



# Monash Youth **Music Festival**

## **SPONSORSHIP PROSPECTUS**

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## **INVESTOR OPPORTUNITIES 2025**

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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# Monash Youth Music Festival History

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

**Many internationally respected musicians**, such as Eddie Perfect, Ian Munro, Slava Grigoryan, Danielle De Niese, Elena Xanthoudakis, Suzanne Shakespeare, Amir Farid and Kenji Fujimura 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 Free** and his pianist wife, **Frances** in 1978. Howard had a vision to give the city a **music eisteddfod** on par with those of the cities of Dandenong, Footscray, Mordialloc, Manningham, and Ringwood. Then, there was **at least one music eisteddfod every week**, and eisteddfod news was published in our newspapers.

**In Melbourne To Sing**



**Singers from Three States in Mobil Quest First Night**

A Sydney soprano, a Brisbane baritone and a Melbourne tenor 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.

Melbourne tenor Anthony Strangle will sing On With the Motley, from Pagliacci's Leoncavallo.

The quest, which is to be composed 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 Myree Whitchello, and baritone Douglas Karan, 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 7/11/1963 Page 1

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

Once there were 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. N47WQ203

## 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 18.

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

Local Community Pages | Oakleigh-Monash Leader | 26 May 2012 | Page 6/7

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

With over **fifty sections** across eight competitive disciplines (Brass, Choral, Ensemble, Guzheng, Piano, String, Vocal and Woodwind) and two non-competitive disciplines (Mini Recital Piano and Mini Recital String, Vocal and Wind) to welcome children new to eisteddfods, there is **something for everyone!**

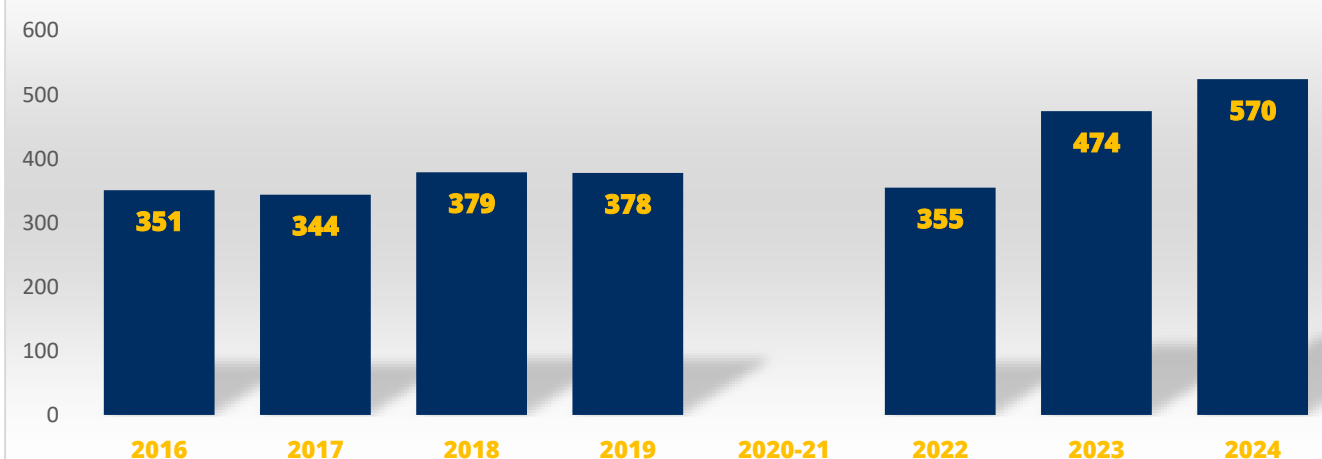
This **festival** draws well over a **thousand young musicians** to the **City of Monash** during the Festival each August.

**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.

# 2024 MYMF Attendance

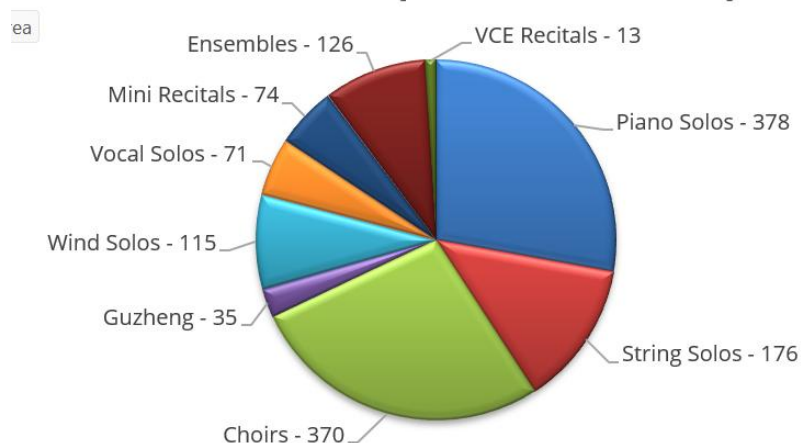


## Individual soloists participating




## Participant Break-down\*

### 2024 - No. of Participants in each Discipline



\*A participant may enter more than one section.

