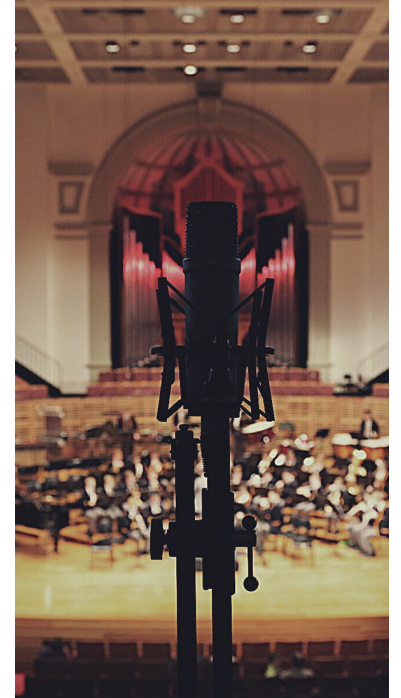


AUSTRALIAN SCHOOL BAND AND ORCHESTRA FESTIVAL



PROSPECTUS



FESTIVAL PATRON

Richard Gill AO (1941 - 2018)

Thank you for considering giving your support to the Australian School Band and Orchestra Festival. The Festival has long been one of the most significant events in the school music calendar and now that it has moved to a national footing it will continue to grow in stature. Every year more than 10,000 students experience the challenge and enjoyment of participating in this fantastic event.

The arts are the lifeblood of this country and music is at the heart of the arts. Without music no culture can call itself complete. It follows then that every child deserves a music education as well as inspirational performance opportunities. The Australian School Band and Orchestra Festival is the preeminent event in Australia for providing schools the opportunity to benchmark their progress in a non-competitive event with education at its core.

The Festival provides professional standard performance venues and percussion equipment which allows schools to showcase their skills before leading Australian and international music educators who provide constructive feedback to assist Music Directors in the ongoing development of their instrumental programs.

On behalf of the entire Australian School Band and Orchestra Festival team I encourage you to support this amazing event which continues to make such an important contribution to the cultural life of our nation.

Sincerely,

Richard



In October 2018 Australia lost one of its national treasures with the passing of Richard Gill. Richard was Patron of both the NSW School Band Festival and the Australian School Orchestra Festival. Richard was very involved in, and supportive of, our plans to form the Australian School Band and Orchestra Festival. Richard's passing leaves a significant gap to be filled, a task to which the Board will give consideration in due course.

10,000 STUDENTS

| ESTABLISHED 1962

| 320+ ENSEMBLES

ASBOF BY THE NUMBERS

320+ Bands, String Ensembles, and Orchestras Annually

2008	2010	2012	2014	2016	2018
					326
				318	
			303		
		241			
	233				
197					

10,000+ Students

2008	2010	2012	2014	2016	2018
					10,200
				9389	
			9045		
		7475			
	6966				
6384					

Over 9500 Audience

2008	2010	2012	2014	2016	2018
					9591
				9153	
			8657		
		7125			
	6752				
6106					

Consistent annual growth for the last 50 years
Listed on the Federal Government’s Register of Cultural Organisations as a tax-deductible entity



This event is one of the best in Sydney. Where else do you get 10,000 children through as a promotional vehicle. There’s great opportunity here for anyone who wants to step in and take advantage of this event.

George Henderson
Musical Merchandisers



OUR STORY

The Australian School Band and Orchestra Festival began as the NSW School Band Festival in 1962, organised by Cliff Goodchild OAM. Commencing with just eight brass bands, the Festival has grown consistently and today, operating as the Australian School Band and Orchestra Festival, over 320, concert, brass, and big bands, string ensembles, and orchestras from Sydney, regional NSW, interstate and international schools perform at the annual event.

Recognising that competitive music events did little to contribute to the growth and development of educationally sound music programs, Cliff moved the Festival to a non-competitive ratings system which allowed adjudicators to give Music Directors a clear indication of the quality of their band program in the broader school music context.

Cliff was always a supporter of Australian music and all Festival events are named in honour of Australians who have made a significant contribution to the band movement. The Festival is unique in that each ensemble which performs at the Festival is required to present at least one Australian work.

