



Monash Youth  
**Music Festival**

**SPONSORSHIP PROSPECTUS**

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**INVESTOR OPPORTUNITIES**

**2024**

ABN 50 180 889 325  
Waverley Music Eisteddfod Inc.  
PO Box 121, Mount Waverley VIC 3149  
[www.monashyouthmusicfestival.com.au](http://www.monashyouthmusicfestival.com.au)



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# The Monash Youth Music Festival

The Waverley Music Eisteddfod, born in the city of Waverley in 1979, celebrated its **40<sup>th</sup> Anniversary** in 2018 as the **Monash Youth Music Festival**.

**Countless internationally respected musicians**, such as Eddie Perfect, Ian Munro, Slava Grigoryan, Danielle De Niese, Elena Xanthoudakis, Suzanne Shakespeare, and members of the Benaud Trio, working with orchestras and opera houses here and overseas have **competed at the Waverley Music Eisteddfod**.

Lessons and practice alone cannot give an aspiring musician the **live performance experience** they need to succeed. We have provided this service for over **40 years**.

## Festival Background

The Waverley Music Eisteddfod was established by Waverley **Councillor Howard Frie** and his piano teacher wife, **Frances** in 1978. Howard had a vision to give the city a **premier music eisteddfod** on par with those of the cities of Dandenong, Footscray, Mordialloc, Manningham, and Ringwood. At the time there was **at least one music eisteddfod every week**, and eisteddfod announcements and results were published in major newspapers.

There was once over fifty Melbourne and metropolitan eisteddfods. **Only four** exist today, including the **Monash Youth Music Festival**.

### NEWS



Philip Tan has been honing his french horn skills for the Waverley Music Eisteddfod. N47WG203

## Locking horns at gig

**Competition | Tim Michell**

YOUNG musicians such as Philip Tan are eagerly awaiting this year's Waverley Music Eisteddfod.

The Huntingtower school student has been rehearsing regularly on his french horn to ensure he is ready for solo and group performances.

Philip is expected to be joined by hundreds of other students for the 34th edition of the eisteddfod on August 16.

The 17-year-old said he was looking forward to performing alongside other aspiring musicians from across Monash.

"It can be pretty intimidating and nerve-racking, but it's also very enjoyable at the same time," Philip said.

"These sort of events are really helpful for us as students to get to perform under pressure, get feedback and take that knowledge into exams later in the year."

He said he started playing the french horn four years ago.

"I started off playing piano, which was my first instrument," Philip said.

"But when I wanted to take on a second instrument I wasn't sure which one to choose, so the school picked it for me."

Details: waverleyme.com.au

Lester Community Page - Oshigh Masses Lester 23 May 2012 Page 8/7

### In Melbourne To Sing



## Singers from Three States in Mobil Quest First Night

A Sydney soprano, a Brisbane baritone and a tenor from Melbourne will contest the first heat of the Mobil Quest, which opens from DB next Sunday night, April 3, at 7.30. The winner will go on to the semi-finals to be held later this year.

All competitors will have the support of the Australian Symphony Orchestra, under the baton of Hector Crawford.

Balance to the programme will be provided by orchestral items—Pop Goes the Weasel, arranged by Alfred Mack for the full orchestra, and The Desert Song, presented by

Hector Crawford's new 18-piece string orchestra.

Soprano Joan Sutherland will sing May Laurels Crown, Thy Brow, from Verdi's Aida, while baritone Roy Bonney will sing another Verdi composition, It Was Thou the Destroyer, from The Masked Ball.

Melbourne tenor Anthony Stranks will sing On With the Motley, from Paggiacci's Leoncavallo.

The quest, which is to be compered by Eric Pearce, is a nation-wide search for a great Australian voice, and offers £1760 in prize money, of which £1000 goes to the outright winner.

Inter-State sopranos Joan Sutherland and Myrao Whitchello, and baritone Douglas Kerran, taken on their arrival in Melbourne to compete in the opening heats of the Mobil Quest. BELOW: Quest musical director, Hector Crawford.