# Sponsorship Overview

 Monash Youth Music Festival	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
	\$10,000	\$5,000	\$2,000	\$1,000	\$600
Website Banner customised with your branding	✓	-	-	-	-
Website Sponsors Page listing	Premium placing	✓	✓	✓	✓
Website footer with your logo	Premium placing	✓	✓	✓	✓
Naming rights	Your choice of a whole Discipline	Any (available) Discipline	Any two Ensemble sections	Any two available solo sections	One available solo section
E-News campaign with your logo	✓	✓	✓	✓	✓
Sponsor banners 2m x 0.8m – individual and sponsor list	Company name and logo on an individual banner	Name placed prominently on Sponsors banner	Name near top of Sponsors banner	Name on Sponsors banner	Name on Sponsors banner
Festival Programme (full colour gloss printed)	Branding on front cover + full page ad on back cover	Full page ad	Half page ad	Company name and logo	Company name and logo
MC announcements at Festival sessions	Your company is introduced at start of every session across all disciplines	Your company's name is read out at the start of all sessions in Discipline	Your company's name is read out at the start of your sponsored sections	Your company's name is read out at the start of your sponsored sections	Your company's name is read out at the start of your sponsored section
Festival VIP Ticket Pass	10	8	6	4	2

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





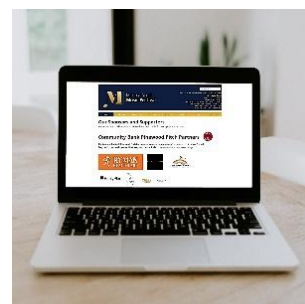
# Sponsorship Opportunities

## Exclusive Platinum Sponsor: \$10,000

### Pre-Festival benefits

Your company name and logo and **Platinum Sponsorship** acknowledgement are 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 **company name and logo** 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 sponsor banners**
  - 2 x pull up banners **exclusively for you** to be displayed prominently on stage near performers and in foyer near Registration Desk.
  - 2 x **Sponsors List** pull up banners with your **company name** at the top of each banner along with all our other sponsors also to be displayed prominently on stage near performers and in foyer near Registration Desk.
- **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 **company name and logo** on the **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** of the Platinum Sponsor at **the start of every session** and again during Adjudicator deliberation time at the **conclusion of the session**. You are also welcome to be the MC for any session you wish to attend for a more “hands on” experience!
- **Photo opportunity** at presentation of prizes and awards at all your sponsored Discipline's sections.
- **Pull up banners displayed** on side of stage (as described above under Branding Benefits)
- **If on-stage screen is available**, we will arrange for your company name and logo to appear.

## Post-Festival Benefits

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





## Diamond Sponsor: \$5,000

### Pre-Festival benefits

**Company name and logo** and **Diamond Sponsorship** acknowledgement displayed under “Diamond 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.
- **Festival Schedule** – Your half page ad in the downloadable Schedule as **Diamond Sponsor**.
- **Email marketing campaign** (monthly colourful e-news in the 4 months leading up to the Festival to approximately 1,800 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 Diamond 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 Diamond 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 **Diamond 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

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

### Stage Benefits

- **MC acknowledgement** of the **Diamond Sponsor** 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

## Gold Sponsors: \$2,000

### 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 Gold Sponsor.
- **Festival Schedule** – Your quarter 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 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 Diamond Sponsor with your name as on the Award.
- **Acknowledgement as the Gold 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 Gold 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 **Gold Sponsor**.
  - **Half page advert** inside Festival Programme
  - Your company name will be on your selected Section Award.

### 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: \$1,000

### 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, Diamond, or Gold 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

- **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 company name will be listed on the Sponsors page in Festival Programme
  - Your company name will be on your 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 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



## 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, Diamond, 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 Sponsors

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-May.
- **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
- Diamond Sponsor full page ad within pages
- Gold **Sponsor** ½ page ad within pages
- Silver **Sponsor** ¼ 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.
- Silver Sponsor **half 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, Diamond, 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, Diamond and Gold Sponsors are also entitled to place banners of their choice on stage.





# Contact Us

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

Expose your company to a captive audience during the 2025 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)

: [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!**

