



**CHARLES WOOD**  
FESTIVAL & SUMMER SCHOOL



**Charles Wood Festival  
and Summer School**  
Sponsorship Brochure

2024



## ABOUT US

The Charles Wood Festival of Music and Summer School in Armagh, Northern Ireland, focuses on classical music, singing, and promoting excellence in live performance.

It celebrates composer Charles Wood, aiming to unite communities through music. The festival involves 400 participants annually, nurtures local talent, and attracts large audiences. It offers high-quality artistic opportunities and brings world-class talent to Northern Ireland.

## PARTICIPANTS

Showcasing the finest local talent, community choirs, music groups, world-renowned musicians, and esteemed experts.

John Rutter  
David Hill  
Bob Chilcott  
Paul Farrington  
Philip Scriven  
Ian Keatley  
Jeremy Dibble  
Ruth MGINley  
Carolyn Dobbin  
Thomas Allen  
Felicity Lott  
Fionnuala Jay O'Boyle  
Errollyn Wallen  
Charles Wood Singers  
Charles Wood Girls' choir

# THE FESTIVAL AT A GLANCE

Experience the Charles Wood Festival  
across the entire calendar year:

30+ EVENTS & CONCERTS · BBC RADIO BROADCASTS  
INTERNATIONAL COMPETITIONS · LOCAL CHOIRS · WORKSHOPS  
MASTERCLASSES · COMMUNITY SINGING · TEACHER TRAINING  
STARS OF THE FUTURE · CARE HOME VISITS  
TOP CLASS MUSICAL TRAINING · WORLD CLASS MUSIC PERFORMANCES

**February** - Young Musicians Platform Concert

**March** - International Song Competition

**May** - Workplace Choir Competition

**August** - Festival Week

**August** - Composer Competition

**November** - Georgian Day



# BENEFITS

Sponsorship with the Charles Wood Festival offers fantastic brand awareness, providing and delivering company brands with direct local community engagement.

This prestigious event, renowned for its celebration of music, culture, and community, offers a unique platform for your brand to resonate with a diverse audience while enjoying a range of exclusive benefits.

As a result of becoming part of the fabric of the festival and forming a bond with the local community, your brand will be viewed more positively locally, and in doing so, the opportunity of reaching an extended consumer audience,

Whether your brand objectives are to increase brand loyalty, create awareness and visibility, change/reinforce image, or showcase community engagement, Sponsorship with the Charles Wood Festival gives your brand an opportunity to be seen not only by existing clients, employees and stakeholders but also to a wider untapped audience.

Festival success brings with it increased media attention via news coverage, radio and other written publications which further promote your brand positioning and corporate image.

**01****LOCAL NEWS**

OUR FESTIVAL IS COVERED EXTENSIVELY ACROSS ALL LOCAL RADIO AND NEWSPAPERS

**02****LOCAL EXPOSURE**

WE ARE THE ONLY FESTIVAL LIKE IT IN NORTHERN IRELAND

**03****MEDIA**

CONSTANT SHARING AND PROMOTING OF SPONSORS ON ALL MEDIA STREAMS

**04****FESTIVAL EVENTS**

EXPOSURE TO VISITORS AND FESTIVAL GOERS FROM ACROSS THE WHOLE OF IRELAND

**05****WEBSITE**

DEDICATED LINKS AND INFORMATION TO ALL OUR SPONSORS

**06****CHARITY EVENTS**

THE OPPORTUNITY TO BE INVOLVED IN CHARITY AND LOCAL EVENTS ACROSS THE YEAR

# WHY SPONSOR THE FESTIVAL?

**Brand Visibility:** Display your company logo in festival brochures, event programs, our website and any other promotional materials.

**Digital Exposure:** Receive regular mentions and appreciation across our active social media channels with dedicated posts showcasing your commitment to supporting the arts.