Mobil Quest: The Age Thu 21 Mar 1969 Page 1

In 1994, 53 suburban Melbourne municipalities were reduced to 26. The City of Waverley was amalgamated into the City of Monash.

With the support of the City of Monash and our generous Sponsors, we have worked hard to continue Howard and Frances Frie's vision to this day to become one of the most important Music Festivals for youth in Melbourne.

With over **fifty sections** across six competitive disciplines (Choral, Ensemble, Piano, Strings, Vocal and Wind) and two non-competitive disciplines (including "Mini Recitals" to welcome children new to eisteddfods and the VCE Music Performance Recitals), there is **something for everyone!**

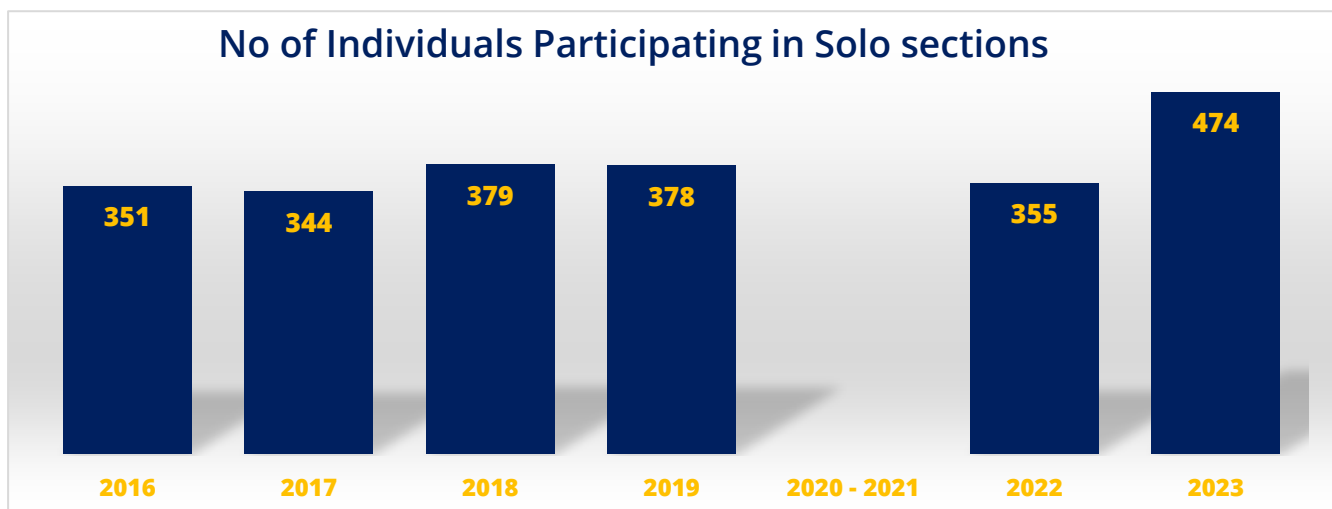
It is not surprising that pre-COVID, this **festival** drew over **1,000 young musicians** to the **City of Monash** during the Festival Fortnight each August.

**You too can be part of the City of Monash's premier youth music Festival that helps develop tomorrow's stars, and that draws families from all over Melbourne to the City of Monash's local restaurants, shops, galleries, parks and other attractions.**