The Australian School Band and Orchestra Festival is now one of the most significant events in Australia's school music education calendar.



OUR PURPOSE

The Australian School Band and Orchestra Festival is a non-competitive and educational event.

The Festival aims to provide schools with an opportunity to perform under professional conditions in front of leading Australian and international music educators, who adjudicate their performance and provide them with a constructive critique of their performance.

The adjudication critique, along with the Gold, Silver, or Bronze award rating, allows Music Directors to gain a clearer understanding as to where their instrumental music program sits in the broader educational context, and assists them in setting goals for continuing improvement.

Throughout the year the Festival conducts a range of professional development activities, including:

- the Sydney Music Education Conference,
- supporting visiting clinicians into schools,
- administering the Cliff Goodchild Scholarship.



OUR VISION

The Australian School Band and Orchestra Festival is committed to promoting excellence in music education by:

- Maintaining our position as the preeminent School Instrumental Festival in Australia.
- Continuing to expand to include new events in response to growing demands from schools.
- Providing high quality Professional Development experiences for Music Directors
- Supporting the homegrown music scene by promoting Australian musicians, composers, and publishers

The Australian School Band and Orchestra Festival is a company limited by guarantee. In 2010 the Festival was included on the Federal Government's Register of Cultural Organisations as a tax deductible entity.

As a not for profit event, all proceeds from the Festival are used to provide improved educational experiences for the participants.

INSPIRATIONAL

EDUCATIONAL

MOTIVATIONAL

The Australian School Band and Orchestra Festival is seeking corporate sponsorship to support the Annual Festival and our current suite of music education programs.

GOLD CORPORATE PARTNER

\$50,000

- Festival Naming Rights (multi-year only)
- Program advertising including back cover
- Prominent logo display in foyer, auditorium and on stage
- Your company name and logo on Festival trophies prominently displayed in over 200 schools across Australia
- Targeted email and social media campaigns
- Banner ad on our website landing page
- Compere mentions throughout Festival
- Marketing opportunities with elite Festival talent - the Festival Honour Big Band directed by John Morrison



I refer to sponsorship of events such as the Australian School Band and Orchestra Festival as 'enlightened sponsorship'.

Richard Gill AO

320 ensembles, it's a good reason to be involved. It's superbly run and it's terrific exposure for any sponsor.

Joan Thorp
Music Publisher

WHAT'S IN IT FOR YOUR COMPANY?

