

MAKE SOME NOISE

20th ANNIVERSARY SONG FOR WELLBEING CAMPAIGN 2021

CORPORATE SPONSORSHIP PROPOSAL



14th May - 13th June 2021

In July 2021, Staffordshire & Stoke-on-Trent's music charity [Make Some Noise](#) will be 20 years old. We will be celebrating this hugely significant milestone in many ways.

We are a dedicated music charity run by a small expert team bringing high quality, vibrant music of all kinds to communities across Staffordshire and Stoke-on-Trent. During our 20 years we run some amazing projects and worked with some incredible people.

We have:

- ✚ Delivered over 120 free community music projects to all ages across deprived areas in Staffordshire & Stoke-on-Trent, including *Soundpots Speech and Language; Beatbox Orchestra; Upbeat Families Military; Positive Sounds for Children in Care*
- ✚ Engaged 50,000+ children, young people & families
- ✚ Partnered with organisations including Staffordshire Council, Stoke City Council, Staffordshire Chamber of Commerce, Tamworth Arts & Events and Stafford Music Festival
- ✚ Had great impacts across Staffordshire, Stoke-on-Trent and beyond with musical activities - reducing isolation and increasing confidence and abilities.

We have ambitious plans going forward- including spreading the impact of our work to reach even more younger and older people, engaging with wider communities and spreading the positive impact of music wherever we can to enhance people's lives and wellbeing.

During 2021 our work is particularly pertinent following the ravages of covid on our communities, leading to isolation and mental health challenges with very limited creative outlets or group activities.

To help kickstart our 20th birthday, we are creating a ***Song for Wellbeing*** crowdfunding fundraising campaign to help us support local young people and celebrate their talent. With funds raised we will produce a ***Song for Wellbeing Journal*** to all the 1000+ young people (aged 12-18) who usually participate in our community programmes but have recently been unable to access our support during the pandemic.

At a time when mental health and wellbeing issues amongst the young are going through the roof, we want to give these young people a gift to help them unlock their feelings and emotions by using the power of song writing. By enabling young people to express themselves through creating their own music, we believe we can help them to cope as they emerge from the incredibly challenging experience of surviving a global crisis.

The beautifully designed but practical journal will be packed with creative song-writing examples, tips and suggestions accompanied by wellbeing best practice. To provide further support, it will be accompanied by access to an online song-writing programme and opportunities to submit songs for

the Make Some Noise 20th anniversary commemorative album featuring original compositions from local singers/songwriters.

With this campaign we will:

- Provide much-needed user-friendly, innovative and creative music resources
- Help young people overcome post-Covid insecurities with a home-based creative outlet
- Provide creative support for rising mental health & wellbeing issues
- Help close the gap in music engagement & learning during the past year - such as music tuition, music clubs and choirs- which have been closed to face-to-face engagement
- Create sustainable learning through the online song-writing classes alongside the journal

To help us reach as many young people and have as wide an impact as possible, we are seeking sponsorship for the campaign which will help us underwrite costs. This is a unique opportunity for local or regional businesses to engage with us, align with our strong community values, benefit from widespread branding and PR initiatives and form a unique partnership as part of our significant anniversary. We are looking to build longer-term, sustainable collaborations which bring mutual benefits. Below is an outline of our sponsorship offering; however, we are happy to discuss alternative, creative benefits.

CORPORATE SPONSORSHIP PROPOSAL	
Benefit	Detail
Branding	Logo/name (with hyperlink) on all key promo materials as Sponsor of campaign: - Make Some Noise website - All social media posts - Mailings/eshots - PR statements
PR opportunities	- Name included in all PR as Sponsor of the campaign - Opportunities for interviews - Opportunities for press photocall
CSR opportunities	- Staff to support/promote the campaign through fundraising/networks - Help with packaging/distribution of journals or other logistical tasks as appropriate
Investment	£750

For more details on supporting the

***Song for Wellbeing* campaign**

please contact Lucy on info@make-some-noise.com

www.make-some-noise.com/song-for-wellbeing/