# 2023 MYMF Attendance

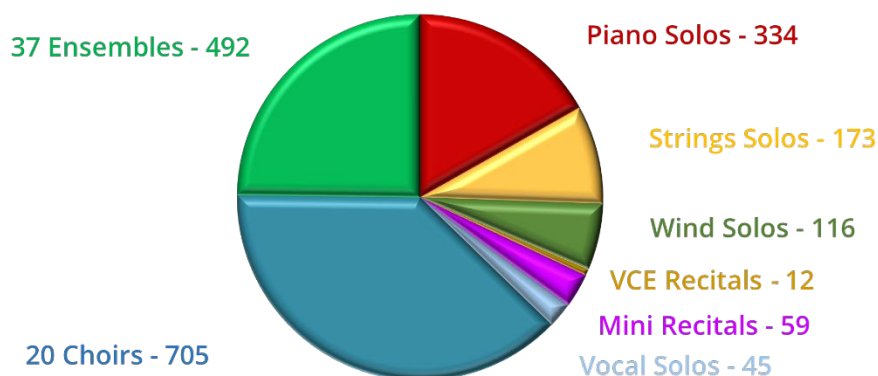


## Growth of Solo Participants




## Participant Break-down\*

2023 - Number Of Participants In Each Discipline\*



\*A participant may enter more than one section.

# Sponsorship Overview

 <b>Monash Youth Music Festival</b>	<b>PLATINUM</b> <b>\$10,000</b> <b>1 AVAILABLE</b>	<b>GOLD</b> <b>\$5,000</b> <b>4 AVAILABLE</b>	<b>SILVER</b> <b>\$2,000</b> <b>8 AVAILABLE</b>	<b>BRONZE</b> <b>\$600</b> <b>UNLIMITED</b>
Website Banner customised with your branding	✓			
Website Sponsors Page listing	✓ (Premium placing)	✓	✓	✓
Website footer with your logo	✓	✓	✓	
Festival Schedule	Branding on front cover + full page ad on back cover	Full page ad	Half page ad	Logo and company name
Naming rights for your choice of Discipline	✓			
MYMF email campaign with your logo in footer	✓	✓	✓	✓
Sponsor banners 2m x 0.8m – individual and sponsor list	Company name and logo on individual banner	Name on Sponsors list banner	Name on Sponsors list banner	Name on Sponsors list banner
Festival Programme (full colour gloss printed)	Branding on front cover + full page ad on back cover	Full page ad	Half page ad	Logo and company name
MC announcements	Your company is introduced at start of every session across all disciplines	Your company is mentioned at start of selected sessions	Your company is mentioned at start of selected session	✓
Festival Family Season Pass	10	5	2	1

**Your investment will be seen by a captive audience of over 1,000 families and over 1,800 subscribers.**





# Sponsorship Opportunities

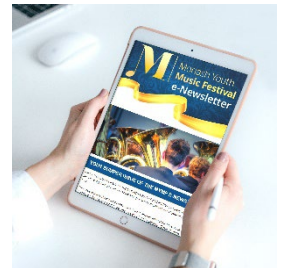
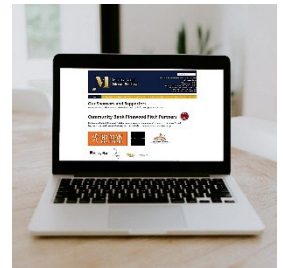
## Exclusive Platinum Sponsor: \$10,000

[1 only]

### Pre-Festival benefits

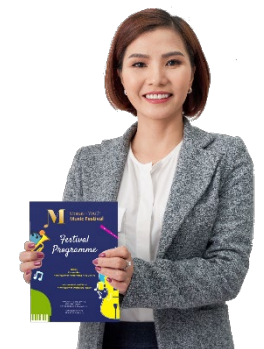
**Logo and/or company name** and **Platinum Sponsorship** acknowledgement prominently displayed on **all marketing collateral** produced in the lead up to the Festival including:

- **Website** – from moment of payment, throughout the Festival until end of March the following year, your logo and/or your company name remain exclusively and prominently placed on our website's **banner** and in the **footer** on **each page**.
- **Festival Schedule**
  - **Your logo and branding on the front cover** of the downloadable Festival Schedule booklet.
  - **Full page advert on back cover** of Festival Schedule booklet.
- **Email marketing campaign** (monthly colourful **MYMF e-News** in the 4 months leading up to the Festival to approximately 1,600 e-mail subscribers) - your branding will appear exclusively in the header and in prominently in the Sponsors list in the footer of each issue (see Promotional Marketing Examples below).
- **Section Sponsorship and Naming Rights** for your choice of Discipline.
- **Acknowledgement as the Platinum Sponsor** through any of MYMF's **social media platforms promoting** our Festival.



