



# **Sponsorship Pack**

**Unleash Your Inner Rockstar**

## Misfits Music Foundation

Misfits Music Foundation, known as Misfits Music day to day, was founded in 2018 by musicians Rob Jones and Reuben Penny. Both Conservatoire trained musicians, they wanted to provide a safe and inclusive place for adults to get together to make music in a non-judgemental environment.



Growing from a grassroots community group they incorporated into a Registered Charity (N.1191378) in 2020 and have since expanded to run 6 weekly music sessions to benefit adults in Birmingham and Sandwell. Their projects currently reach adults & older adults, adults with experience of mental ill health and adults with learning disabilities and/or brain damage.

Their mission is to use the power of group music making to improve wellbeing, reduce isolation and bring together the communities of the West Midlands.

You can find out more about our charity at: <https://misfitsmusic.org.uk>

## What is Brum Rocks?

Brum Rocks, is a winning project from the 2023 “People’s Projects” Awards from The National Lottery Community Fund and ITV News. After a successful ITV Feature and public campaign they won £69,950 to achieve their mission of making rock music accessible to everyone in Birmingham and Sandwell.

Our project will start by running one-off free Brum Rocks workshops and events for adults across Birmingham and The Black Country that will give participants the chance to try out singing and/or playing their instrument in a group for the first time and unlock their inner rockstar.

The project will culminate in a celebratory finale event where we’ll bring hundreds of people together for a once in a lifetime rock extravaganza in Birmingham city centre, July 2024.

Find out more: [brumrocks.com](http://brumrocks.com)



Rosie Penny  
Executive Producer of Brum Rocks  
[rosie@misfitsmusic.org.uk](mailto:rosie@misfitsmusic.org.uk)  
07458 306 508



Rob Jones  
Co-Founder and Artistic Director  
[rob@misfitsmusic.org.uk](mailto:rob@misfitsmusic.org.uk)  
07458 306 508

# BRUM ROCKS SPONSORSHIP PACKAGES



## Community Champion

### Benefits

- Provide up to 200 free places at our event for those who couldn't afford it
- Featured 2-page Centrefold Advert in our Show Programme
- 3 x Dedicated Social Media Posts about the difference your donation has made
- Featured page about the difference you've made on our website

Cost: £5,000\*

1 Available\*

## Platinum Sponsor

### Benefits:

- Powered by Sponsor Credit - Name and larger logo on all printed and digital materials and inclusion in all press (where possible)
- Brum Rocks Workshop in your workplace for up to 100 participants
- Big Logo on Merch T-Shirts
- Logo on lanyards for all participants at our final event
- Branding featured at final event
- Up to 50 second advert played at performance break
- Large logo on website footer (appears on all pages) with link to your website
- Logo on video wall at our final event
- Provide up to 25 free places at our final event for someone who couldn't otherwise afford to attend

Cost: £15,000\*

1 Available\*

## Gold Sponsor

### Benefits

- Headline Sponsor - Name and smaller logo on all printed and digital materials (where possible)
- Brum Rocks Music Workshop in your workplace for up to 50 participants
- Up to 25 second advert played at performance break
- Advert in email to Brum Rocks Participants
- Medium logo on website footer (appears on all pages) with link to your website
- Logo on video wall at our final event
- Provide up to 15 free places at our final event for someone who couldn't otherwise afford to attend

Cost: £10,000\*

1 Available\*

**THE MOSELEY EXCHANGE,  
149-153 ALCESTER RD,  
MOSELEY,  
BIRMINGHAM,  
B13 8JP.**

**CHARITY NUMBER: N. 1191378**

**WEB: MISFITSMUSIC.ORG.UK  
CONTACT: INFO@MISFITSMUSIC.ORG.UK  
PHONE: 07458 306508**



## **Silver Sponsor**

### **Benefits**

- Sponsor of one Brum Rocks Song (announcement and programme mention etc.)
- A5 advert on back of 500 Brum Rocks Flyer Distributed in Birmingham/Sandwell
- Brum Rocks Workshop in your workplace for up to 50 participants
- 25 second advert played at performance break
- Small Logo on Merch T-shirts
- Advert in email to Brum Rocks Participants
- Small logo on website footer (appears on all pages) with link to your website
- Logo on video wall during final event
- Provide up to 10 free places at our final event for someone who couldn't otherwise afford to attend

