



fyc

FARNHAM  
YOUTH  
CHOIR  
FYC.ORG.UK

Become our biggest fan!

**SPONSORSHIP  
OPPORTUNITIES  
2023-2024**

Established 40  
years ago - a  
proven winning  
formula!

Schools' workshops  
bring a taste of  
what we offer to  
100s of local  
schoolchildren



*fyc*  
FARNHAM  
YOUTH  
CHOIR  
FYC.ORG.UK

A bursary scheme  
ensures inclusive  
participation for all

Approx. 2000  
children have  
benefitted from  
exceptional choral  
training



"elite, but never elitist"

"A chance to be excellent at something she enjoys."

## Contents

- 3 About Farnham Youth Choir
- 4 Why partner with us?
- 5 Concert sponsorship
- 7 Competition sponsorship
- 8 Special events
- 9 Bursary scheme
- 10 What happens now?

"Singing, tuition, hard work, fun, concerts."

"An escape from school stresses."





"A choir that is known and admired all over the world"  
Bob Chilcott, composer and conductor



# About Farnham Youth Choir

**Farnham Youth Choir** is an award-winning family of choirs with an international reputation. But more than that, we are a collection of people who believe in the joy of singing, the power of music and the incredible transferable skills that music making offers. We are a registered charity.

"Learning to be a part of a team, learning to lead, learning the importance of commitment... all of these I got from my time with FYC"  
Rochelle, Junior Doctor

Farnham Youth Choir runs three choirs:

**Training Choir** – for children between 6 and 9, our Training Choir is a fun singing group that introduces our youngest singers to the teamwork and excitement of singing and performing together. Training Choir members can move onto our Junior Choir when they reach the top of the age range.

**Junior Choir** – our Junior Choir is where children start to experience some of the amazing performance opportunities that come our way. The choir takes part in festivals and competitions and is asked to perform with other groups. In 2023, the Junior Choir will be singing with the National Symphony Orchestra and London Symphony Chorus for a world-premiere performance at Cadogan Hall in London.

**Senior Choir** – From about age 13 onwards, our singers can join the Senior Choir. This is our main competitive choir – our singers have performed on radio and television, at the Royal Albert Hall and internationally at singing festivals. The choir sings at an extremely high standard and has made many professional recordings.

In total, more than 100 children come to Farnham every week to sing, learn and make lifelong friendships. We run a bursary scheme so we can welcome every child who wants to sing, and we have ambitious plans for the future.





# Why partner with us?

Of course, we think there are hundreds of reasons why you should support FYC. Here are some of the most important:

## **Boost your organisation's community impact**

Supporting local charities is a fundamental part of your CSR strategy. Whether you choose a nominated charity each year, have a special interest or want to widen your reach, FYC is an outstanding opportunity to support two excellent good causes: young people and music. By becoming a member of the FYC family, you are helping young people to access unique experiences, learn valuable skills and prepare them for a successful future.

## **Did you know?**

"As a member of an ensemble you will develop strong teamwork and leadership skills, and a real sense of achievement and pride when performing or mastering difficult passages of music, all of which come together to build confidence." BBC Teach

## **Reach an engaged audience**

Farnham Youth Choir has a rolling membership of around 100 families. We also run an alumni scheme, where past singers and families are kept up to date with news, concerts and events. This audience is very open to engaging with organisations that support their children's activities.

In addition, we have a loyal and supportive local following. Our Christmas Concerts sell out early and because we travel around Surrey, London and the wider UK, our choirs have great visibility among audiences with a mainly AB profile.

## **Develop a beneficial working relationship**

We want to build relationships with our partners. This not only helps us to meet our ambitions for the choirs, but also to help our sponsors see a return on their investment. However you choose to help us, we want you to feel part of the organisation, invested in the success of our young people and proud of your involvement



# Concert sponsorships

Each season, we organise a number of concerts across all the choirs. These are usually very well attended, and offer excellent opportunities to associate your brand with the choir.

## **Menuhin Hall concert, June 2023**

Attendance will be approximately 250 audience members.

