



# Music at Paxton

## SPONSORSHIP PROPOSAL

**Summer Festival of Chamber Music**  
**Friday 19 - Sunday 28 July 2019**  
**Paxton House, Berwickshire**

**Registered office:**

**Paxton House, Berwick upon Tweed, TD15 1SZ**

**Registered in Scotland N° SC305241**

**Charity N° SC037392**

# Become a Festival Sponsor

## Introduction

Music at Paxton brings world-class chamber music to the remote rural communities of the Scottish Borders, also promoting the region as a tourist destination. Its mission is to enhance people's lives with inspiring programmes and the thrill of live performance, aiming to be accessible to the widest audience, ensuring that people of all ages and backgrounds feel welcome.

Music at Paxton wants to develop relationships with organisations that share these values.

## Why sponsor Music at Paxton?

Your support will allow Music at Paxton to engage with a wider audience in the Scottish Borders, an area where there is little arts provision.

Music at Paxton aims to provide a positive return-on-investment (ROI) to sponsoring businesses, enhancing your brand profile and supporting your clients' passions.

## Arts & Business Scotland match funding

The Scottish Government, via Creative Scotland, has made funding available to Arts & Business Scotland to encourage new business sponsorship of cultural activities within Scotland. This fund will match eligible sponsorships (both cash and in-kind) £ for £, from a minimum of £1,000 up to a maximum of £40,000.

## About the Festival

### Background

Established in response to local demand in 2006, Music at Paxton is a charitable organisation which produces an annual Chamber Music Festival each July in the tranquil setting of Paxton House in the Scottish Borders. The Festival has grown into a ten-day event, featuring international celebrity artists alongside emerging young talent and the best of the UK's established musicians, with audiences who travel from across Scotland, the North of England and beyond.

*'...top quality chamber music in the most beautiful of surroundings...'* [The List](#)

### The venue - Paxton House

An 18<sup>th</sup> century Adam mansion, Paxton House overlooks the banks of the River Tweed. Full of treasures, the house is home to a magnificent collection of Chippendale and Trotter furniture, and boasts beautiful gardens, extensive woodland and riverside grounds. The main concerts are held in the stunning Picture Gallery, an intimate venue seating 140, the largest built for a private home in Scotland. With its wonderful acoustics, domed roof-light that lets in the summer sun and walls hung high with paintings from the National Galleries of Scotland's collection, it is an idyllic setting for chamber music.

*'...music venues don't come more spectacular than this...'* [The Scotsman](#)

### Managing the Festival - personnel

Angus Smith (Artistic Director), is responsible for the artistic direction and programming of the Festival. An experienced performer, he is a founding member of the Orlando Consort, a group with an international reputation in the field of medieval and renaissance vocal music. He divides his time between touring with the Orlandos and programming for Music at Paxton and for Sheffield's award-winning Music in the Round series.

Elizabeth Macdonald (General Manager) is responsible for all financial, logistical and operational aspects of the Festival. A musician herself, she is an experienced freelance arts administrator, and has worked for varied organisations as artistic planner, concerts manager and artist agent, including Dunedin Consort, Edinburgh International Festival and conductor James Lowe. She is Managing Director of East Lothian based arts and events consultancy Anwyl Ford Ltd.

The Trust has a strong and independent board of trustees from both sides of the border, and enjoys the active support of a considerable body of Friends and volunteers.

*'...an enthralling shared experience...'* [Seen and Heard International](#)

## Marketing & Promotion

By communicating key aims, including quality of artists, variety of programming and the beauty of the Festival's unique setting, Music at Paxton's profile continues to increase steadily, widening its reach to new audiences each year.

### Online Presence

- Music at Paxton website ([www.musicatpaxton.co.uk](http://www.musicatpaxton.co.uk));
- Social media (Facebook/Twitter) campaigns in the months leading up to the Festival;
- Publicity via partners, including Paxton House, Live Music Now Scotland and Creative Scotland;
- Targeted email campaign to database of supporters and previous attenders.