Cost: £5,000\*

3 Available\*

## **Bronze Sponsor**

- Full Page (A5) Advert in Show Programme
- A5 Advert on back of 500 Brum Rocks Flyers Distributed in Birmingham/Sandwell
- Small logo on our Sponsor Wall at our final event
- Small Logo on Brum Rocks Page of our website (where all participants sign up for workshops etc.)
- Email to Brum Rocks Participants Text (50 words Max) and Image
- Provide up to 5 free places at our final event for someone who couldn't otherwise afford to attend

Cost: £1,000\*

5 available\*

## **Copper Sponsor**

### **Benefits**

- Quarter Page Advert in Show Programme
- Half Page Advert on back of 500 Brum Rocks Flyers Distributed in Birmingham/Sandwell
- Small logo on sponsor wall at our final event
- Small Logo on Brum Rocks Page of Website
- Provide 1 free place at our final event for someone who couldn't otherwise afford to attend

Cost: £500\*

7 available\*



## **Music Teacher / Music Business Package**

### **Benefits**

- Advertise your music teaching, instrument repair, recording studio, rehearsal room or music shop on our dedicated webpage for 12 months
- Your A5 Flyer distributed at 3 x Brum Rocks workshops near you, great for connecting with local people
- Up to 50 word advert included in the email to participants for an upcoming Brum Rocks workshop near you
- Quarter page advert in our show programme

Cost: £90\*

5 available\*

*\*number and prices subject to change*

# BRUM ROCKS SPONSORSHIP OPPORTUNITIES



Code	Item	Value*	No. available*	Deadline for artwork and copy	Delivery Date	Notes
	Show Programme (A5 print - full colour) 1500 printed, given free to guests and performers					
SP1	1/4 page advert	£50	16	1st May 2024	July 2024	
SP2	1/2 page advert	£95	4	1st May 2024	July 2024	
SP3	Full page advert	£190	4	1st May 2024	July 2024	
SP4	Back inside cover advert	£210	1	1st May 2024	July 2024	
SP5	Inside cover advert	£230	1	1st May 2024	July 2024	
SP6	Back cover advert	£300	1	1st May 2024	July 2024	
	Other Printed Materials					
PM1	A5 advert on back of Brum Rocks Flyer Distributed in Birmingham and Sandwell (per 500)	£110	3	Deadline on application	Flexible	Flying will begin in November 2023 and continue until July 2024
PM2	A6 (Half page) advert on back of Brum Rocks Flyer Distributed in Birmingham and Sandwell (per 500)	£75	6	Deadline on application	Flexible	Flying will begin in November 2023 and continue until July 2024
PM3	Your A5 Flyer distributed at a Brum Rocks workshop near you. Great for advertising music teaching, recording studios, rehearsal rooms, music shops and similar	£10	30	Deadline on application	Flexible	Workshops attended by up to 30 music lovers. You can pick a workshop that is near your target area (locations throughout Birmingham and Sandwell)  Discounts for multiple workshops available.
	Website Opportunities - <a href="https://misfitsmusic.org.uk">misfitsmusic.org.uk</a> and <a href="https://brumrocks.com">brumrocks.com</a>					
WO1	Medium logo on website footer (appears on all pages) with link to your website - cost per 6 months	£990	2	Deadline on application	Flexible	Our website has had 11k+ visitors in the past 12 months and this is set to rise further with Brum Rocks media coverage
WO2	Small logo on website footer (appears on all pages) with link to your website - cost per 6 months	£500	4	Deadline on application	Flexible	Our website has had 11k+ visitors in the past 12 months and this is set to rise further with Brum Rocks media coverage
WO3	Small Logo on Brum Rocks Page with link to your website - cost until July 2024	£150	8	Deadline on application	Flexible	Our Brum Rocks page is linked directly to <a href="https://brumrocks.com">brumrocks.com</a> and is where all participants sign up to take part in workshops and find out about the project
WO4	Advert for your music teaching, instrument repair, recording studio, rehearsal room or music shop on our dedicated page - cost per 12 months	£10	25	Deadline on application	Flexible	Our visitors are music enthusiasts who are often looking for music services

