hector Crawford.

Balance to the programme will be provided by orchestral items—Pop Goes the Weasel, arranged by Alfred Mack for the full orchestra, and The Desert Song, presented by

InterState sopranos Joan Sutherland and Myra Whithello, and baritone Douglas Karan, taken on their arrival in Melbourne to compete in the opening heats of the Mobil Quest. **BELOW:** Quest musical director, Hector Crawford.



The quest, which is to be composed by Eric Pearce, is a nation-wide search for a great Australian voice, and offers £1760 in prize money, of which £1000 goes to the outright winner.

Mobil Quest 'The Age' Thu 21 Mar 1963 Page 1

Only four of at least fifty Melbourne and metropolitan eisteddfods still exist today, and one of these is the **Monash Youth Music Festival**.

NEWS



Philip Tan has been honing his french horn skills for the Waverley Music Eisteddfod.
N47WG203

Locking horns at gig

Competition | Tim Michell

YOUNG musicians such as Philip Tan are eagerly awaiting this year's Waverley Music Eisteddfod.

The Huntingtower school student has been rehearsing regularly on his french horn to ensure he is ready for solo and group performances.

Philip is expected to be joined by hundreds of other students for the 34th edition of the eisteddfod on August 18.

The 17-year-old said he was looking forward to performing alongside other aspiring musicians from across Monash.

"It can be pretty intimidating and nerve-racking, but it's also very enjoyable at the same time," Philip said.

"These sort of events are really helpful for us as students to get to perform under pressure, get feedback and take that knowledge into exams later in the year."

He said he started playing the french horn four years ago.

"I started off playing piano, which was my first instrument," Philip said.

"But when I wanted to take on a second instrument I wasn't sure which one to choose, so the school picked it for me."

Details: waverleyyme.com.au

Location Community @Piper Oakleigh/Monash Location 28 May 2012 Page 8/7

With the support of the City of Monash and our generous Sponsors, we have worked hard to continue Howard and Frances Frie's vision to this day to become one of the most important Music Festivals for youth in Melbourne.

With over **fifty sections** across seven disciplines (Choral, Ensemble, Piano, Recorder, Strings, Vocal and Wind) and five new "Mini Recital" sections to welcome children new to eisteddfods, plus our latest addition – the VCE Music Performance Recitals, there is something for everyone.

