



## Make Music Day UK – Sponsorship Brief

Make Music Day is an international free celebration of music. It is based on France's *Fête de la Musique* and takes place on the longest day of the year – 21 June – in 120 countries around the world.

Make Music Day is:

- ✓ Performed by anyone, enjoyed by everyone
- ✓ Open to music makers of all ages, skill levels, and musical styles
- ✓ A DIY celebration of music that needs YOU to make it happen
- ✓ A chance for people to have a go at singing or trying an instrument for the first time
- ✓ An opportunity to promote your venue, business or musical activity
- ✓ A way to showcase talent and reach new audiences
- ✓ A fantastic way to enjoy the longest day of the year

Around 500 performances will take place on Make Music Day across the UK displaying the spectrum of musical styles, genres and performers. Performances will take place in a variety of venues including libraries, hospitals, schools, town squares, train stations, parks, shopping centres, pubs, cafes, gig venues.

[www.makemusicday.co.uk](http://www.makemusicday.co.uk)

### Make Music Day UK reach

Audience reach – last year performances on Make Music Day were seen by 8,000 people. This year, we're aiming to reach a live audience of 30,000 people and an online audience of around 90,000.

Our social media reach is still in its infancy having started 12 months ago. We currently have 1,000 people on our mailing list, 2,000 followers on Facebook and 600 followers on Twitter. These figures are growing exponentially. Last year, on Make Music Day itself, tweets received 18,000 organic impressions; 50,000 organic impressions across the month of June.

Make Music Day has a network of around 100 partner organisations who are signed up to help spread the word and build the profile of Make Music Day across the UK. The network includes partners such as Making Music, Music for All, Classic FM, Association of British Orchestras, Music Mark, ABRSM, Musicians Union, PRS for Music, British Council. The significant reach of Make Music Day is made possible by our partners' combined networks and online presence.

## Sponsorship options

### Headline sponsor - £10,000

- be the headline sponsor for the whole of Make Music Day UK this year
- receive branding opportunities across the following:
  - o your logo on all promotional material – event banners, t-shirts and postcards at 500 events across the UK
  - o mentions in our PR (press, radio, TV – local, national and industry media)
  - o your logo on our website
  - o your promo film/advert on our You Tube channel
  - o regular engagement across social media platforms and shared with our network of supporters (c.100 organisations across the music sector)
  - o international exposure – Make Music Day is THE international celebration of music, taking place in 120 countries worldwide
- receive bespoke musical activities on Make Music Day, e.g. a special performance in your office, a singing workshop at lunchtime for your staff, help organising a performance opportunity if you have any staff in bands/music ensembles etc.
- opportunities for filming/photography at events on Make Music Day to use in your future marketing.

### Associate sponsor - £2,500-£5,000

- be one of a group of sponsors to support Make Music Day UK
- receive branding opportunities across the following (depending on sponsorship level):
  - o event material – event banners, t-shirts and postcards
  - o your logo on our website
  - o engagement on social media
- opportunities for filming/photography at events on Make Music Day to use in your future marketing.

### Sponsor in kind

- lend equipment for events (e.g. piano, sound equipment/PA, instruments)
- print materials through your printers (event banners, postcards)
- offer accommodation in London for international artists
- provide PR and marketing support
- in return, receive branding opportunities on various platforms, bespoke musical activity, and opportunities for filming/photography to use in your future marketing (dependent on the level of support)

Or we can discuss a bespoke package dependent on your specific interests and requirements.