### **Platinum sponsorship: £3000 (only one available)**

Full sponsorship acknowledgement on concert poster and in programme; full page ad in the concert programme; acknowledgement in the termly supporters' newsletter; up to six concert tickets; drinks reception with the trustees and conductors. All supporters are thanked liberally on social media and on our website.

### **Gold sponsorship: £2000 (maximum of two available)**

Half-page ad in the concert programme; acknowledgement in the termly supporters' newsletter; up to four concert tickets; drinks reception with the trustees and conductors. All supporters are thanked liberally on social media and on our website.

**Advertising in concert programme:** full page £600, half page £350, quarter page £200

## **Farnham concert, October 2023**

Attendance will be approximately 200 audience members.

### **Gold sponsorship: £1500 (maximum of two available)**

Sponsorship acknowledgement on concert poster and in programme; half page ad in the concert programme; acknowledgement in the termly supporters' newsletter; up to four concert tickets. All supporters are thanked liberally on social media and on our website.

**Advertising in concert programme:** full page £500, half page £300, quarter page £200







### **Christmas concert, Farnham Maltings, December 2023**

Attendance will be approximately 300 audience members.

#### **Platinum sponsorship:** £3000 (only one available)

Full sponsorship acknowledgement on concert poster and in programme; full page ad in the concert programme; acknowledgement in the termly supporters' newsletter; up to four concert tickets; drinks reception with the trustees and conductors. All supporters are thanked liberally on social media and on our website.

#### **Gold sponsorship:** £2000 (maximum of two available)

Half-page ad in the concert programme; acknowledgement in the termly supporters' newsletter; up to two concert tickets; drinks reception with the trustees and conductors. All supporters are thanked liberally on social media and on our website.

**Advertising in concert programme:** full page £600, half page £350, quarter page £200

"Singing with FYC gave me the confidence to know that with hard work, I could achieve anything. And the best group of friends."  
Anna, maths undergraduate, University of Bath

### **40th Anniversary concert, London, March 2024**

Attendance will be approximately 400 audience members.

#### **Platinum sponsorship:** £4000 (only one available)

Full sponsorship acknowledgement on concert poster and in programme; full page ad in the concert programme; acknowledgement in the termly supporters' newsletter; up to six concert tickets; drinks reception with the trustees and conductors. All supporters are thanked liberally on social media and on our website.

#### **Gold sponsorship:** £2500 (maximum of two available)

Half-page ad in the concert programme; acknowledgement in the termly supporters' newsletter; up to four concert tickets; drinks reception with the trustees and conductors. All supporters are thanked liberally on social media and on our website.

**Advertising in concert programme:** full page £700, half page £400, quarter page £250





**gothenburg**  
**SWEDEN 2019**



**DOUBLE GOLD  
MEDAL WINNERS**

# Competition Sponsorship

Our Senior Choir are previous Youth Choir of the Year winners and before the pandemic, regularly competed internationally. This season, international competitions are back, and we are heading to Hull, Provence and Auckland to sing on the world stage. We are confident of success, and we'd love to work with sponsors who can bolster our own fundraising efforts, allowing us to concentrate on producing the top quality performances we need to win.

**Sponsor a singer, Hull International Choral Competition 2023 and Concours Choral Internationale en Provence, 2023: £1600**

A half page colour ad in the Menuhin Hall concert programme; a thank you letter from the singer; acknowledgement in the termly supporters' newsletter. All supporters are thanked liberally on social media and on our website.

**Sponsor a singer, World Choir Games, Auckland, July 2024: £4000**

A full page colour ad in the Menuhin Hall concert programme (or any other concert programme of your choice); a thank you letter from the singer; acknowledgement in the termly supporters' newsletter. All supporters are thanked liberally on social media and on our website.