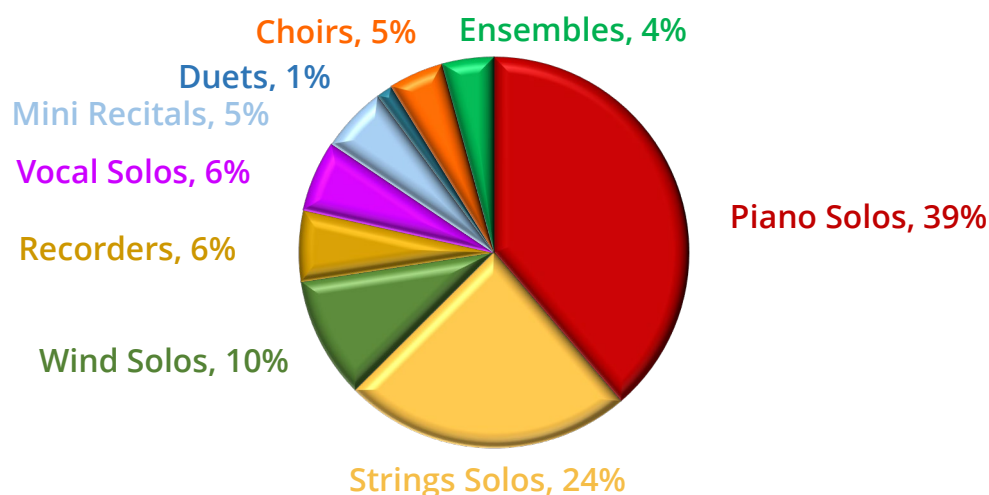
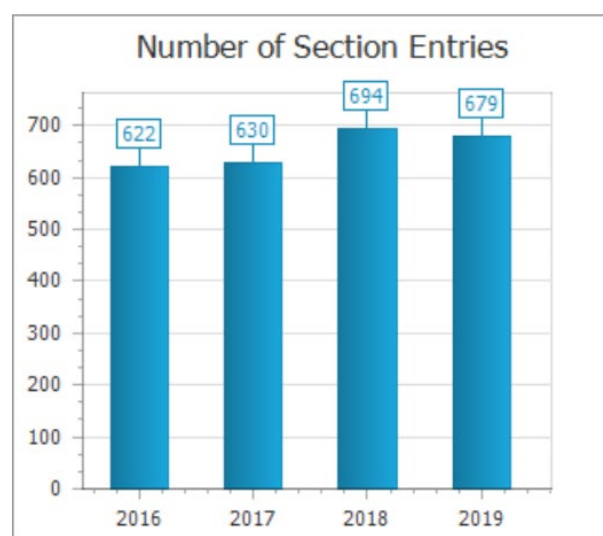
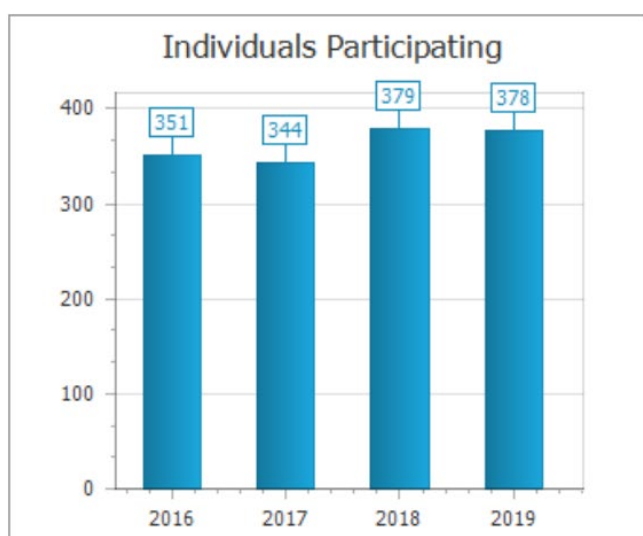
It is not surprising that this **festival** drew over **1,000 young musicians** to the **City of Monash** during the Festival Fortnight each August.

You too can be part of the City of Monash's premier youth music Festival that helps develop tomorrow's stars, and that draws families from all over Melbourne to the City of Monash's local restaurants, shops, galleries, parks and other attractions.

2019 Attendance




Pre COVID-19, entries were consistent from year to year.



Sponsorship Overview

At a glance

 Monash Youth Music Festival	PLATINUM \$10,000 1 AVAILABLE	GOLD \$5,000 4 AVAILABLE	SILVER \$2,000 8 AVAILABLE	BRONZE \$500 UNLIMITED
Website Banner customised with your branding	✓			
Website Sponsors Page listing	✓ (Premium placing)	✓	✓	✓
Website footer with your logo	✓	✓	✓	✓
Festival Schedule	Branding on front cover + full page ad on back cover	Full page ad	Half page ad	Logo and company name
Naming rights for Ensembles Day Event	✓			
MYMF email campaign with your logo in footer	✓	✓	✓	✓
Name on 2m x 0.8m retractable banners	✓	✓	✓	✓
Festival Programme (full colour gloss printed)	Branding on front cover + full page ad on back cover	Full page ad	Half page ad	Logo and company name
MC announcements	Your company is introduced at start of every announcement	Your company is mentioned at start of every announcement	Your company is mentioned at start of selected sections	✓
Festival Family Season Pass	10	5	2	1



