



More than 110 years young ...tens of thousands of musical alumni...

Regina's Music Festival - Stepping Stones to the Stars **SPONSORSHIP PACKAGE 2019**

Event history

The annual spring festival of arts and music has been offering performance opportunities to tens of thousands of young Regina and area musicians for more than 100 years! In fact many former festival contestants have gone on to perform professionally in bands, orchestras, with operas, on Broadway and all around the world.

The Regina Music Festival offers a unique opportunity for musicians (voice, musical theatre, piano, strings, organ, brass, woodwinds, percussion, and choirs) to perform in front of highly skilled professional adjudicators drawn from all across North America.

The Regina Music Festival plays a significant role in encouraging and in supporting the development of musical skill and talent in Regina's youth. In recent years, there have been over a 1,000 entries annually to the festival, with participants ranging from preschoolers to grandparents.

Malcolm Lowe, currently the Concertmaster for the Boston Symphony Orchestra comes from a musical family. His father (a violinist) and his mother (a violist) raised four acclaimed string players all alumni of the Regina Music Festival: Malcolm, his brothers Darren and Cameron and his sister, Heather.

The Festival Makes a Difference in Lives

Heather Newhouse – soprano – recently performed the Stabat Mater in London, UK and is scheduled as soloist in the Mozart Requiem in Montreal (April 2019). Also in April, Gordon Bintner will solo in Le nozze di Figaro with the Frankfurt opera.

The music festival is open to everyone, not just talented youth who go on to careers in music. But we are also proud to say that Regina has more than its fair share of internationally acclaimed musicians who are alumni of our festival competitions. Just like the Lowe brothers, Erica Raum is active and highly sought after as professional violinists. Vocalists such as Heather Newhouse and Gordon Bintner have international recognition in opera. And Rob Urgan, well known composer, is back here in Regina training the next generation after his career in opera and musical theatre!

The festival board loves to promote its alumni while we continue to focus on our youthful competitors who gain so much from our annual festival. Emily Fuessel, a recent competitor in the 2018 festival, took the time to thank the Regina Music Festival for re-energizing her love of music! Please read her comments at the end of this letter.

The annual Regina Music Festival does change lives.



Your sponsorship is critical

Although critical in the development of Regina's performing artists, the Regina Music Festival struggles constantly to cover the costs associated with running the Festival. Our festival costs approximately \$80,000/year to operate. This includes the costs associated with advertising, hiring adjudicators, paying for their travel and accommodations, renting space for the competitions, renting instruments and equipment for performances, printing programs, as well as purchasing all office supplies. Only about 35% of the festival funds come from the entry fees paid by participants. In fact, entry fees are kept as low as possible to ensure the Festival is accessible to all young people. The balance of the required funds comes from admission fees, program sales, advertising, grants, sponsorships and donations. Because grants have tended to diminish for arts organizations, sponsorships and donations have begun to play a critical role in continuing the Regina Music Festival.

Audiences at the festival each year provide significant profile, name recognition and engagement opportunities for our sponsors. With 1,000 participants each year bringing in parents, grandparents and friends as well as the general public to hear their performances, listen to the adjudication and eagerly await announcements of scholarships, there is ample exposure over the Festival's three (3) week period.

Platinum Sponsor: \$5,000

As the Platinum Sponsor, your company will be featured as **the major** company providing core support to the ongoing work of the Regina Music Festival (RMF) over the year. Your sponsorship will provide your organization with:

- RMF naming rights i.e. "Regina Music Festival, sponsored by YOUR NAME" on all print, advertising, online, social media and poster/billboard materials throughout the year.
- Featured sponsor at Regina Music Festival kick off news event (April, 2019).
- Opportunity to place corporate banners and corporate materials at entry desk of all festival performance sites.
- Opportunity to speak at opening of Celebration of Excellence concert (featuring the best performers of the festival).
- Opportunity to have a festival winner perform at a company event
- Recognition in event related media including TV, radio and print materials
- Recognition in all event promotions, including email communications regarding the event
- Company name and logo on Regina Music Festival website
- Recognition and promotion on Regina Music Festival social media channels.
- Verbal recognition in MC script at each session of the Festival
- 2 full page ads in Regina Music Festival program – inside front cover and back cover.

Gold Sponsor \$3,000

As a Gold Sponsor, your company will receive the following benefits:

- Recognition in event related media including TV, radio and print materials
- Recognition in all event promotions, including email communications regarding the event
- Company name and logo on Regina Music Festival website
- Recognition and promotion on Regina Music Festival social media channels
- Opportunity for onsite signage and material distribution
- Verbal recognition in MC script at each session of the Festival
- 1 Full page ad in Regina Music Festival program



Discipline Sponsor \$2,500

As a Discipline Sponsor, your company will receive the following benefits:

- Featured as the sole sponsor of your chosen discipline in all print material and in signage featured at performance site.
- Full page ad in your chosen discipline's section of the program
- Recognition in all event promotions, including email communications regarding the event
- Company name and logo on Regina Music Festival website
- Recognition and promotion on Regina Music Festival social media channels
- Verbal recognition in MC script at each session of the discipline's competition

Sustainer \$1,000

As a Sustaining Sponsor, you will receive the following benefits:

- Recognition in all event promotions, including email communications regarding the event
- Recognition on Regina Music Festival website
- Recognition on Regina Music Festival social media channels
- Signage in Festival Office acknowledging support of operations

Friends of the Music Festival \$500

As a Friend of the Festival, you will receive the following benefits:

- Name on the Regina Music festival website and (with your permission) a Thank You in social media
- Referenced on Friends of the Music Festival page in festival program.
- Personal invitation to Festival's special competitions and fundraising concerts

All donations over \$20.00 will receive a tax receipt from the Regina Music Festival Association.

For more information, please contact: Adria McCulloch

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Closing comments from Emily Fuessel, a scholarship winner in 2018, graciously allows us to use excerpts from her letter to the Regina Music Festival:

"I am incredibly grateful for receiving the Clare Newman Intermediate Vocal Scholarship It was an honour to be chosen to receive this award. Receiving this scholarship has inspired me to continue studying music. I will take what I have learned through my many years as a music student and apply it to my daily life in the future. I have been considering a career in music or science. If I do not choose to continue studying music in post-secondary education, I hope to ... continue to share my love of music with others."

The annual Regina Music Festival really does change lives.