**VIP Treatment:** Enjoy complimentary tickets to festival events for your team, clients, or associates and have the opportunity to meet the performers and your sponsored musicians.

**Community Engagement:** Join with the city of Armagh and further afield to celebrate music as a community. Promote your dedication to supporting the arts and nurturing the very best of local talent.

**Commission Opportunities:** Partner with us on commissioned projects, allowing your charity to be directly involved in the creation of unique and memorable performances.

**Beyond the Festival:** Extend your brand exposure through year-round collaborations and events, ensuring sustained visibility beyond the festival period.



# BRANDING AND MARKETING



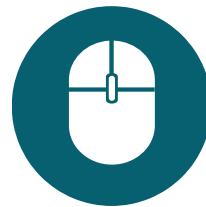
## FACEBOOK

1.7K FOLLOWERS  
112K AVG. REACH



## TWITTER

846 FOLLOWERS



## WEBSITE

29K VIEWS



## AUDIENCE

3000 LIVE  
810,000 RADIO

Our marketing and branding make sure that all of our supporters and members are kept up to date with everything that goes on. With over 400 participants a year, BBC broadcasts and a yearly programme, the Charles Wood Festival reaches over **1,000,000** people in the UK, Ireland and abroad.

With over 30 years of musical excellence, the Charles Wood Festival has welcomed international and local performers to Armagh, and attendees from an average of 12 different countries, providing a global reach.

# PROPOSAL

We believe that a three-year deal brings the maximum benefit to all parties. This enables the sponsor to properly build brand association in the marketplace. It also gives the festival the required stability and confidence to pursue its three-year plan in a strategic manner.



# FESTIVAL SPONSORSHIP



Our festival sponsorship ensures that your brand is advertised across our various events throughout the year.

These sponsorship packages are separated into four categories, although each package can be customised to suit your need.

If a sponsorship package isn't for you, perhaps consider being a corporate friend of the festival and join our fantastic group of supporters.

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- **PLATINUM**
  - **GOLD**
  - **SILVER**
  - **BRONZE**
  - **BECOME A FRIEND**
- 





## PLATINUM

£15,000 (£5,000 per annum)

- Premier logo placement on all festival materials
- Exclusive title sponsorship for a key festival event
- VIP access to performances and hospitality experiences
- Customised branding opportunities within designated festival areas
- Extensive digital exposure on social media platforms
- Co-sponsorship opportunities for commissioned works or special performances.
- Complimentary tickets for corporate entertaining
- Special acknowledgment during key festival moments and closing ceremonies.

## GOLD

£9,000 (£3,000 per annum)

- Prominent logo placement at festival venues
- Featured recognition in press releases and media interviews
- Social media shoutouts and dedicated sponsor spotlights
- VIP Hospitality and seating at select performances
- Complimentary tickets for team members or clients
- Branded merchandise distribution at the event

## SILVER

£7,500 (£2,500 per annum)

- Logo display on festival signage and promotional materials
- Sponsorship recognition in event programmes
- Community engagement opportunities with music initiatives
- Access to exclusive sponsor-only networking events
- Recognition in post-festival marketing materials
- Complimentary tickets for team members or clients

## BRONZE

£3,000 (£1,000 per annum)

- Logo Presence in festival communications
- Verbal acknowledgment during festival events
- Sponsorship of specific festival components or workshops
- Branded merchandise distribution at the event
- Limited complimentary tickets for team members.

