

Sponsorship opportunities

28th October – 22nd November 2009



sound is an exciting festival of new music in North East Scotland, driven by the passion to make new music more accessible to audiences of all ages and backgrounds. We encourage our audiences to experiment and discover for themselves the wide range of music and sound that are out there today – ranging from classical and jazz to sound art and electro-acoustic. Our aim is to create a live music experience that leaves them eager to explore sound in new ways.

*"**sound** festival is one of Scotland's true hidden gems... sound is all about music and acts as an umbrella for a range of concerts talks, workshops and performances. It is a festival for everyone and this inclusivity is sure to help it rocket in prominence in the coming years."*

The Skinny

As well as the usual month-long spread of eclectic and cutting-edge concerts, workshops, talks and installations, the highlights 2009 will be:

- ♫ **An experimental weekend**, curated by Bill Thompson with joint gigs by Burkhard Beins, Will Guthrie, Bill Thompson and Mark Wastell, as well as a concert by FORCH and a "discovery day" on experimental music.
- ♫ **A joint weekend of dance and new music** in collaboration with danceLive!
- ♫ **A 4-day residency** with Richard Craig and Roberto Fabbriciani (flutes), Tadej Kenig (clarinet) and Rohan de Saram (cello). New works will be written by young Scottish-based composers Pippa Murphy, Oliver Searle, Paul Tierney and Gareth Williams, rehearsed by the above musicians in open and closed sessions and performed in the Aberdeen Art Gallery.
- ♫ **An educational project** with the 6-piano ensemble **pianocircus**, launched during sound and running until 2010. It will include 5 secondary schools from the North East of Scotland and will involve them developing compositional and ensemble skills for multiple keyboards.
- ♫ **A weekend celebrating the music of James MacMillan in his 50th year**. This will include a new commission by the composer for voices and string quartet.

*"**sound** has quickly established itself as a facilitator and promoter of contemporary music and is an excellent example of how to inspire community involvement at all levels."*

Ian Smith, Head of Music, Scottish Arts Council

In 2008, **sound** attracted audiences of over 5,500 people and involved over 500 people in talks and workshops, as well as approximately 700 school children.

sound is unusual in that it both organises and promotes events itself and acts as an umbrella organisation; encouraging music clubs and other organisations in Aberdeen city and shire to take part by programming concerts, workshops or events that include an element of new music during the period of the festival.

How to get involved?

As a supporter of **sound** 2009, you will be associated with an astounding success story in the Scottish arts scene and will position your company as a partner of one of the region's most promising and cutting-edge festivals.

There are many ways in which you can sponsor and support **sound**. You can sponsor or part-sponsor a concert, a residency, a commission, an education project or the whole festival.

♪ **General support to sound 2009**

You can sponsor the festival as a whole for any amount over £1,000.

As such, your logo will be included on our website and on our festival brochure of which 30,000 copies are widely distributed across Scotland and targeted customers in the UK.

♪ **Sponsor a concert or series of concerts**

Once more, we have a choice of different concerts and weekends of new music and dance that you could support. Your logo will be present on all specific advertising for the event you have chosen to fund. This is a great opportunity for you to offer your staff complimentary tickets.

♪ **Support of our education programme**

The community and educational projects we organise during **sound** are extremely important, offering local musicians and composers, schools and general public the opportunity to learn from top-class artists. "Keyboard Collective" with **pianocircus** will be our main educational project this year with performances in Aberdeenshire and the Highlands including **sound** launch on 28th October.

Your logo will be present on all specific advertising for the project (invitation and brochure). This is also a great opportunity for display and corporate branding at all related events.

♪ **Commission new music**

For those interested in the creation of works of art, we commission a number of works every year. This year's opportunities will involve new works from Param Vir, Steve Davismoon, Pippa Murphy, Oliver Searle, Paul Tierney and Gareth Williams. **sound** is also happy to facilitate other collaborations, including the hosting of a particular composer/artist's participation in **sound**.

We are very flexible and will welcome any help and support you can give us may it be monetary or in-kind. Please get in touch; we would be delighted to discuss our different sponsorship opportunities with you.

Further opportunities for complimentary tickets, corporate hospitality and advertising are available for every option and can be tailored to your needs and wishes.

Contact Details

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Patrons: Dame Evelyn Glennie DBE and James MacMillan

