



Saturday 8th June 2024

The Bury's, Godalming

A celebration of contemporary choirs on a big stage  
Let the Music Move You



ChoirBLAST is an annual celebration of contemporary choirs from around the UK and hopefully internationally. It is a non-competitive festival-feel day, celebrating live music, local organisations and the choir community.

Phoebe Gaydon, the owner of A Touch Of Musicality, a local independent music school based in Godalming along with her husband Matt, discovered there were no opportunities for her choirs to perform on a big stage which didn't involve entering a competition. After being invited to Freiburg in Germany to take part in *Chorwarts*, their choir festival, she decided that something had to be done. She wanted choirs from all over the UK to have the same opportunities as those across Europe. Therefore, ChoirBLAST was born. Phoebe runs three local choirs and two choirs for local charities.

Designed as a non-profit event, we donate any proceeds to support a number of charities chosen by the choirs performing on the day. ([The Meath Epilepsy Charity](#), [The Halow Project](#))

In 2023, we welcomed over 2000 people to the festival, held performances for 26 choirs over three stages, and raised £1000+ for each of the charities!

[Watch the 2023 video here!](#)

## Location

Set in the beautiful Surrey Hills, Godalming Bury's Field serves two stages as performance locations for choirs, along with a third in the Wilfrid Noyce Centre. Godalming is a town of historic beauty with a rich history. It boasts great road and rail links between Portsmouth and London, and is a friendly, bustling community that loves live music and local community events.

## Why Sponsor ChoirBLAST?

A captive and attentive audience.

- Our audience will mostly be locals
- We're attracting a diverse group of people
- They will be relaxed and excited for a full day of fun
- In addition to the local audience, choirs will be travelling from further afield in the UK and internationally
- The music school ATOM and choirs run by Phoebe attract all ages and abilities - a large proportion is aged 30+, have families and are known for their word-of-mouth network
- Through our various ATOM, choir and ChoirBLAST social channels, we have a large social media reach and network
- We will work with you to bring your marketing ideas to life, anything goes! If you wanted to have a sofa as a photo box feature at the festival or branded VIP deck chairs we could make this happen!



## Marketing

Our marketing plan is being handled by a specialist, [Belle Lawrence](#). With 20 years in marketing, the last 5 purely in social, Belle will collaborate with creatives and writers to execute a strong campaign pre, during and post-event.

### Social Media & Email

- ChoirBLAST, ATOM and the Jazz Choirs have a good social media presence - we'll promote your generous support in feeds, stories and reels, tagging your organisation
- We have over 200 current students and a database of over 500 people, plus the 2000+ festival goers from last year's festival.

### Advertising & PR

- The event will be announced in local newspapers, magazines, digital sites and radio. Where possible, we'll supply artwork including your logo, and mentions of your organisation. If you have any existing advertisements booked, please consider donating or sharing space with us.
- Influencers - we're already liaising with local musicians and influencers to help promote the festival. We have two currently on board with over 154K followers.

### At the event

- Depending on the level of support you can offer, we'll ensure your logo and business info is shared on any large format banners on the day
- If relevant, we can consider a manned or unmanned stall for your organisation on the day

## SPONSORSHIP OPTIONS

ChoirBLAST  
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1 FULL Sponsor: £7,500.00

5 EQUAL Sponsors £1,500.00

We are looking for 5 sponsors all to give £1,500 each, in order for this festival to come to life. This sponsorship will go to funding the staging, set up costs, keeping environmentally green, and creating an amazing day with memories that people will never forget.

A SUPPORTER of ChoirBLAST: Any financial donation above £100.

A FRIEND of ChoirBLAST: Any financial donation below £100.

### EQUIPMENT:

If you are able to offer support in the form of equipment or materials, please request a list of required items. If there's something else you'd like to sponsor or offer, please let us know!

We also welcome individual donations of *any value* towards the success of the event and to support the chosen charities.

Thank you so much for helping out, your kindness is making dreams come true.

Phoebe & Belle  
& the ChoirBLAST team.

## **Terms & Conditions**

### **Rights Summary**

#### **FULL Sponsorship**

- Presenting rights - 'ChoirBLAST bought to you by ...'
- Brand recognition on all banners and advertising on the day
- Brand recognition on volunteer/event organiser T-Shirts on the day
- Brand recognition on all social media posts and emails concerning the event
- Logo included on the website and in all emails concerning the event
- Solus email before/after the event sharing your business information
- Allocation of 10 tickets
- Bring your own branded, stall, and products
- Branding and rights access to all professional photos.
- Branding and onsite staff (if relevant) coverage in our Festival Video.

#### **5 EQUAL Sponsors:**

- Presenting rights - 'ChoirBLAST bought to you by ...'
- Brand recognition on all banners and advertising on the day
- Brand recognition on volunteer/event organiser T-Shirts on the day
- Brand recognition on all social media posts and emails concerning the event
- Logo included on the website and in all emails concerning the event
- Solus email before/after the event sharing your business information
- Bring your own branded, stall, and products
- Branding and rights access to all professional photos.
- Branding and onsite staff (if relevant) coverage in our Festival Video.

#### **FRIEND of ChoirBLAST:**

Want to be the first to know the latest news, and get early access to the site for the best spot and potential offers from our other sponsors and partners? Then become a FRIEND! Donation value is arranged directly with each person.

NB We will ensure we keep in touch and ask you to renew as a friend on an annual basis!

#### **Payment requirements:**

- 50% of the value on the signing of the contract
- Balance to be paid 6 weeks before the event
- The cost of branding, any activation or retail costs will be included

#### **Other:**

- Balance payment delays may result in your sponsorship being unsuccessful due to the deadlines for printing & delivery large-format banners and clothing
- ChoirBLAST team will liaise with you to secure branded assets in the correct sizing, if these are not received prior to the agreed deadline, your branding may be missing