



# CHOIR BLAST

CELEBRATING CONTEMPORARY CHOIRS

Registered as a Charitable Incorporated Organisation by the Charity Commission for England and Wales. Registration no.1210483.

# ABOUT US

At ChoirBLAST, we believe in the transformative power of music. Since our first event in 2023, our mission has remained the same: to share the joy of singing with everyone, no matter their background or ability. Now, as a registered charity, we're expanding our impact even further.

## Our mission

- Music for all – Creating choirs in schools, workplaces, care homes, and communities so everyone can experience the joy of singing together
- Inclusivity & connection – Uniting people of all ages, abilities, and backgrounds through music
- Performance & education – Providing choirs with opportunities to perform and training future choir leaders to sustain our mission

## Why this matters

- By creating new choirs in schools, workplaces, and care homes, we bring people together with a feeling of support and belonging
- We give everyone a voice by fostering inclusive performance spaces
- We are training more choir leaders to spread the joy of group singing





# OUR IMPACT

Established in 2022 as a group, ChoirBLAST benefitted from the powerfully connected communities in the local area, musicians and choirs who believe in and enjoy music. Through our positive outreach and persistence, this reach has continued to grow organically, creating a supportive network. Our reach is incredibly diverse, a cross-community group whose common interest brings them together despite any differences in age, gender, background or even language.

## 7000+

**Festival visitors  
in 2024**

Growing year-on-year and attracting local residents of Godalming and beyond, the festival is also attended by music-lovers travelling from further afield. We are also thrilled to have hosted local dignitaries such as the Mayors and local councillors, as well as industry heavyweights and the media.

## 100+

**Choirs connected  
to the festival**

Since 2023, we have connected with well over 100 choirs and groups who have both performed at and attended the festival. This hugely diverse reach of around 3000 singers represents multiple styles of music, giving an opportunity to perform, share the joy of singing, and singing confidence.

## 60+

**Community Choir  
singers per week**

Through our first two community choirs which have been founded, we reach over 60 singers who may otherwise have no opportunity to sing as a group, benefitting their physical and mental health. This positive effect reaches those beyond the individual themselves, such as friends, family and carers.

# SPONSORSHIP

The sponsorship packages:



## Headline sponsor

**£20,000**

Presenting rights - 'ChoirBLAST, brought to you by...'  
Festival day advertising - banners, flags or something bespoke  
Website, email & social media promotion  
PR - co-promotion within any media opportunities or appearances  
Post-event access to photos & videos, coverage in official festival video



## Stage sponsors

**£1,500**

We are looking for sponsors for each of our stages to help the festival come to life, with promotion in the above category, or bespoke, fair packages.



## Individual element sponsor

**£POA**

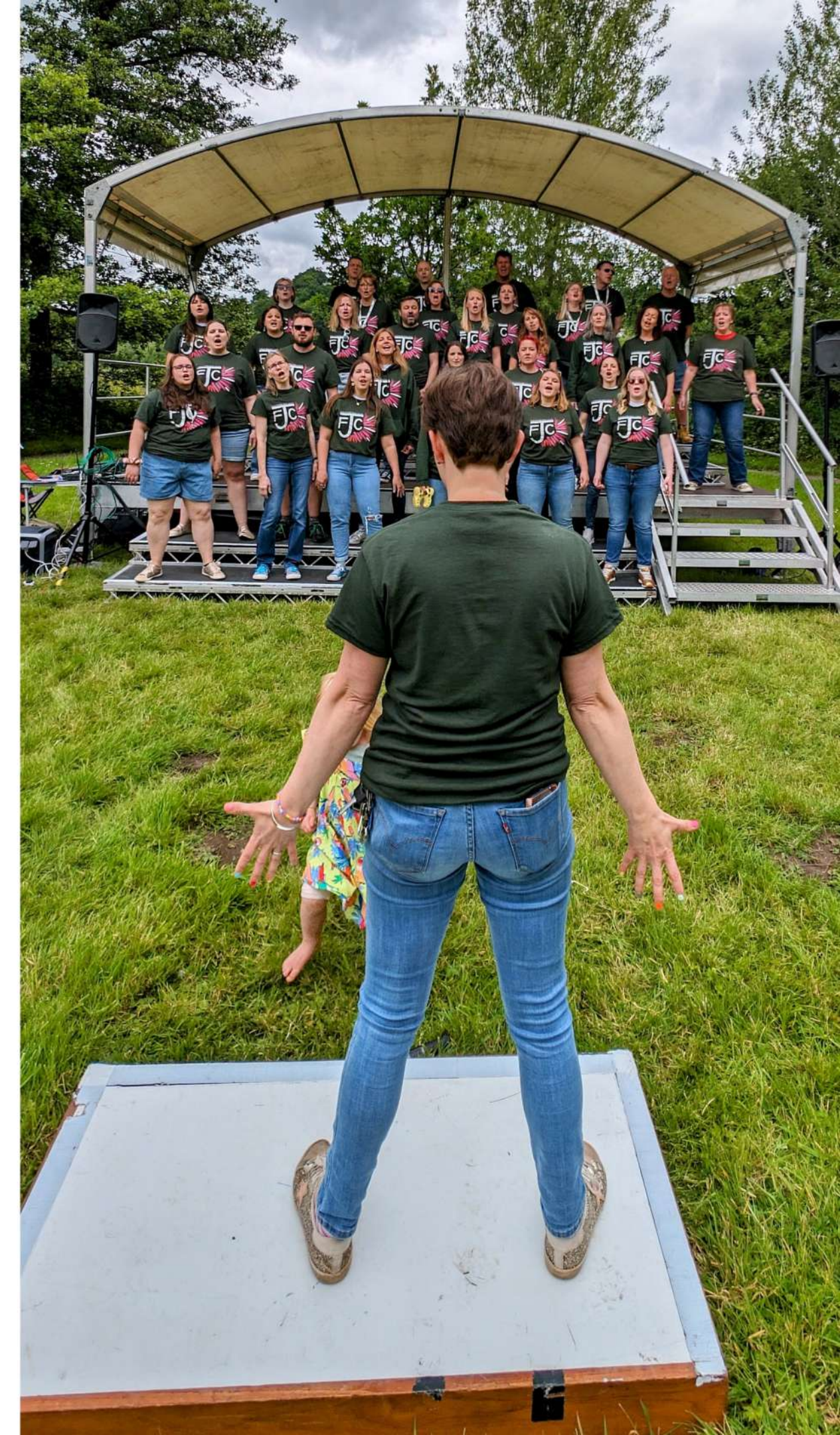
With multiple stages, venues and areas of the festival, you can get involved with something which is meaningful to you. We will work with you to bring your marketing ideas to life! If you wanted to have a sofa as a photo booth or branded VIP deck chairs... we can make this happen!