Sponsorship Opportunities

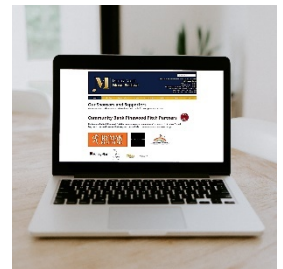
Exclusive Platinum Sponsor: \$10,000

[1 only]

Pre-Festival benefits

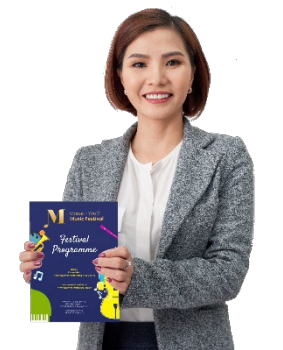
Logo and/or company name and **Platinum Sponsorship** acknowledgement prominently displayed on **all marketing collateral** produced in the lead up to the Festival including:

- **Website** – from moment of payment, throughout the Festival until end of March the following year, your logo and/or your company name remain exclusively and prominently in place on our website on the **website banner** and in **footer of each page**.
- **Festival Schedule**
 - **Your logo and branding on the cover** of the downloadable Festival Schedule booklet.
 - **Full page advert** on **back cover** of Festival Schedule booklet.
- **Email marketing campaign** (monthly colourful **MYMF e-News** in the 4 months leading up to the Festival to approximately 1,400 e-mail subscribers) - your branding will appear exclusively in the header and in prominently in the Sponsors list in the footer of each issue (see Promotional Marketing Examples below).
- **Section Sponsorship and Naming Rights** for the magnificent Ensembles Day.
- **Acknowledgement as the Platinum Sponsor** through any of MYMF's **social media platforms** (Facebook, etc.) promoting our Festival.



Festival Branding Benefits

- **Corporate sponsorship banners** – Pull up banners (one to be displayed at registration desk, one on stage in the Performing Arts Centre and one in the Orchestral Room. Your logo and/or company name will be listed prominently at the top of each banner.
- **Festival Programme** - Approximately 500 – 700 Festival Programs are sold at the door during the Festival, and this programme is the **only reading material** audience members usually have during performance sessions!
 - Your logo and “[Your Company Name] Presents” on **front cover of Festival Programme**.
 - **Full page advert** on the back page of Festival Programme.
 - **Naming rights** for your sponsored section.
- **Stage lectern** – Your branding on A3 signage facing audience.
- **Opportunity** to set up one standard trestle table in the foyer during Festival for promoting your goods or services (set up and management of the table will be the responsibility of the sponsor).
- **Opportunity** to bring your own pull up banners if you wish - to be displayed on stage and near each Registration desk.
- **Opportunity** to provide marketing collateral, giveaways at the Festival for guests/audience (at the sponsors own cost). The use of a brochure stand is allowed.



Festival Tickets

- **10 x Complimentary Family Season Tickets** for access to all Festival events for the entire Festival.

Stage Benefits

- MC acknowledgement and brief description of the Platinum Sponsor in the welcome speech and again during Adjudicator deliberation time at the conclusion of the session.
- **Photo opportunity** when presenting prizes and awards for your sponsored section (see above)
- **Pull up banner display** on side of stage (as described above under Branding Benefits)

Post-Festival Benefits

- **Website** – from moment of payment and continues for duration of Festival, remaining in place until end of March the following year (as described above in Pre-Festival Benefits)
- Acknowledgement with a framed Certificate of Appreciation.



