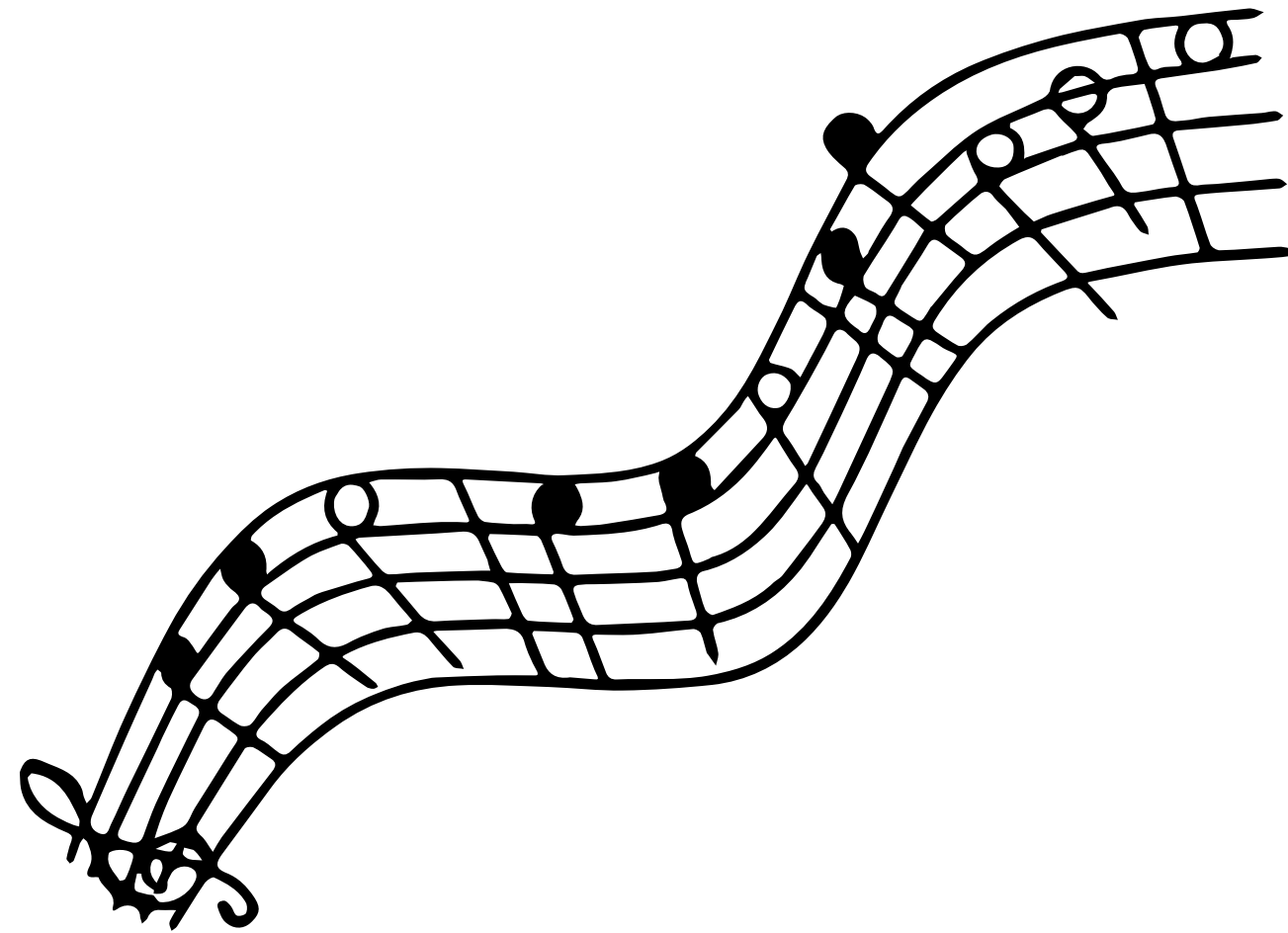




# MIRF SPONSORSHIP PACKAGE



# *OUR HISTORY*





**MUSIC RELIEF FOUNDATION (MRF) WAS INSPIRED BY THE EXPERIENCE AND THE DIFFICULTIES SURROUNDING MAGDALENE AS A RESULT OF BECOMING A TEENAGE MOTHER. SHE WAS ABLE TO TURN HER PAIN INTO PURPOSE AND HAS DEDICATED HER LIFE TO A LIFETIME OF GRASSROOTS SUPPORT AND COMMUNITY DEVELOPMENT.**

**THE ORGANISATION HAS SINCE RISEN FROM PROJECT-BASED ACTIVITIES TO A FULL-FLEDGED COMMUNITY SERVICE THAT RESPONDS TO THE NEEDS OF DIVERSE COMMUNITIES IN CROYDON BOROUGH THROUGH MUSIC AND OTHER VITAL PROGRAMMES.**

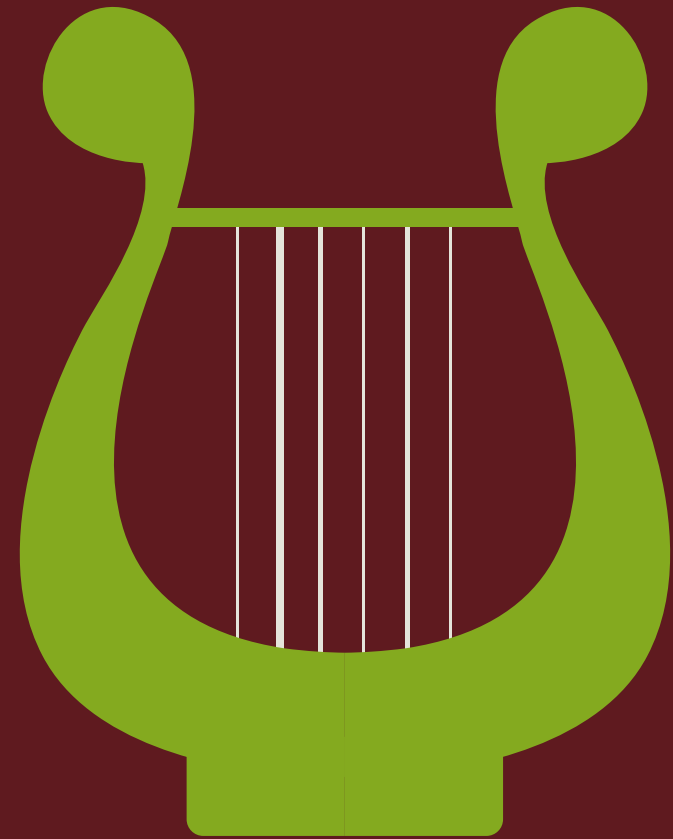
**THE AIM IS TO EMPOWER YOUNG PEOPLE AND FAMILIES TO BE SUPPORTED THROUGH OUR VARIOUS SERVICES. THE APPROACH IS TO FACILITATE ACCESSIBILITY TO ACTIVITIES WHICH IN THE PAST WERE RESERVED FOR THE PRIVILEGED BUT ARE NOW AFFORDABLE.**

## OUR PLAN

2022 – Our year of expansion. We are committed to reaching even more people through our Make Music Accessible campaign. To achieve this, our long-term plan is to raise 1 million by 2032 to ensure the sustainable delivery of our services.

Our immediate plan to help us reach our target is to create a community music hub. This will enable us to create an excellent space for young people and the grassroots community to learn and make great music.