### Festival Branding Benefits

- **Corporate sponsorship banners** – 1 x pull up banner exclusively for you to be displayed prominently on stage near performers.
- 2 x pull up banners (one to be displayed at registration desk and one to be displayed prominently on stage near performers. Your logo and/or company name will be listed at the top of each banner.
- **Festival Programme** - Approximately 800 Festival Programs are sold at the door during the Festival, and this programme is usually the **only reading material** audience members have during performance sessions!
  - Your logo and “[Your Company Name] Presents” on **front cover of Festival Programme**.
  - **Full page advert** on the back page of Festival Programme.
  - **Naming rights** for your selected discipline and sections.
- **Opportunity** to showcase your products or services at the event through a trade display or product demonstration in the foyer (set up and management of the display will be the responsibility of the sponsor). You may also bring your own banner(s) if you wish - to be displayed near the Registration desk and/or on stage.
- **Opportunity** to provide marketing collateral, giveaways at the Festival for guests/audience (at the sponsors own cost). The use of a brochure stand is allowed.



### Festival Tickets

- **10 x Complimentary VIP Family Season Tickets** for access to all Festival sessions for the entire Festival.

## Stage Benefits

- **MC acknowledgement** and brief description of the Platinum Sponsor at the start of every session and again during Adjudicator deliberation time at the conclusion of the session.
- **Photo opportunity** when presenting prizes and awards for your sponsored section (see above)
- **Pull up banner display** on side of stage (as described above under Branding Benefits)
- **If on-stage screen is available**, we can arrange for your company name and logo to appear.

## Post-Festival Benefits

- **Website** – from moment of payment and continues for duration of Festival, remaining in place until end of March the following year (as described above in Pre-Festival Benefits)
- Acknowledgement with a **framed Certificate of Appreciation**.



## Gold Sponsor: \$5,000

(4 available)

### Pre-Festival benefits

**Logo and/or company name** and **Gold Sponsorship** acknowledgement displayed under “Gold Sponsor” on all marketing collateral produced in the lead up to the Festival including:

- **Website** – from moment of payment, throughout the Festival until end of March the following year, your logo and/or your company name remain prominently in place near the top of the Sponsors list under Platinum Sponsor.
- **Festival Schedule** – Your half page ad in the downloadable Schedule as **Gold Sponsor**.
- **Email marketing campaign** (monthly colourful e-news in the 4 months leading up to the Festival to approximately 1,600 e-mail subscribers) - your logo and/or company name will appear prominently in the Sponsors list in the footer of each issue (see Promotional Marketing Examples below).
- **Section Sponsorship** of your choice of one section not already taken by Platinum or Single Section Sponsor.
- **Acknowledgement as the Gold Sponsor** through any of MYMF’s **social media platforms promoting** our Festival.

### During Festival - Branding Benefits

- **Corporate sponsorship banners** – 3 x pull up banners (one to be displayed at the registration desk, one on main stage on Ensembles Day and Choral Day, and one in the Orchestral Room during solo performances. Your logo and/or company name will be listed **as Gold Sponsor** near the top of each banner.
- **Festival Programme** - Approximately 800 Festival Programs are sold at the door during the Festival, and this programme is virtually the only reading material audience members have during performance sessions!
  - Your logo and/or your company name in the Festival Programme, listed under **Gold Sponsor**.
  - **Full page advert** inside the Festival Programme.
  - Your company name will be on your selected Section Award.
- **Opportunity** to provide marketing collateral, giveaways at the Festival for guests/audience (at the sponsors own cost). The use of a brochure stand is allowed.

### Festival Tickets

- **6 x Complimentary VIP Family Season Tickets** for access to all Festival sessions for the entire Festival.