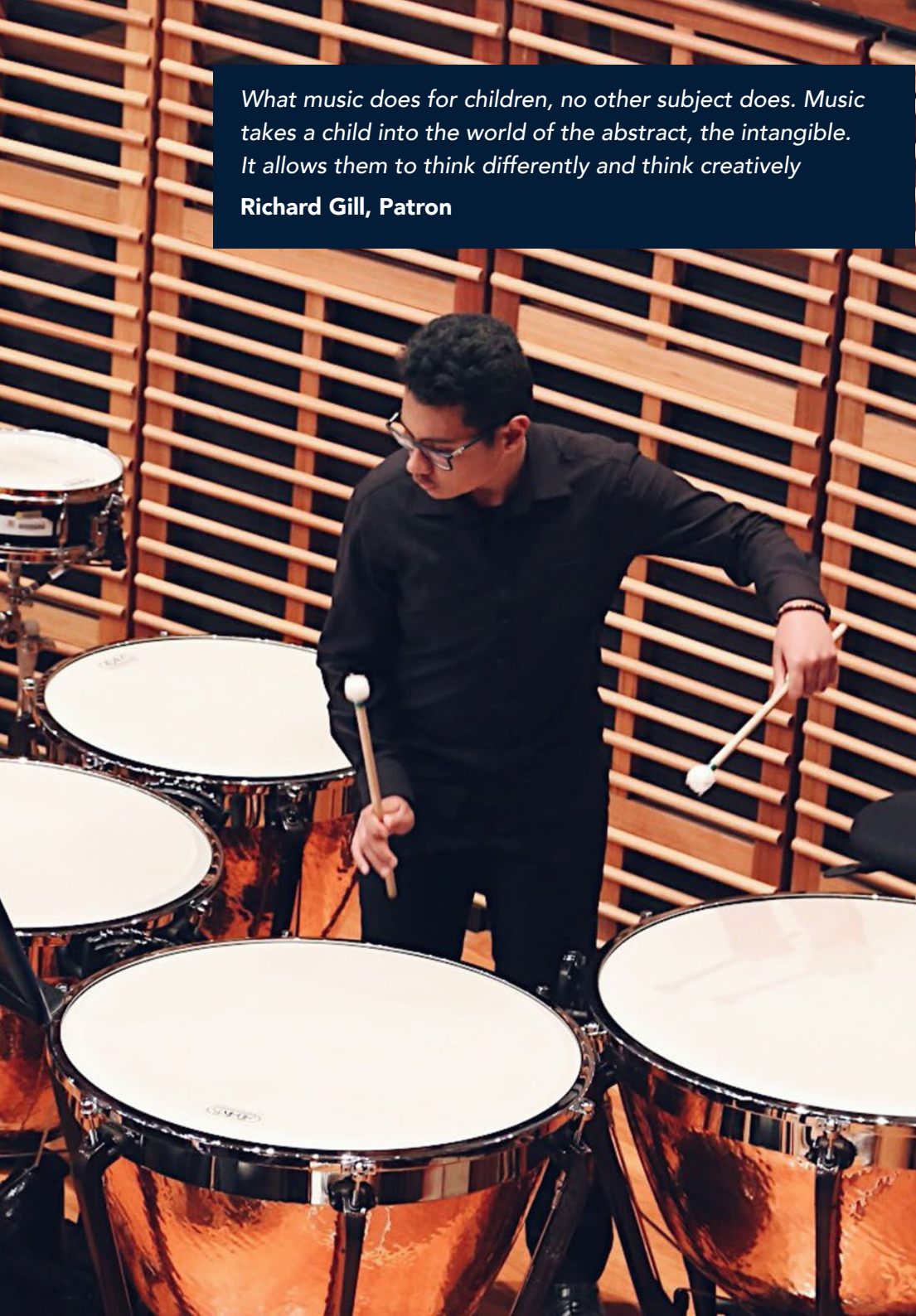
- Align your company with the positive emotions Festival participants associate with our event
- Highly visible brand awareness in some of Sydney's iconic performance spaces
- Leverage over half a century of industry credibility the Festival has built up as a leader in its field
- National and International exposure
- Secure ongoing and meaningful access to your target markets - young people, their parents, and music educators
- Associate your brand with young people who are actively engaged in the positive and valuable pursuit of music-making
- Provide authentic opportunities for your creative staff to assist us in improving the Festival experience for our participants
- Explore opportunities for secondary marketing campaigns incorporating our elite music programs, including the ASBOF Honour Big Band.

This event is a thorough success. It's a really good, healthy, fun and educative event.

Ross Heathcote
Parent, Clovelly Public School



Check out our video on what makes the ASBOF such an important and unique event.



What music does for children, no other subject does. Music takes a child into the world of the abstract, the intangible. It allows them to think differently and think creatively

Richard Gill, Patron

OPPORTUNITIES FOR GROWTH

- Increasing participation from Qld, Victorian, South Australia, and ACT schools
- Increasing interest from international participants, especially from China
- Our estimates are that there are more than 500 school band and string programs in NSW
- Capacity to conduct regional events
- Professional development opportunities

OUR COMMITMENT TO YOU

The Festival management team comprises a unique blend of highly successful people in the areas of education, professional music and business. We are well positioned to work directly with your company exploring inventive ways to promote your brand awareness.

As we expand our programs, particularly in the area of regional events and public performance opportunities, we will provide you with the perfect vehicle to enhance your company image through your association with our highly regarded event.

Patrick Devery, our General Manager, has over thirty years of experience in education, an outstanding capacity for people management, a wealth of knowledge about running the Festival and a passionate desire to see the Festival reach its fullest potential. We have a proven track record and every confidence we will continue to deliver outcomes which will prove of immense value to both your organisation and the ASBOF.