## **We also require:**



- **A 15-seater Minibus/transportation**
- **Wind and string instrument donations**
- **Computers**

# *Sponsorship packages*

**These sponsorship packages are centred around supporting our Award Ceremony and our more comprehensive programme of helping to expand our Music School.**

## **Platinum Package - £10,000**



### **What you will receive:**

#### **Award Ceremony benefits**

- **Table for ten on the night of MRF's Award Ceremony, including meal**
- **Your company banner and 'sponsored by' on the main stage**
- **Your company name and logo featured in the marketing campaign of the Award Ceremony as well as for future funded events**
- **A full-length acknowledgement on the 'thank you page of the event brochure**
- **Sponsor acknowledgement by the host on the evening**
- **Regular special thanks and mentions in MRF press opportunities and across social media**
- **Mention and recognition in the event press release**
- **The chance to speak at the event.**

#### **General benefits**

- **Your company name and logo are embedded into MRF's website banner, a full-page promotion and a feature on MRF's Sponsor's page.**
- **Your company name and logo on any material donation you donate, including a 'sponsored by' e.g. on our mini-van.**
- **A mention and promotion of your services on our social media platforms**
- **Your company name and logo are displayed during any performances we put on**
- **Advertisement in our newsletter, advertising any services you have to offer.**
- **Invitations to our band performances and events to see the progress of our services.**



## **GOLD SPONSORSHIP - £5000**

### **What you will receive:**

#### **Award Ceremony benefits:**

- **A table for five guests on the night of MRF's Award Ceremony**
- **Your corporate logo on the main stage**
- **Appearance on sponsors page of MRF website**
- **Half-page promotion and feature on the 'thank you' page of the event brochure**
- **Publicity/'special thanks' across social media**
- **Mention and recognition on the event day**

#### **General benefits:**

- **Your company name and logo embedded into MRF's Appearance on the sponsor's page of MRF website banner, a half-page promotion and a feature on MRF's Sponsor's page.**
- **Your company name and logo on any material donation you donate, including a 'sponsored by' e.g. on the instruments, their cases and in the name of the class.**
- **Your company name and logo are displayed during any performances we put on.**





## **SILVER SPONSORSHIP - £3500**

### **Award Ceremony benefits:**

- **A table for three guests on the night of MRF's Award Ceremony**
- **Appearance on sponsors page of MRF website**
- **Quarter-page promotion and feature on thank you page of the event brochure**
- **Mention and recognition on the event day**

### **General benefits:**

- **Your company name and logo embedded into MRF's Appearance on the sponsor's page of MRF website banner, a half-page promotion and a feature on MRF's Sponsor's page.**
- **Your company name and logo on any material donation you donate, including a 'sponsored by' e.g. on the instruments and cases.**
- **Your company name and logo displayed during any performances we put on.**



## **BRONZE SPONSORSHIP - £1500**

### **Award Ceremony benefits:**

- **Two guests on the night of MRF's Award Ceremony**
- **Shoutouts/ special thanks across social media platforms**
- **Certificate of appreciation**
- **Mention and recognition on the event day**

### **General benefits:**

- **Your company name and logo embedded into MRF's Appearance on sponsors page of MRF MRF's Sponsor's page.**
- **Your company name and logo on any material donation you donate, including a 'sponsored by' e.g. on the instruments and cases.**
- **Your company name and logo displayed during any performances we put on.**



## **What will we use your donations for?**

**Your donation will go towards funding the expansion of our music school, enabling us to be able to serve the wider community:**

- To rent a bigger venue - expanding our timetable, our reach and the activities we will be able to offer.**
- Expanding our timetable, instrumental range, and expertise to hire more music tutors.**
- To increase our range of music lessons.**
- To hire more administrative staff to help support the expansion**

**We would use material donations for practical use:**

- For example, a mini-bus would be used to transport our students and equipment to performances safely and to help offer additional support for any accessibility needs.**
- A donation of instruments will be used to run a new music class.**

## **Contact us**

**Tel: 020 8683 2922**

**Email: [info@music-relief.org](mailto:info@music-relief.org)**

**Website: [www.music-relief.org](http://www.music-relief.org)**