WO5	Featured ad for your music teaching, instrument repair, recording studio, rehearsal room or music shop on our dedicated page - cost per 12 months	£30	10	Deadline on application	Flexible	Our visitors are music enthusiasts who are often looking for music services
Advert in Participant Emails						
PE1	Inclusion in email to Brum Rocks Mailing List 150+ members (50 words max + image)	£35	5	Deadline on application	Flexible	Price may increase as mailing size increases throughout project
PE2	Inclusion in pre-show email to Brum Rocks Participants up to 1000 members Text Only (50 words max)	£150	2	1st May 2024	June / July 2024	
PE3	Inclusion in pre-show email to Brum Rocks Participants up to 1000 members Text (50 words Max) and Image	£300	2	1st May 2024	June / July 2024	
Final Event Opportunities						
FE1	Logo on video wall during final event (pre-show and post-show)	£250	6	1st May 2024	July 2024	Seen by 1000+ people
FE2	Up to 20 second advert played during performance break	£500	2	1st May 2024	July 2024	Shown in final event interval to 1000+ people - Advert subject to the approval of Misfits Music
FE3	Sponsor a song at the final event	£2,000	4	N/A	July 2024	Song sponsors will have their business announced, in the show programme and presented on the screen
Merchandising Opportunities						
MO1	Logo on Lanyards for all participants	£1,250	2	1st March 2024	July 2024	Given free to all participants
MO2	Small Logo on Merch T Shirts	£1,000	3	1st March 2024	July 2024	For sale up to and at final event
MO3	Big Logo on Merch T Shirts	£2,000	1	1st March 2024	July 2024	For sale up to and at final event
Social Media Opportunities						
SM1	Logo at end of Promo Video (shared on socials etc)	£150	6	1st March 2024	June/July 2024	Featured in all social media, and on our website Distributed to press outlets
SM2	Feature slide at end of Promo Video (shared on socials etc.)	£750	1	1st March 2024	June/July 2024	Featured in all social media, and on our website Distributed to press outlets
Sponsorship Opportunities						
SO1	Sponsor a free place for our final event for someone who couldn't afford to attend otherwise	£20	200	1st May 2024	July 2024	Free place sponsors business names will be listed in our show programme
Workplace Opportunities						
WR1	Pre-order standard tickets for our exciting massed rock event in Birmingham for your staff/colleagues (price per person)	£15	200	N/A	July 2024	

						VIP's get early bird access to guest tickets, priority access on the event day and exclusive discount codes for merchandise.
WR2	Pre-order VIP Tickets for our exciting massed rock event in Birmingham for your staff/colleagues (price per person)	£40	100	N/A	July 2024	Other exclusive VIP Benefits to be announced soon!
WR3	Brum Rocks Music Music Workshop in your workplace for up to 30 participants.  Professional Music Leader will guide participants through a 1.5 hour workshop where colleagues can play their instruments or sing whilst team-building.	£750	8	N/A	N/A	Workshops can take place between up to July 2024
WR4	Brum Rocks Music Music Workshop in your workplace for up to 50 participants.  Professional Music Leader will guide participants through a 1.5 hour workshop where colleagues can play their instruments or sing whilst team-building.	£1,250	2	N/A	N/A	Workshops can take place between up to July 2024
WR5	Brum Rocks Music Music Workshop in your workplace for up to 100 participants.  Professional Music Leader will guide participants through a 1.5 hour workshop where colleagues can play their instruments or sing whilst team-building.	£3,000	2	N/A	N/A	Workshops can take place between up to July 2024
WR6	Volunteering Opportunities for your staff	Enquire for more information				We have opportunities for:  Workshop volunteers Skilled volunteers Final Event Volunteers Etc.
	<b>For other bespoke options please get in touch with Rosie on <a href="mailto:rosie@misfitsmusic.org.uk">rosie@misfitsmusic.org.uk</a></b>					
	*Number available and prices are subject to change					





## BRUM ROCKS SPONSORSHIP SIGN UP FORM

Title:	
First Name:	
Surname:	
Email address:	
Phone Number:	
Business Name:	
Job Title:	
Invoice Address:	
Invoice Email (if different from above):	

Select Sponsorship Package\* (individual items can be selected overleaf)

Package	Value	Tick
Community Champion	£5,000	
Platinum	£15,000	
Gold	£10,000	
Silver	£5,000	
Bronze	£1,000	
Copper	£500	
Music Teacher/Music Business Package	£90	
Total Value:		

PTO

THE MOSELEY EXCHANGE,  
149-153 ALCESTER RD,  
MOSELEY,  
BIRMINGHAM,  
B13 8JP.

CHARITY NUMBER: N. 1191378

WEB: MISFITSMUSIC.ORG.UK  
CONTACT: INFO@MISFITSMUSIC.ORG.UK  
PHONE: 07458 306508



*N.B Leave this section blank if you've selected a package above*

Item Code (e.g SP1 can be found to the left of the items on sponsorship list)	Quantity	Value
Total Value:		

**Notes**

<b>Print Name</b>	
<b>Signature</b>	
<b>Date</b>	

\*All sponsorship options are subject to availability, and terms and conditions outlined in your sponsorship agreement which will be sent to you after you've selected your sponsorship options. No sponsorship options will be confirmed until signed agreements are received and invoices have been paid.