### Stage Benefits

- **MC acknowledgement** of the **Gold Sponsors** in the welcome speech and again during **Adjudicator deliberation time** at the conclusion of the session.
- **Photo opportunity** when presenting prizes and awards for **your sponsored section** (see above)
- **Pull up banner display** on side of stage (as mentioned previously under Branding Benefits)

### Post-Festival Benefits

- **Website** – from moment of payment and continues for duration of Festival, remaining in place until end of March the following year (as described above in Pre-Festival Benefits)
- Acknowledgement with a framed Certificate of Appreciation



## Silver Sponsors: \$2,000

[8 available]

### Pre-Festival benefits

**Logo and/or company name** and **Silver Sponsorship** acknowledgement displayed under Gold Sponsors on all marketing collateral produced in the lead up to the Festival including:

- **Website** – from moment of payment, throughout the Festival until end of March the following year, your logo and/or your company name remain in place in the Sponsors list under Silver Sponsor.
- **Festival Schedule** – Your quarter page ad in the downloadable Schedule as **Silver Sponsor**
- **Email marketing campaign** (monthly colourful e-news in the 4 months leading up to the Festival to approximately 1,600 e-mail subscribers) - your logo and/or company name will appear in the Sponsors list in the footer of each issue (see Promotional Marketing Examples below).
- **Section Sponsorship** of your choice of **one section** not already taken by Platinum or Gold Sponsor with your name as on the Award.
- **Acknowledgement as the Silver Sponsor** through any of MYMF's **social media platforms promoting** our Festival.

### During Festival - Branding Benefits

- **Corporate sponsorship banners** – 2 x pull up banners (one to be displayed at the registration desk, and one in the Orchestral Room near the MC. Your logo and/or company name will be listed **as Silver Sponsor** on each banner.
- **Festival Programme** - Approximately 800 Festival Programs are sold at the door during the Festival, and this programme is virtually the only reading material audience members have during performance sessions!
  - Your logo and/or your company name **inside** Festival Programme as **Silver Sponsor**.
  - **Half page advert** inside Festival Programme
  - Your company name will be on your selected Section Award.

### Festival Tickets

- **4 x Complimentary VIP Family Season Tickets** for access to all Festival sessions for the entire Festival.

### Stage Benefits

- **MC acknowledgement** of the **Silver Sponsors** in the welcome speech and again during **Adjudicator deliberation time** at the conclusion of the session.
- **Photo opportunity** when presenting prizes and awards for **your sponsored section** (see above)
- **Pull up banner display** on side of stage (as mentioned previously under Branding Benefits)

### Post-Festival Benefits

- **Website** – from moment of payment and continues for duration of Festival, remaining in place until end of March the following year (as described above in Pre-Festival Benefits)
- Acknowledgement with a framed Certificate of Appreciation

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## Bronze Sponsors: \$600

### Benefits

**Your Company Name** will be included on:

- **Website** –Included on the Sponsors page.
- **Email marketing campaign** (monthly colourful e-news in the 4 months leading up to the Festival to approximately 1,600 e-mail subscribers) - your logo and/or company name will appear in the Sponsors list in the footer of each issue (see Promotional Marketing Examples below).
- **Section Sponsorship** of your choice of **one section** not already taken by Platinum, Gold or Silver Sponsor with your name as on the Award in the **Festival Schedule**.
- **Acknowledgement** through any of MYMF's social media platforms promoting our Festival.

### During Festival

- **Festival Programme** - Approximately 800 Festival Programs are sold at the door during the Festival, and this programme is virtually the only reading material audience members have during performance sessions!
  - Your company name will be listed on the Sponsors page in Festival Programme
  - Your company name will be on your Section Award.

### Festival Tickets

- **2 x Complimentary VIP Family Season Tickets** for access to all Festival sessions for the entire Festival.

