

NEWCASTLE
MUSIC
FESTIVAL

2 0 2 5

SPONSOR PACKAGES

Performance Dates
APRIL 3
APRIL 24
AUGUST 3-17

Help us build the festival

GREAT FESTIVALS are the product of inspirational partnerships between performers, the festival organisation and visionary supporters and sponsors. There are many ways to assist the festival, through financial or in-kind assistance. Your financial support can take the form of a sponsorship package, or a donation (tax-deductible or otherwise).

Benefits for sponsors

Specific benefits depend on the amount of assistance. They include:

- ◆ Naming rights
- ◆ Logo display on NMF promotional material, including print media (brochures, concert programs and newsletters), website, social media

- ◆ Complimentary tickets to select festival events. Festival concerts offer a prestigious opportunity for entertaining clients and business partners
- ◆ Invitation to the post-Finale reception
- ◆ For certain sponsorships, an advertisement in the Festival Concert Cover

Sponsorship packages

Principal sponsor \$ By Negotiation

- **Named as principal sponsor** for 2025 on all publicity, including cover page of brochures and concert programs, home page of website and social media.
- **Naming rights** to the Festival Finale, with logo displayed on the Concert Program and on stage. (NB cost of onstage signage to be covered by the sponsor.)
- **Logo displayed** as Principal Sponsor in list of sponsors in festival promotional material, including (where possible), Festival Brochure front cover, website, and social media, flyers & posters, Festival Concert Covers and Festival letterhead.
- **Full-page advertisement** and logo in the Festival Concert Cover.
- **Six (6)** complimentary Gold Passes, each providing one entry to six selected Festival events.
- **Four (4)** tickets to the Festival Finale and post-Finale reception

Symphony Sponsors \$8000

- **Naming rights** to two concerts, with logo displayed on the Concert Program and on stage at each event. (NB cost of onstage signage to be covered by the sponsor.)
- **Logo displayed** as Symphony Sponsor in list of sponsors in festival promotional material, including (where possible), Festival Brochure, website, and social media, flyers & posters, concert programs and Festival letterhead.
- **Four (4)** complimentary tickets to each of your named events.
- **Four (4)** complimentary Gold Passes, each providing one entry to six selected Festival events.
- **Two (2)** tickets to the Festival Finale and post-Finale reception
- **Half-page advertisement** and logo in the Festival Concert Cover

Concerto Sponsors \$5000

- **Naming rights** to one concert, with logo displayed on the Concert Program and on stage at that event. (NB cost of onstage signage to be covered by the sponsor.)
- **Logo displayed** as Concerto Sponsor in list of sponsors in festival promotional material, including (where possible), Festival Brochure, website, and social media, flyers & posters, concert programs and Festival letterhead.
- **Four (4)** complimentary tickets to your named event
- **Two (2)** complimentary Gold Passes, each providing one entry to six selected Festival events.
- **Two (2)** tickets to the Festival Finale and post-Finale reception
- **Half-page advertisement** and logo in the Festival Concert Cover

In case you were wondering...

The Newcastle Music Festival is a not-for-profit organisation run by an entirely volunteer Committee and teams of community volunteers who give their time freely to enrich the cultural fabric of the region and to foster and support local musical talent, both established and upcoming. All monies received from sponsors go to support these goals as well as to recruit performers from outside our region.

Love your city Love your music

Your Festival exposure

NEWCASTLE MUSIC FESTIVAL produces three main hard copy documents and a pull-up banner which prominently feature sponsor logos and information.

Festival Brochure – major promotional brochure, full colour, trifold DL, sponsor logos or name included. Distributed from April, 8000+ copies circulated.

Festival Concert Cover – an A5 folded, full colour, double sided, 128 gsm stitched gloss cover for concert programs. Your

advertisement, logo or acknowledgement is included in this document, with size and placement dependent on level of sponsorship.

Concert Program – an A5 folded program printed in black and white for each event, detailing the artists and music. Statements regarding supporting or presenting sponsors, and logos may be featured, depending on sponsorship level. You can choose a preferred artist or event in consultation with the Artistic Director.

Sponsor Banner – The Festival produces a pull-up banner displayed at each event, featuring logos of major sponsors.

