



SPONSORSHIP
OPPORTUNITIES

Lasham Classical Music Festival 5th–9th June 2019



ABOUT US



The Esseham Music Charity is a registered charity which was established in 2016 by Lasham musician, Josh Hall with the aim of helping young, developing classical musicians further their studies and achieve their full potential. **Providing financial support from additional funding streams is becoming increasingly important** as contributions from the Arts Council, central and local government continues to decline. More and more we see that it is only youngsters from backgrounds with the ability to pay who can access and progress in the world of classical music.

Financial awards are made annually by the charity to support young musicians in a variety of projects or activities which develop their skills and provide opportunities and experiences for instrumentalists, singers and composers. These awards have helped with tuition fees; purchase of instruments or music; attendance at workshops; masterclasses and summer schools and auditions.

The Lasham Music Festival is an annual event which takes place **over five successive days in June** which raises funds to support the work of The Esseham Music Charity. In addition, it enables young musicians the opportunity to showcase their talent while bringing high quality live classical music to Alton and the surrounding area

Supporting the promise of musical talent is at the heart of what we do

MAKING A DIFFERENCE

“I just wanted to say thank you very much for the workshops yesterday afternoon. It was really interesting for me to see some new approaches and to have a chance to observe the children’s re- sponses. The children seemed to really enjoy the sessions and it was great that the Year 5s could do their performance in assembly.”

Ruth West, The Butts Primary School

The benefits of studying classical music are well researched and documented; not only does it help cognitive and social development but it is strongly linked to good health, well-being and academic achievement. In just two years from registering the charity, we have already been able to offer awards to a number of promising young musicians, two of whom performed at the festival in 2018.

The festival musicians also offer an extensive outreach programme, which sees exceptional musical opportunities delivered to local schools and organisations. **Last year our outreach programme benefitted a number of young people from primary and secondary schools in and around Alton**, including students with severe physical disabilities from Treloar College’s Open Orchestra. The Open Orchestra supports students to perform on a musical instrument in a meaningful and expressive way. Clarion, the program the students use, allows students to control pitch, tempo and dynamics as you would on a typical orchestral instrument. We thoroughly enjoyed collaborating with these talented young musicians. (Watch on YouTube, search: Treloar School’s Open Orchestra performance with Lasham Festival Players).

“Thank you again for coming in to school this term. Music is so important and especially to educate young children. I very much look forward to supporting the Lasham Music Festival grow and we are so lucky to have it here.”

Stefi Wood, KS2 Teacher, St Mary’s
Bentworth Primary School





SPONSORSHIP OPPORTUNITIES

The Lasham Music Festival 2019 (LMF2019) organisers would like to invite businesses or individuals to support the 2019 Festival and the work of The Esseham Music Charity. A number of sponsorship options are available and outlined below. If you are interested in a bespoke sponsorship package or alternative partnership opportunities, please get in contact with the Festival Administrator Allyson Hall (see Further Information overleaf).

SPONSORSHIP LEVEL	COST	OUR PROMISE TO YOU
Principal Festival Sponsor (Exclusive)	£3,500	<ul style="list-style-type: none"> • Front cover logo placement on Festival programmes • Meet Festival musicians • Logo placement on all of the LMF2019 advertising ephemera, including banners, posters, flyers • Logo placement on all of the LMF2019 Outreach Programme material which is communicated to local schools/colleges • On-line advertising via LMF2019 social media banners, LMF2019 website • Stall to promote your business at all concerts • Mentions in all press releases and PR activities • Complimentary tickets to the Festival
Award Sponsor	£500	<ul style="list-style-type: none"> • Award named after you with your logo included in Festival programmes • Logo placement on all of the LMF2019 Outreach Programme material which is communicated to local schools/colleges • Stall to promote your business at one concert • Mentions in all press releases and PR activities • Complimentary tickets to one concert
Musician Sponsor	£300	<ul style="list-style-type: none"> • Your logo included in Festival programmes • Logo placement on all of the LMF2019 Outreach Programme material which is communicated to local schools/colleges • Stall to promote your business at one concert • Mentions in all press releases and PR activities • Complimentary tickets to one concert
Concert Sponsor	£200	<ul style="list-style-type: none"> • Your logo included in Festival programmes • Stall to promote your business at one concert • Mentions in all press releases and PR activities • Complimentary tickets to one concert

OUR PATRONS

Thinking of helping? You'd be in great company. We are fortunate to have two incredibly supportive patrons who help us achieve the aims of The Esseham Music Charity, and to whom we are immensely grateful: Mr Alan Titchmarsh and Professor George Caird.



Alan Titchmarsh

Alan Titchmarsh was born and brought up on the edge of Ilkley Moor and **now lives in Hampshire, at the heart of our festival activities**. He left school at fifteen and became an apprentice gardener in the local nursery, following this with full-time training at horticultural college and the Royal Botanic Gardens, Kew.

His own daytime show on ITV, The Alan Titchmarsh Show, featured a combination of music, the arts and conversation, which ran for eight years and he presents his own radio show on Classic FM on Saturday mornings.

Alan is patron or president of over 40 Charities including The Esseham Music Charity. In recent correspondence he told us "I really do applaud what you are doing, and it is so practical to do it at a local level."



Professor George Caird

Since 1970, George Caird has combined a career as an oboist with one as a music educationalist.

He joined the Royal Academy of Music. In September 1993 George was appointed **Principal of the Royal Birmingham Conservatoire** a post that he held until December 2010. From 2011 to 2016 George was Director of Classical Music at Codarts Rotterdam and in 2017 he was appointed interim **Principal of the Royal Welsh College of Music and Drama** in Cardiff.

It was at Birmingham that George met and inspired our Artistic Director Josh Hall. George remained Josh's oboe teacher and mentor until Josh moved to Manchester for his masters at RNCM in 2015. George was thrilled when Josh asked him to become a co patron of the festival and charity and continues to support Josh's work with both Lasham Classical Music Festival and The Esseham Music Charity .


FURTHER INFORMATION


If you would like to know more about the work of The Esseham Music Charity or are interested in discussing a bespoke sponsorship opportunity, please do get in contact. We would love to hear from you!

Mrs Allyson Hall, Festival Administrator
Mrs Maria Fordyce, Chair of Trustees

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The Esseham Music Charity is a
registered charity, number 1167367