## Accessible facilities

**£650**

## Transport signage

**£1000**





# SUPPORTING US

Now more than ever, we're looking for supporters who believe in our mission and want to help us make a difference.

Together, we can create something truly special - a community where music brings joy, connection, and opportunity for all.

If you'd like to support us or find out more, get in touch today. We'd love to hear from you!



## **Donors and Sponsors**

Your support as an individual or corporate donor, or to sponsor one or more of our community choirs, provides long-term stability for the charity.



## **Fundraising**

Collaborating with us to fundraise at your events, as well as attending our events and donating raffle prizes, is a great way to help us reach our goals.



## **Volunteering and Materials**

Give us your time at events, or with our community choirs, or if you can provide equipment or materials for the festival, you'll help keep costs down.

# APPENDIX

In the following pages you will find more information on:

- Previous support for ChoirBLAST
- ChoirBLAST community choirs
- ChoirBLAST festival
- Support for ChoirBLAST



# SUPPORT FOR CHOIRBLAST

Previous supporters and sponsors include:



*Lucy Miguda  
Head of Fundraising  
The Meath Epilepsy Charity*

What really staggered us was the distance people came to be a part of something so special, it was really joyful. We love getting involved in all sorts of events in Godalming, but ChoirBLAST for us was incredible - to have our choir perform in front of 1000 people in our home town was just an exquisite event.



*Adam Duce  
(Cllr - Godalming, Holloway), Mayor of  
Godalming 2023-24*

This event offered something different, unique, focused solely on voice... the joy and positivity is definitely something I took from it. I hope this event goes from strength to strength!



*Basil Meade MBE  
Pioneer and Founder of London Community  
Gospel Choir*

It was a pleasure to experience your event - thank you for your warm welcome.



*Penny Rivers  
Councillor - Godalming, Farncombe and  
Catteshall 2024-25*

What a day of majestic, marvellous melody. Bravo to everyone who contributed to ChoirBLAST!

# CHOIRBLAST COMMUNITY CHOIRS

With our charity status, ChoirBLAST is committed to making a difference through the power of contemporary choral music. Our charitable objectives are focused on two key areas:

1. We aim to foster public appreciation and participation in the art of music—particularly group singing—by creating choirs and offering opportunities to perform at public events. This is about more than just singing; it's about building confidence, joy, and community through music.
2. We're dedicated to creating opportunities where people of all ages, abilities, and backgrounds can come together to enjoy the art of music. Whether it's through choirs in schools, charities, or care homes, we want to ensure that everyone has the chance to experience the life-changing power of group singing.

We have already created two choirs in the community, reaching over 60 people per week, supported by ChoirBLAST funding. We are aiming to grow this number to 5 choirs this year, supporting over 200 people!







# CHOIRBLAST FESTIVAL

**The UK's biggest non-competitive event for contemporary choirs!**

ChoirBLAST festival is a joyful celebration of music and community, gathering choirs from across the globe for an unforgettable day of performance. This free, volunteer-powered event welcomes thousands to experience diverse styles, creating a space where everyone can enjoy the magic of music together.

ChoirBLAST welcomed 23 choirs across three stages in 2023. In 2024, participation surged by 117%, featuring 50 choirs on seven stages and attracting approximately 7500 singers and spectators, showcasing the festival's growing popularity and community support.

ChoirBLAST's three-year plan aims to transform public perception of contemporary choral music by showcasing diverse choirs across genres, ethnicities, and ages. United by a passion for singing, the festival seeks to inspire community participation, highlighting the mental, physical, and social benefits of group music-making. We aim to create a musical family that celebrates collective harmony and encourages more people to consider joining a community choir.

ChoirBLAST has quickly established itself as a community event in Godalming too, generating in kind support from local schools, charities, businesses, and the town council.

# TERMS & CONDITIONS

## Payment Requirements

- 50% of the value on 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

- Payment delays may result in your sponsorship being unsuccessful due to deadlines for printing and delivery
- If assets are not received prior to the agreed deadline, your
- branding may be missing

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[@ChoirBLAST](https://www.instagram.com/ChoirBLAST)

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