Since 2016, the Newcastle Music Festival has maintained a high level of audience attendance with a promotional reach that included newspapers, radio advertising, website, Facebook and brochure. The Festival e-newsletter is regularly re-ceived by over 4000 subscribers and social media reaches an international audience.

Music on a plate \$4000*

• **Naming rights** to all Music on a Plate events, with logo displayed on the Event Program and on stage at that event. (NB cost of onstage signage to be covered by the sponsor.)

• **Logo displayed** as Series Sponsor in list of sponsors in festival promotional material, including (where possible), Festival Brochure, website, and social media, flyers & posters, concert programs and Festival letterhead.

• **Two (2)** complimentary tickets to each of your named events.

• **Two (2)** complimentary Gold Passes, each providing one entry to six selected Festival events.

• **Quarter-page advertisement** and logo in the Festival Concert Cover

Quartet Sponsors \$3000

This sponsorship **supports** the appearance of particular artists or events (as distinct from having naming rights). This is allocated at the discretion of the Artistic Director.

• **Logo displayed** as Quartet Sponsor in list of sponsors in festival promotional material, including (where possible), Festival Brochure, website, and social media, flyers and posters, and Festival letterhead. A supporting statement is included in relevant concert programs.

• **Two (2)** complimentary Gold Passes, each providing one entry to six selected Festival events.

• **Quarter-page advertisement** and logo in the Festival Concert Cover.

Sonata sponsors \$1000

• **Name displayed** on list of sponsors in festival promotional material, including Festival Brochure, website, social media, concert programs and Festival letterhead

• **Two (2)** complimentary Gold Passes, each providing one entry to six selected Festival events.

Sponsorship in kind

Sponsorship can be 'in-kind' where support is provided in goods or services (or both). Please contact us to discuss details.

Artist sponsors

A particular artist or group in the Festival can also be sponsored. Please contact us to discuss details.

Friends of the Festival

Become a **Friend of the Newcastle Music Festival** from just \$100.

You may wish to simply donate to the festival in cash or through the Australian Cultural Fund (see below).

There are several ways to donate:

1. Donations to the NMF are tax deductible through the Australian Cultural Fund. To donate, a direct link will be available on the Festival website from May.

2. Donations can be made by cheque/transfer.

For more details contact:
newcastlemusicfestival@gmail.com

3. You may wish to donate as a commemoration through your will or in memory of a special friend or family member.

As a Friend of the Festival you will be acknowledged on our website.

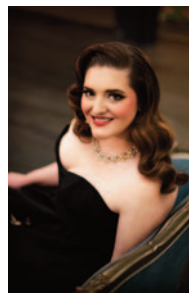
There are six categories:

- Bronze: \$100
- Silver: \$500
- Gold: \$1000
- Platinum: \$3000
- Festival Partner: \$10k–\$19,999
- Diamond Partner: \$20 000+

Some of our 2025 performers



Hourglass Ensemble



Bronwyn Douglass | *Soprano*



Madeleine Easton | *Violin*



Orava Quartet
Photo: Dylan Evans Photography



Clemens Leske | *Piano*



Festival Choir | Festival Chamber
Choir | Christ Church Camerata
Photolook Newcastle



Heather Price | *Vocals and Bass*
Photo: Alex Jack



Sue Carson | *Vocals and Violin*
Photo: Edwina Richards

Opera Cocktails



Ailing Huang | *Soprano*
Photo: Keith Saunders



Olivia Payne | *Mezzo Soprano*
Photo: Glenn Hunt



Clare Race | *Piano*



Guy Strazz | *Guitar*

People behind the festival

Ross Fiddes (Artistic Director)

Dr Christopher Allan (Artistic Consultant)

Emeritus Prof. John Rostas (President)

Colleen Potts OAM (Vice President)

Jillian Albrecht (Operations Manager)

Jillian Fiddes (Administrator)

Ruth Newman (Administration Support)

Kerrie Coles (Community Liaison)

Greg Kerr (WHS Advisor)

Georgi Laney (Festival Choir Convenor)

Debbi Rodden




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FURTHER INFORMATION
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