Gold Sponsor: \$5,000

(4 available)

Pre-Festival benefits

Logo and/or company name and **Gold Sponsorship** acknowledgement displayed under “Gold Sponsor” on all marketing collateral produced in the lead up to the Festival including:

- **Website** – from moment of payment, throughout the Festival until end of March the following year, your logo and/or your company name remain prominently in place near the top of the Sponsors list under Platinum Sponsor.
- **Festival Schedule** – Your quarter page ad **inside front cover** of the downloadable Schedule and printed Schedule booklet as **Gold Sponsor**.
- **Email marketing campaign** (monthly colourful e-news in the 4 months leading up to the Festival to approximately 1,400 e-mail subscribers) - your logo and/or company name will appear prominently in the Sponsors list in the footer of each issue (see Promotional Marketing Examples below).
- **Section Sponsorship** of your choice of one section not already taken by Platinum or Single Section Sponsor.
- **Acknowledgement as the Gold Sponsor** through any of MYMF's **social media platforms** (Facebook, etc.) promoting our Festival.

During Festival - Branding Benefits

- **Corporate sponsorship banners** – 4 x pull up banners (one to be displayed at each registration desk, one on stage in the Performing Arts Centre and one in the Orchestral Room. Your logo and/or company name will be listed **as Gold Sponsor** near the top of each banner.
- **Festival Programme** - Approximately 500 – 700 Festival Programs are sold at the door during the Festival, and this programme is the only reading material audience members usually have during performance sessions!
 - your logo and/or your company name **inside front cover** of Festival Programme as **Gold Sponsor**.
 - **Full page advert** elsewhere in the Festival Programme.
- **Opportunity** to provide marketing collateral, giveaways at the Festival for guests/audience (at the sponsors own cost). The use of a brochure stand is allowed.

Festival Tickets

- **5 x Complimentary Family Season Tickets** for access to all Festival events for the entire Festival.

Stage Benefits

- **MC acknowledgement** of the **Gold Sponsors** in the welcome speech and again during **Adjudicator deliberation time** at the conclusion of the session.
- **Photo opportunity** when presenting prizes and awards for **your sponsored section** (see above)
- **Pull up banner display** on side of stage (as mentioned previously under Branding Benefits)

Post-Festival Benefits

- **Website** – from moment of payment and continues for duration of Festival, remaining in place until end of March the following year (as described above in Pre-Festival Benefits)
- Acknowledgement with a framed Certificate of Appreciation

Silver Sponsors: \$2,000

[8 available]

Pre-Festival benefits

Logo and/or company name and **Silver Sponsorship** acknowledgement displayed under Gold Sponsors on all marketing collateral produced in the lead up to the Festival including:

- **Website** – from moment of payment, throughout the Festival until end of March the following year, your logo and/or your company name remain in place in the Sponsors list under Silver Sponsor.
- **Festival Schedule** – Your 1/2 page ad will be listed inside downloadable booklet and acknowledgement as **Silver Sponsor**.
- **Email marketing campaign** (monthly colourful e-news in the 4 months leading up to the Festival to approximately 1,400 e-mail subscribers) - your logo and/or company name will appear in the Sponsors list in the footer of each issue (see Promotional Marketing Examples below).
- **Section Sponsorship** of your choice of one section not already taken by Platinum or Gold Sponsor.
- **Acknowledgement as the Silver Sponsor** through any of MYMF's **social media platforms** (Facebook, etc.) promoting our Festival.

During Festival - Branding Benefits

- **Corporate sponsorship banners** – 2 x pull up banners (one to be displayed at the registration desk, and one in the Orchestral Room near the MC. Your logo and/or company name will be listed **as Silver Sponsor** on each banner.
- **Festival Programme** - Approximately 500 – 700 Festival Programs are sold at the door during the Festival, and this programme is the only reading material audience members usually have during performance sessions!
 - your logo and/or your company name **inside** Festival Programme as **Silver Sponsor**.
 - **Half page advert** inside Festival Programme.

Festival Tickets

- **2 x Complimentary Family Season Tickets** for access to all Festival events for the entire Festival.

