



Monash Youth
Music Festival

SPONSORSHIP PROSPECTUS

INVESTOR OPPORTUNITIES

2024

ABN 50 180 889 325
Waverley Music Eisteddfod Inc.
PO Box 121, Mount Waverley VIC 3149
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 **40th 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 Paper - Oakleigh/Massasa 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 Pagniaci'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.



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 around **fifty sections** across **10 disciplines** (Brass, Choral, **Guzheng** (new to 2024), Ensemble, Piano, Strings, Vocal and Wind) including "Mini Recitals" to welcome children new to eisteddfods and the VCE Music Performance Recitals, there is **something for everyone!**

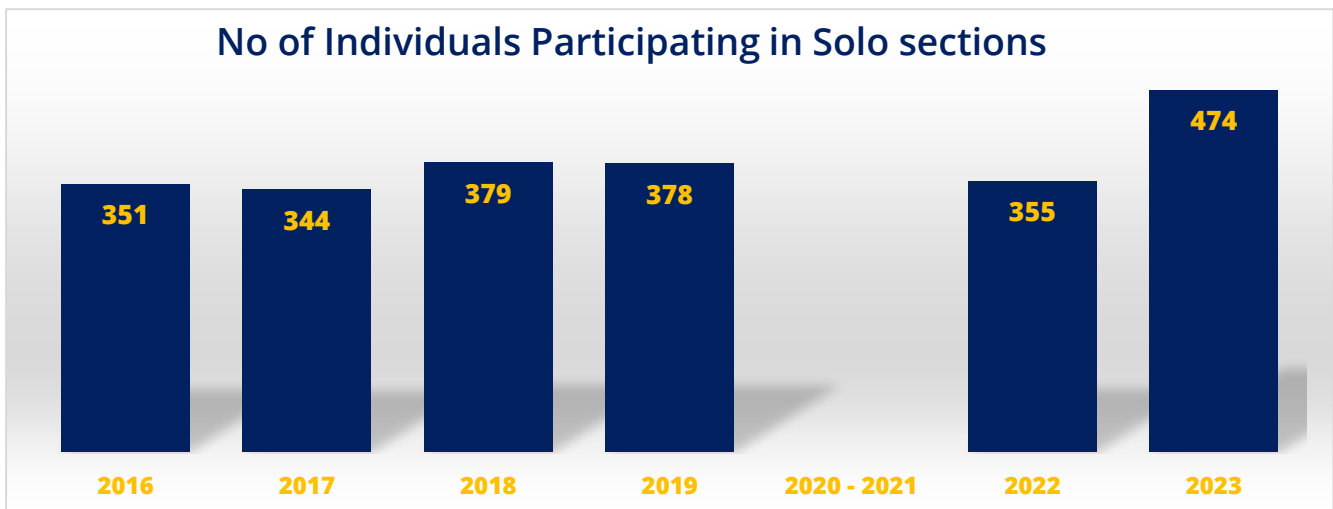
It is not surprising that pre-COVID, this **festival** drew over **1,000 young musicians** to the **City of Monash** during the Festival Fortnight each August.

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

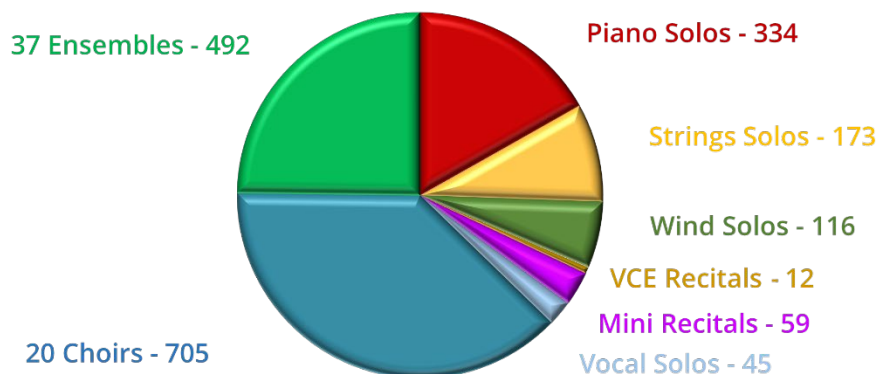


Growth of Solo Participants




Participant Break-down*

2023 - Number Of Participants In Each Discipline*



*A participant may enter more than one section.

Sponsorship Overview

	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
	\$10,000	\$5,000	\$2,000	\$1,000	\$500
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 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	5	2	1	1

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



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
- Diamond, Gold, Silver and Bronze Sponsors are acknowledged within the booklet



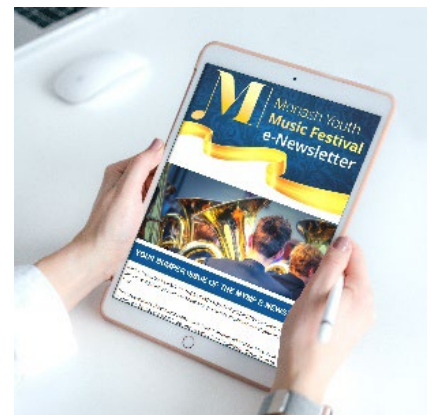
Festival Programme cover (A4)

- Platinum Sponsor – your **name and branding on front cover** of Festival Programme.
- Platinum Sponsor **Full page advert** on the back page of Festival Programme.
- Diamond Sponsor **full page advert** within Festival Programme.
- Gold and Silver Sponsors are acknowledged appropriately.
- 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.

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



Contact Us

Platinum, Diamond, Gold, Silver and Bronze Sponsorship opportunities are available 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

: 0434 071 215

: waverleyme@gmail.com

Direct Debit Details

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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!