### Press & Media

- Listings, editorial and concert reviews in national press;
- Full coverage in advance of and during the Festival in local press;
- Links with BBC Radio Scotland, BBC Radio 3, Classic FM, and Borders TV and Radio.

### Print

- Colour brochures distributed throughout Northumberland and Southern/Central Scotland;
- Colour posters distributed to libraries, bookshops and music shops;
- Full colour banner on the railings at the main entrance to the Paxton Estate;
- Additional on-site signage throughout the festival.
- AA signage around Berwick-upon-Tweed area throughout the Festival;
- Souvenir concert programmes, available for audiences to purchase on-site throughout the Festival.

### Tourism

- Collaborations with music promoters, festivals and venues across Scotland and North of England;
- Listings and full coverage in regional and UK-wide tourism guides and visitor publications.

## Sponsorship packages

### Headline sponsor

1 available

- Naming rights to 2019 festival #
- Exhibition space in marquee throughout festival (exhibit to be provided by sponsor)
- Pop-up banner in picture gallery (to be provided by sponsor) throughout festival
- Branding on all on-site signage
- 4 x free tickets to all concerts, suppers and receptions with complimentary programmes
- Priority booking for all further tickets
- Branding on festival website, and covers of festival brochure # and concert programmes
- 1 full-page advert in festival brochure # and concert programmes (inside covers)
- Inclusion on all press releases, and crediting where possible, throughout PR campaign
- Agreed hospitality package \*
- Featured sponsor postings x 3 on social media platforms (Twitter and Facebook)

## Young artists

Working in partnership with Live Music Now Scotland and with local organisations, our mission is to present inter-generational family concerts with music specifically chosen to entertain younger and older audience members alike, which will be presented by our brilliant visiting professional musicians.

With the provision of music education in schools coming under increasing threat, Music at Paxton is determined to step up and play its part in ensuring that children and young people outside large towns and cities have a chance to experience the visceral thrill of hearing the highest quality music performed live.

Music at Paxton is seeking support from individuals or companies who share this vision, allowing the Festival to offer tickets at low prices to enable access for all.

## Young artist sponsorship packages

### Young artist sponsor (single marquee concert)

2 available

- Logo in festival brochure #, concert programmes and on festival website
- 1 half-page advert in concert programmes
- Featured sponsor postings x 2 on social media platforms (Twitter and Facebook)
- Pop-up banner (to be provided by sponsor) in marquee during sponsored concert
- 2 x free tickets to sponsored concert and priority booking for all further tickets

### Young artist sponsor (festival series)

1 available

Benefits as for young artist single concert, plus:

- Naming rights to 2019 young artist series #
- Hospitality package: pre- or post-concert reception / meet the artists \*

## Other sponsorship packages

### Drinks sponsor

4 available

- Logo in festival brochure #, concert programmes and on festival website
- Featured sponsor postings x 2 on social media platforms (Twitter and Facebook)

### Concert programmes sponsor

2 available

Benefits as for drinks sponsor, plus:

- Full-page advert in concert programmes
- Pop-up banner (to be provided by sponsor) in box office throughout festival
- 2 x free tickets to closing concert and priority booking for all further tickets

### Evening concert sponsor

9 available

Benefits as for concert programmes sponsor, plus:

- Naming rights to sponsored concert (publicised on all online and print promotions) #
- Pop-up banner in picture gallery (to be provided by sponsor) during sponsored concert
- Hospitality package: pre- or post-concert reception / meet the artists \*
- 2 x free tickets to sponsored concert and priority booking for all further tickets

*\* costs to be borne by sponsor*

*# deadline for inclusion in brochure 01 February 2019*

## Concert Programme Advertising

Music at Paxton is pleased to offer a limited number of advertising spaces in its summer festival concert programmes, with a print run of 500 x 2 A5 booklets.

Advert Size	Prize
Full page colour: portrait; 148 x 210mm	£160.00
Half page colour: landscape; 135 x 95mm	£138.00

Copy and payment deadline: Wednesday 01 May 2019

Sample copies are available on request.