"These young people are able to perform at such a level because of the immense talent and dedication of the professional music team. It shines out a mile." A current Senior Choir parent

**Whole tour sponsor, World Choir Games, Auckland, July 2024: £20,000**

A very special and unique opportunity to partner with FYC as we step on to the world stage in New Zealand. All public branding of the FYC tour to the World Choir Games will be the 'yourname FYC tour'; full page ad in every concert programme throughout the 2023-2024 season; acknowledgement in every termly supporters' newsletter throughout the season. Huge thanks on our social media channels and prominently on the front page of our website.

**Is there another way you can help us with competition costs? We're always happy to hear fresh ideas!**





# Special Events

During the course of the season, we host a number of special events. This year, our biggest event is our 40th anniversary concert, which will be held in London. This will be a prestigious event, and we plan to commission a new piece of music to have its world premiere at this event.

We're also organising a Singing Spree – a dedicated event for Farnham schoolchildren, which will be held at The Maltings. This is a great opportunity to get children engaged by the power of singing and is a fantastic community event.

## **40th anniversary commission sponsorship, 2024: £5000+**

A unique opportunity to sponsor the commission of a new piece of music to celebrate FYC's 40th anniversary. The sponsor's name will be on the printed music and acknowledged in the programme; four tickets for the concert (March 2024) where the piece will have its world premiere. Where appropriate, the sponsor will also have a full page ad in the 40th anniversary concert programme.

"FYC was one of the best parts of my childhood. I really enjoyed the commitment and focus as well as the results we got from the hard work we put in." Charlie, physics undergraduate, Manchester University

## **FYC Singing Spree, Farnham June 2023, : £1000**

The FYC Singing Spree is a joyous occasion that brings together over a 150 of Farnham's Year 2 schoolchildren to experience a singing workshop led by some of the UK's leading choral conductors. Last year, a teacher said, '*A thoroughly engaging and enjoyable hour of singing! The children have gone back to their classrooms singing the songs with big smiles on their faces. Thank you!*' The sponsor's name will be on materials sent home with the children after the event; logo and thanks in the weekly briefing sent to all our parents (approximately 150 local families) and in our termly supporters' newsletter. All supporters are thanked liberally on social media and on our website.





# Bursary Scheme

Until 2021, Farnham Youth Choir aimed informally to assist singers' families who struggled to pay membership subscriptions. The pandemic, and the hardships it has brought, taught us that we needed to formalise this process and thus the **FYC Bursary Scheme** was born.

The Fund removes the affordability barrier, both for children who would like to join an award-winning choir like FYC, and for children who already sing with us but whose families face financial difficulty at any time.

"FYC offers my son a high quality music training and a chance for a professional performance experience. He has grown in self belief and confidence." Current Senior Choir parent

So far, we have funded this scheme through fundraising and grant awards, and we are always interested in talking to organisations who might like to support this scheme as an alternative to sponsorship support.

**Annual sponsorship of a Senior Choir singer: £750**

**Annual sponsorship of a Junior or Training Choir singer: £300**

**Annual sponsorship of a singer to go on tour: £1000**

These sponsorships will be acknowledged on our website and in concert programmes.



# What happens now?

If you're interested in any of the opportunities in this pack, or you'd like to talk to us about other ways to support FYC, please drop an initial email to either of our Co-Chairs of Trustees, Melanie Hancox ([melanie.hancox@fyc.org.uk](mailto:melanie.hancox@fyc.org.uk)) or Clare Wingfield ([clare.wingfield@fyc.org.uk](mailto:clare.wingfield@fyc.org.uk)). We'll arrange a call or a meeting to give you more information and find out how you'd like to help.

When you decide to go ahead, we'll put a simple sponsorship contract together and you'll have a dedicated contact who will work with you throughout the sponsorship period. And of course, as the newest member of the Farnham Youth Choir family, we'll keep you updated on the activities and progress of the choir.

[fyc.org.uk](http://fyc.org.uk)

Registered charity number: 1145358





The background features a large green circle in the center, with a blue-to-purple gradient on the left and a pink-to-purple gradient on the right. White wavy lines are scattered across the background, creating a dynamic and artistic feel.

*fyyc*

FARNHAM  
YOUTH  
CHOIR  
FYC.ORG.UK