

October 2014

Dear Music Lover

**Music to your ears!**

You personally can help to secure the future of music-making in this country, and maintain excellence in music in Northamptonshire. But this is no 'one-way street'; there are advantages to you and your business too!

Northampton School *for Boys* is 'probably the best school in Britain' for the quality of music-making, thanks to Barrie Johnson, an outstanding Director of Music!

The school has won numerous national titles in recent years with Jazz Big Band, Jazz Vocal, Concert Band, Orchestra and a range of choirs. The Big Band has been selected to appear in the Schools Prom at the Royal Albert Hall in November.

The Big Band and Jazz Vocal Group are making their sixth biennial trip to the USA in February 2015 - an opportunity to show the Americans how jazz should sound! Previous visits have included workshops and performances with Academy-Award winner Gordon Goodwin.

But producing music at this level of excellence is not easy - or cheap! It requires talent and commitment. It requires lessons, equipment and transport. Many of our most talented students are not from backgrounds that find such additional expense easy. Youngsters make enormous sacrifices to bring this excellence to a wider audience. The students raise money to support themselves by concerts, sponsored events and volunteering. The school does what it can, but receives no extra resources to support excellent music - or musicians.

This is an opportunity for YOU to associate yourself and/or your company with:

- national musical excellence and success
- an appearance at the Schools Prom at the Royal Albert Hall
- a jazz tour to Los Angeles
- developing talent in future generations of young people.

We are seeking two Principal Sponsors and a number of Major Sponsors.

There are **super benefits** of sponsorship for you or your business, and these are listed on the reverse of this letter. Read NOW and just see how you AND the students will reap rewards!

Music has been an incredibly important part of my life - from piano lessons and choirs, via folk and rock groups, a brass band and orchestra through to learning a new instrument and joining a 'band' in retirement! Please help deserving youngsters to engage in music at the very highest level.

Best wishes - and I look forward to hearing from you as someone keen to support young people.

Sir Michael Griffiths  
Past President, NSB Music

## Benefits of being a Sponsor

Apart from simply feeling good about supporting the next generation of outstanding musicians, you will be associating your name with true excellence:

- supporting music as a vehicle for nurturing individual talent and outstanding teamwork
- supporting the Arts and our cultural heritage
- helping talented youngsters of limited means to become outstanding professional musicians
- making a contribution (tax-deductible?) to an education charity

All Sponsors will be **named** in all concert programmes as a supporter of NSB school music. We are seeking support from the Chamber of Commerce, the Federation of Small Business and the Business Times and the media to maximise publicity for our Sponsors.

Each year we try to present concerts by internationally renowned musicians (The Real Group, Swingle Singers, Gordon Goodwin). Sponsors would be entitled to two tickets, plus an advanced opportunity to purchase reduced tickets for their guests. We hope The Swingle Singers will appear again this year before headlining the London a cappella Festival!

### 1. Principal Sponsors:

Annual Benefits will be as for Major sponsors, plus:

- appearance by a top group of jazz performers at your company event, possibly FREE (depending on venue, time and numbers involved)
- announced at each performance as a Principal Sponsor of NSB Big Band or Jazz Vocal Group
- four FREE tickets for ALL concerts and Jazz nights at NSB (worth over £400)
- hosted by Sir Michael Griffiths at one concert and one Jazz night, including tour & interval drinks
- company named as Principal Sponsor in advertising and in USA tour programme
- photo-opportunity with Jazz Groups to use in your corporate magazine or advertising
- invitation as 'special guest' at our annual OB luncheon in London, hosted by Sir Michael. (Recent venues: House of Commons, The East India Club in St James's Square)
- FREE invitation (x2) to the Annual Expressive Arts Awards evening - an 'invitation only' event
- FREE company use of the school swimming pool or Sports Hall for one evening.

£1500 to be Principal Sponsor of NSB Jazz Vocal Group

£3000 to be Principal Sponsor of NSB Jazz Big Band

### 2. Major Sponsors: (from £150 pa)

Annual Benefits will include:

- meet with groups and, where appropriate, with an individual being sponsored
- meet with the Headmaster and Director of Music
- two FREE tickets for any three concerts or Jazz nights at NSB in the year (worth over £40)

£800 to fully sponsor a talented student of limited means to tour the USA with the group

£400 to part-sponsor a student of limited means to go on tour

£250 to sponsor a student for individual lessons for a term

£150 to sponsor purchase of new music for the groups

If you or your company wishes to become a Principal or Major Sponsor for NSB, then please return a completed Music Sponsorship Form (attached and on school website) as soon as possible. If quick, you could come to the Proms in November, but you can become a Sponsor at any time!

If interested but you have alternative ideas, I am happy to meet you and discuss your suggestions.

Other levels of sponsorship are welcome, with you being named in every concert programme.

**Sir Michael Griffiths, Music Sponsorship, NSB, Billing Road, Northampton NN1 5RT**



**Northampton School for Boys Music Sponsorship Form**

**Name:**

**Company:**

*(if applying for Corporate Sponsorship)*

**Contact Address:**

**Phone number:**

**email:**

*Please tick all that apply:*

**I wish to be a:**

**Principal Sponsor of:**

**Jazz Big Band (£3000)**

**Jazz Vocal (£1500)**

**Major Sponsor, and to sponsor:**

a student of limited means to tour USA with Jazz group (£800)

a student to be part-funded by me to go on tour (£400)

a student to receive music lessons for .... term(s) (@ £250 per term)

music chart provision for the group (£150)

I do not wish to be a Sponsor, but am willing to make a donation of £..... to assist with the provision of tuition and purchase and repair of instruments at NSB

I do not wish to be a Sponsor on the above terms, but would like to discuss alternative ways of supporting NSB music, or alternative benefits

**I enclose a cheque to the value of £..... payable to NSB**

**I will arrange direct transfer of £..... to a designated account at the school**

**Please return this form to:**

**Sir Michael Griffiths, Music Sponsorship,  
Northampton School for Boys, Billing Road, Northampton NN1 5RT**

**We will contact you to discuss details of your sponsorship**