### Stage Benefits

- MC acknowledgement of Sponsors of the section they have sponsored at introduction and during Adjudicator deliberation time at the conclusion of the session.
- **Photo opportunity** when presenting prizes and awards for **your sponsored section** (see above)

### Post-Festival Benefits

- **Website** – from moment of payment and continues for duration of Festival, remaining in place until end of March the following year (as described above in Pre-Festival Benefits)
- Acknowledgement with a Certificate of Appreciation



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## In-Kind Sponsor

Do you have goods or services to offer that we may need to run or facilitate our Festival? For example, does your business provide:

- Catering?
- Printing services?
- Signage, such as A-frames?
- Banners?
- Trophies, plaques or other items that can be used as prizes?
- Venue hire?
- Other items?

An in-kind sponsor will be proportionately acknowledged as per below.

## Festival benefits

**The words** “The [Goods or services] kindly donated by [your company name]” will be included here:

- **Website** – on the Sponsors page.
- **Festival Schedule** – if your sponsorship is received before the Festival Schedule is posted in mid April.
- **Email marketing campaign** (monthly colourful e-news in the 4 months leading up to the Festival to approximately 1,600 e-mail subscribers) - your company name will appear in the Sponsors list in the footer of each issue.
- **Festival Programme** - Approximately 800 Festival Programs are sold during the Festival.
- **Website** – from moment of donation and continues for duration of Festival, remaining in place until end of March the following year.

Acknowledgement with a Certificate of Appreciation.

# Promotional Marketing Materials - Examples

## Festival Schedule (online downloadable booklet)

- Platinum sponsor logo and/or company name on front page plus full-page ad on back page, or any page of your choice
- Gold Sponsor full page ad within pages
- Silver **Sponsor** ½ page ad within pages
- Section Sponsor's logo and/or name on Section Description



## Festival Programme cover (A4)

- Platinum Sponsor – your **name and branding on front cover** of Festival Programme.
- Platinum Sponsor **Full page advert** on the back page of Festival Programme.
- Gold Sponsor **full page advert** within Festival Programme.
- Section Sponsor naming rights ie [Your Company Name] Trophy



## Festival e-News

Our colourful and informative e-newsletter goes to over 1,400 subscribers, every March, April May and June in lead up to Festival with an excellent **open rate well above the industry average.**

## Website Sponsors page

All sponsors are listed on the [website Sponsors page](http://www.monashyouthmusicfestival.com.au/sponsors) at [www.monashyouthmusicfestival.com.au/sponsors](http://www.monashyouthmusicfestival.com.au/sponsors).



## Website Header

Co-branding of website banner is reserved for Platinum Sponsor.

## Website footer

The dynamic website footer image carousel is reserved for Platinum, Gold, Silver and Bronze sponsors, size of footer image is **proportionate to sponsorship package.**

## Sponsor Banners

Our retractable banner stands are 2 metres high and are positioned in the foyer near the Registrar's desk and on stage. All current sponsors are listed each year.

The Platinum Sponsor is also entitled to an individual banner to be placed on stage.





# Contact Us

Platinum, Gold, Silver and Bronze Sponsorship opportunities are strictly limited through our Sponsorships Coordinator.


Expose your company to a captive audience during the 2024 Monash Youth Music Festival!

Be part of the City of Monash's premier youth music event that helps develop tomorrow's stars today, and that draws families from all over Melbourne to the City of Monash. Apply for a sponsorship **today** to secure your spot!

## Sponsorships Coordinator

Contact us through our [MYMF website](https://monashyouthmusicfestival.com.au/contact-us), phone or email.

: [monashyouthmusicfestival.com.au/contact-us](https://monashyouthmusicfestival.com.au/contact-us)

: 0434 071 215

: [waverleyme@gmail.com](mailto:waverleyme@gmail.com)

## Direct Debit Details

Waverley Music Eisteddfod Inc.

ABN 50 180 889 325

PO Box 121 Mount Waverley VIC 3149

Bendigo Bank BSB No. 633108

Account No. 130830052.

**Become a Partner with the Monash Youth Music Festival and  
support the STARS OF THE FUTURE!**