Align your business with our event. You're sure to make a great impression, and we'll have a great time doing it!

YOUR COMPANY BRAND WILL BE SHOWCASED IN PRESTIGIOUS SYDNEY PERFORMANCE VENUES

The Festival runs across six weekends throughout July and August



THE VERBRUGGHEN HALL
Sydney Conservatorium of Music



THE CLANCY AUDITORIUM The University of NSW, Kensington



THE CONCOURSE Chatswood

BESPOKE SPONSORSHIP OPTIONS

SILVER CORPORATE PARTNER	\$15,000	Support a Band Program in your local primary school (per year - min commitment 3 years)
	\$10,000	Principal sponsor of the Sydney Music Education Conference
	\$7,500	Sponsor one of our three Premier Events
	\$6,000	Trophy Sponsorship. Your company name and logo on over 300 Festival trophies. (Subject to Principal Sponsor approval)
	\$5,000	Green Room Sponsorship – the official hospitality room for Official Guests, Adjudicators, Music Directors and supporters
BRONZE CORPORATE PARTNER	\$4,000	Festival tote bags. Your company branding on stage at the official presentations.
	\$3,000	Sponsor a Festival Adjudicator for a full event day
	\$2,500	Sponsor a Festival Event
	\$2,000	Ticket branding. Your company logo on over 8000 Festival tickets.

PRICE ON APPLICATION

Production deadlines apply

- City of Sydney Street Banners – high visibility.
- In venue promotional audio visual (2-3 minutes).
- Illuminated smart wall + social media in-foyer display.
- Sponsor the Live Streaming of the Festival + integrated audio visual messaging.
- Creative Matching Opportunities – your business pledges to match the total donated amount.
- Registration Desk – promote your business to all registering bands. High visibility in the venue foyer.
- Double page Advertorial, with photos, in the Festival Program.
- Looking to set up a Trade Stall in the Festival Foyer? Contact us now to discuss your options.

Don't see what you're looking for?

The Festival organisers are happy to discuss any promotional ideas you might have.

Contact us now admin@asbof.org.au

The ASBOF welcomes in-kind offers of support. Contact us with your ideas. We look forward to working with you.



PATRON RICHARD GILL AO (1941 – 2018)

Richard was one of Australia's most well-known and respected music educators. Richard was a driving force in promoting high quality music education and left a rich legacy, including a music teacher Mentor Program which has been rolled out across Australia. In 2020 the Richard Gill Music Academy, an independent primary school founded on Richard's vision, will open in Muswellbrook, NSW. Richard was a long-time supporter of the NSW School Band Festival and was very supportive of our exciting move to become the Australian School Band and Orchestra Festival.



NADA GEORGE

Director

Nada has a strong corporate background and is currently Head of HR and a Board Member for American Express Australia. Nada combines her business skills and her passion for music and education of young people and is a keen supporter the ASBOF vision, especially in the area of marketing and communications.



LOUISE GOODCHILD

Director

Louise is a practicing NSW Barrister, working from the Fredrick Jordan Chambers, Sydney. Louise is both a member of the Board of Directors and the Company Secretary. Louise is passionate about supporting youth education and has been closely involved with the Festival all her life.



PAUL GOODCHILD

Director

Paul is the Associate Principal Trumpet, Sydney Symphony Orchestra and Artistic Director of Sydney Brass, one of Sydney's oldest chamber ensembles. Paul is one of the most well-known and successful professional musicians in the Sydney classical music scene and has been involved with the Festival his whole life.



DON SHEARMAN

Director

Don lectures in mathematics and statistics for Western Sydney University and is also involved in research in education. Don has worked as a high school band director and has been active in community music organisations for over 40 years. A number of Don's ex-students are professional musicians and teachers.



PATRICK DEVERY

General Manager

Pat has a strong background in teaching and education administration. Pat was one of the founders, and CEO, of the Australian School Orchestral Festival, established 2011. Pat has been involved with the Festival since the 1980s and has overseen the successful growth of the Festival as Assistant Organiser since 2004 and as the General Manager since 2008.