Stage Benefits

- **MC acknowledgement** of the **Silver Sponsors** in the welcome speech and again during **Adjudicator deliberation time** at the conclusion of the session.
- **Photo opportunity** when presenting prizes and awards for **your sponsored section** (see above)
- **Pull up banner display** on side of stage (as mentioned previously under Branding Benefits)

Post-Festival Benefits

- **Website** – from moment of payment and continues for duration of Festival, remaining in place until end of March the following year (as described above in Pre-Festival Benefits)
- Acknowledgement with a framed Certificate of Appreciation

Bronze Sponsors: \$600

Benefits

Your Company Name will be included on:

- **Website** –Included on the Sponsors page.
- **Festival Schedule** –downloadable document from our website.
- **Email marketing campaign** (monthly colourful e-news in the 4 months leading up to the Festival to approximately 1,400 e-mail subscribers) - your logo and/or company name will appear in the Sponsors list in the footer of each issue (see Promotional Marketing Examples below).
- **Section Sponsorship** of your choice of one section not already taken by Platinum, Gold, Silver or Single Section Sponsor.
- **Acknowledgement** through any of MYMF's **social media platforms** (Facebook, etc.) promoting our Festival.

During Festival

- **Festival Programme** - Approximately 500 – 700 Festival Programs are sold at the door during the Festival, and this programme is the only reading material audience members usually have during performance sessions!
 - your company name will be listed on a Sponsors page in Festival Programme.

Festival Tickets

- **1 x Complimentary Family Season Ticket** for access to all Festival events for the entire Festival.

Stage Benefits

- MC acknowledgement of Sponsors of the section they have sponsored at introduction and during Adjudicator deliberation time at the conclusion of the session.
- **Photo opportunity** when presenting prizes and awards for **your sponsored section** (see above)

Post-Festival Benefits

- **Website** – from moment of payment and continues for duration of Festival, remaining in place until end of March the following year (as described above in Pre-Festival Benefits)
- Acknowledgement with a Certificate of Appreciation

Single Section Sponsor – Prizes and Awards

Your choice of available Discipline (Choirs, Ensembles, Piano, Recorder, Strings, Vocal and Woodwind and Brass), and Section(s). For sections with cash prizes, your sponsorship amount must cover the cost of the total cash prize pool.

Refer to draft Schedule for Sections and Prizes.

Sec. No	Section Description	Time Limit	1 st Prize	2 nd Prize	3 rd Prize	Entry Fee
DEVOLA PROPERTY CONVEYANCERS TROPHY						
E01	Junior Large Instrumental Ensemble 14 years & under, 10 – 30 players	5 mins	Trophy	Trophy	Trophy	\$35
YOUR COMPANY NAME TROPHY						
E02	Junior Small Instrumental Ensemble 14 years & under, 3 – 9 players	5 mins	Trophy	Trophy	Trophy	\$35
DULUX® AUSTRALIA TROPHY						
E03	Senior Large Instrumental Ensemble 18 years & under, 10 – 30 players	5 mins	Trophy	Trophy	Trophy	\$35
CR JOSH FERGEUS, CITY OF MONASH TROPHY						
E04	Chamber Music Group 21 years & under, 3 – 9 players (UNCONDUCTED)	8 mins	\$250	\$150	\$100	\$35

Pre-Festival benefits

Your Company Name will be included on:

- **Website** – on the Sponsors page.
- **Festival Schedule** –downloadable document with your sponsorship name in your chosen Section.
- **Email marketing campaign** (monthly colourful e-news in the 4 months leading up to the Festival to approximately 1,400 e-mail subscribers) - your company name will appear in the Sponsors list in the footer of each issue (see Promotional Marketing Examples below).

During Festival

- **Festival Programme** - Approximately 500 – 700 Festival Programs are sold during the Festival. **Your Company Name** will appear in the Festival Programme directly under the Section Title.

Stage Benefits

- **Your trophy or prize** will be displayed on stage near the performers throughout the section
- **MC acknowledgement** of **your prize** in the welcome speech and again during **Adjudicator deliberation time** at the conclusion of the session.
- **Photo opportunity** when presenting prizes and awards for **your sponsored section** (see above)

Festival Tickets

- **1 x Complimentary Family Season Ticket** for access to all Festival s for the entire Festival.