## CORPORATE FESTIVAL FRIEND

£500

- Acknowledgment in festival program and website
- Advanced notification of upcoming events
- Invitations to selected festival events



# FESTIVAL EVENT SPONSORSHIP



As well as our jam-packed August festival, Our events run throughout the year and serve as the festival's flagship attractions, captivating both our dedicated audience and attracting top-tier talent for mesmerizing performances

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- **YOUTH PLATFORM CONCERT (FEBRUARY)**
  - **INTERNATIONAL SONG COMPETITION (MARCH)**
  - **NORTHERN IRELAND INTERNATIONAL ORGAN COMPETITION (AUGUST)**
  - **WORKPLACE CHOIR COMPETITION**
  - **MUSICAL PATHWAYS COURSE FOR SCHOOL TEACHERS**
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## SONG COMPETITION

£3,000 (£1,000 per annum)

Support the up and coming young singing talent at the international song competition in march

## WORKPLACE CHOIR

£6,000 (£2,000 per annum)

Be the central part in bringing business and partners together to compete for workplace choir of the year

## MUSICAL PATHWAYS

£3,000 (£1,000 per annum)

Support the school's programme to provide training in skills to help vocal performance, sightreading and create a pathway to the charles wood choirs

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- Logo and business brand featured on all festival signage and official merchandise
  - Verbal acknowledgment during festival events.
  - Featured on the festival's official website sponsor page.
  - An allocation of festival guest list tickets for your clients or staff
  - Social media shoutouts and mentions.

# COMMISSION SPONSORSHIP

We pride ourselves in being an innovative and forward-thinking festival, promoting new music and bringing a unique perspective to new exciting music.

By sponsoring a new work, your brand will be associated with that piece, composer and performer(s), and all the success that they will bring

Join the biggest names in music with Bob Chilcott (composer in association) and Errollyn Wallen.

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- **COMPOSER COMPETITION**
  - **FESTIVAL FLAGSHIP COMMISSION**
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# SINGER SPONSORSHIP

By sponsoring a Charles Wood Singer, your brand will be associated with a singer for the festival. as a sponsored singer, they will also be available to perform at various company events for the sponsor.



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PRICES FROM £600

# OTHER SPONSORSHIP



It takes a lot of moving parts to organise a successful festival and the key is in the smallest of details. Each of which are essential for the continued success of the Charles Wood Festival

- **PHOTOCOPYING/PRINTING COSTS**
- **VENUE RENTAL FEES**
- **TRANSPORTATION COSTS**
- **TECHNICAL EQUIPMENT RENTAL**
- **INSURANCE**
- **LICENSES**
- **DECORATIONS**







# SPONSOR SUMMARY

**PLATINUM SPONSORSHIP** £15,000 (£5,000 PA)

**GOLD SPONSORSHIP** £9,000 (£3,000 PA)

**SILVER SPONSORSHIP** £7,500 (£2,500 PA)

**BRONZE SPONSORSHIP** £3,000 (£1,000 PA)

**BECOME A CORPORATE FRIEND** £500

**SONG COMPETITION** £3,000 (£1,000 PA)

**ORGAN COMPETITION** £2,250 (£750 PA)

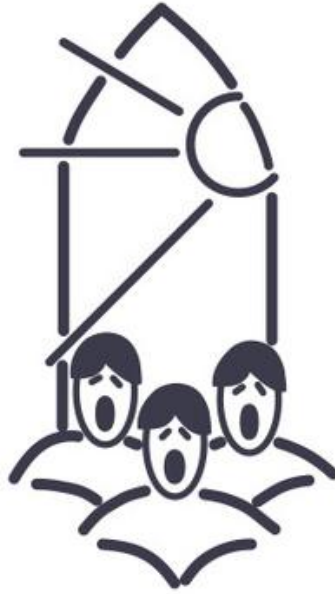
**WORKPLACE CHOIR** £6,000 (£2,000 PA)

**MUSICAL PATHWAYS** £3,000 (£1,000 PA)

**COMMISSION SPONSORSHIP** £750

**SINGER SPONSORSHIP** £600

**OTHER SPONSORSHIP** £50



# **CHARLES WOOD**

FESTIVAL & SUMMER SCHOOL



**IF YOU ARE INTERESTED OR  
WOULD LIKE MORE  
INFORMATION**

**CONTACT US:**

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Email: [charleswoodfestival@gmail.com](mailto:charleswoodfestival@gmail.com)