Post-Festival Benefits

- **Website** – from moment of payment and continues for duration of Festival, remaining in place until end of March the following year (as described above in Pre-Festival Benefits)

Acknowledgement with a Certificate of Appreciation.

Promotional Marketing Materials - Examples

Festival Schedule (online downloadable booklet)

- Platinum sponsor logo and/or company name on front page plus full page ad on back page, or any page of your choice
- Gold Sponsor full page ad within pages
- Silver **Sponsor** ½ page ad within pages
- Section Sponsor's logo and/or name on Section Description



Festival Programme cover (A4)

- Platinum Sponsor logo and/or "[Your Company Name] Presents" on front cover of Festival Programme.
- Platinum Sponsor Full page advert on the back page of Festival Programme.
- Gold Sponsor logo and/or company name inside front cover of Festival Programme.
- Gold Sponsor full page advert within Festival Programme.
- Section Sponsor naming rights ie [Your Company Name] Trophy

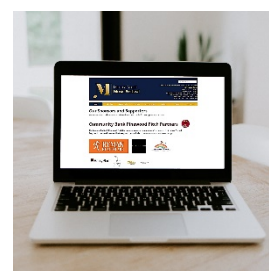


Website Header

Co-branding of website banner is reserved for Platinum Sponsor.

Website footer

The dynamic website footer image carousel is reserved for Platinum, Gold, Silver and Bronze sponsors, size of footer image is proportionate to sponsorship package.

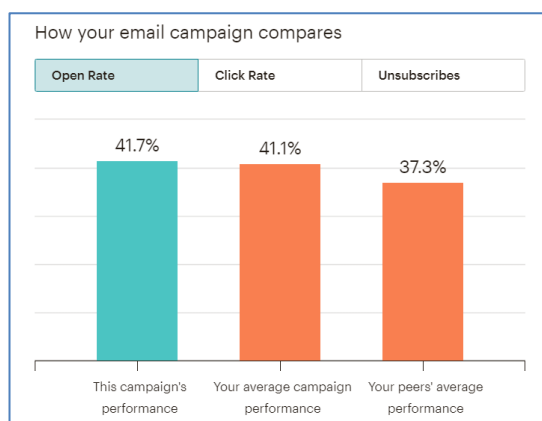
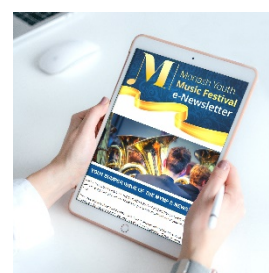


Website Sponsors page

All sponsors are listed on the [website Sponsors page](http://www.monashyouthmusicfestival.com.au/sponsors) at www.monashyouthmusicfestival.com.au/sponsors.

Festival e-News

Our colourful and informative e-newsletter goes to over 1,400 subscribers, every March, April May and June in lead up to Festival with an excellent **open rate well above the industry average**.



Contact Us

Platinum, Gold, Silver and Bronze Sponsorship opportunities are strictly limited through our Sponsorships Coordinator.


Expose your company to a captive audience during the 2022 Monash Youth Music Festival!

Be part of the City of Monash's premier youth music event that helps develop tomorrow's stars today, and that draws families from all over Melbourne to the City of Monash. Apply for a sponsorship **today to secure your spot!**

Sponsorships Coordinator

Contact us through our [MYMF website](https://monashyouthmusicfestival.com.au/contact-us), phone or email.

: monashyouthmusicfestival.com.au/contact-us

: 0434 071 215

: waverleyme@gmail.com

Direct Debit Details

Waverley Music Eisteddfod Inc.

ABN 50 180 889 325

PO Box 121 Mount Waverley VIC 3149

Bendigo Bank BSB No. 633108

Account No. 130830052.

Become a Partner with the Monash Youth Music Festival and support the STARS OF THE FUTURE!

