

Sponsorship Packages



About the Foundation

Strummin' is made up of a large group of hardworking volunteers, a great amount of which are guitarists sharing their talents with the audience. In addition to over 80 guitarists, Strummin' is also home to a large number of well-known (as well as up-and-coming) singers and musicians, hardworking crew members, and a committee that attempts to take the project to bigger and greater heights every year.

With its very first edition being held in November 2002, Strummin' has developed to become one of Malta's most awaited charity concerts. The audience is treated to well-known rock tunes, timeless classics and a small selection of current ear-worms. In 2017, Strummin' began its process in establishing a foundation in order to have more autonomy and bridge out into new projects in line with its aims. The aims of the Foundation remain education, collaboration and philanthropy.

Over the years Strummin' has worked with some of the best musicians locally, most of which are still in contact and collaborate on its projects. Some of these musicians have also started with Strummin' as kids or teenagers and used Strummin' as a platform to better develop their talents and to make connections that have stemmed into a number of projects.

In 2019, the Strummin' Foundation was established to build on the lessons learned from the past seventeen years, so as to:

- 🎸 encourage young people to express their creativity through music
- 🎸 to provide educational programmes and resources to facilitate this
- 🎸 create an environment that promotes collaboration and networking between musicians,
- 🎸 build projects that allow young people to develop skills and gain new experiences, and
- 🎸 to raise funds for humanitarian projects.



Round-the-year Sponsorship Packages

The Garage Rocker

The Lead Guitarist

The Rock Star

What you contribute

€500-1K

€1K-2.5K

€2.5K+






What we offer

Exposure in 1 event organised by the Strummin' Foundation












Exposure in all events organised by the Strummin' Foundation during one year

Strummin' Foundation events tagline would be 'Powered by...' for one year
















MEDIA PRESENCE

	Logo on the web page with event details and information		Logo on the web pages with event details and information		Logo on the web pages with event details and information and logo on Strummin' website 'sponsors' section
	Mention in all event-related radio and TV ads.		2 Link articles on website with 2 links to sponsor's products/services per article		4 Link articles on website with 2 links to sponsor's products/services per article
			Mention in all radio and TV ads related to that year's events.		Mention in all radio and TV ads.

SOCIAL MEDIA & ONLINE COMMUNICATION

	2 Instagram posts		3-4 Instagram Posts		Instagram campaign
	1 Facebook tag & Logo on		Facebook spotlight post		Facebook spotlight post and monthly mentions/shares
	Logo on Facebook event cover photos		Logo on all Facebook events cover photos		Logo on all Facebook events cover photos
					Link to sponsor's products or services in 2 YouTube videos
					Sponsor's banner in all emails sent

EVENT-RELATED

	2 complimentary tickets for the event		4 complimentary tickets to all events		6 complimentary tickets to all events
	Logo in production week videos (under 1min)		Logo on all 1min+ videos		Logo in all videos
	1 half-page ad (colour) on programme booklet for the event		1 half-page ad (colour) on programme booklet for all events through the year		Programme back cover on programme booklet for all events through the year
	Logo on cast and crew T-shirts for the specific event		Logo on cast and crew T-shirts		Logo on cast and crew T-shirts
	1 mention by presenters during the event		1 mention by presenters during all events through the year		2 mentions by presenters during all events through the year

We greatly appreciate any kinds of sponsorships, both in cash and in kind.



Logo on cast and crew event photos



Presence at all fundraising events (photo banner, freebies, etc.)



YOUR
LOGO

strummin' 2020

Charity Concert Sponsorship Packages

The Featuring Artist

What you contribute

€5K+

What we offer

Name sponsor for Strummin' 2020 concert (e.g. The <sponsor name> Strummin' 2020)

MEDIA PRESENCE

EVENT-RELATED

	Visibility of official concert logo including sponsor's logo		20 complimentary tickets to the 2020 concert
	Visibility of official concert logo including sponsor's logo on TV. Mention in radio ads as part of concert name.		Official concert logo including sponsor's logo on programme
SOCIAL MEDIA & ONLINE COMMUNICATION			Official concert logo including sponsor's logo on cast & crew T-shirts
			Official concert logo including sponsor's logo on event photos
	All posts on all social media concerning 2020 concert		4 mentions by presenters during the 2020 concert. 1 competition slot including sponsor during each show
	Visibility of official concert logo including sponsor's logo on web videos		Official concert logo including sponsor's logo
			Sponsor stand in theatre foyer on concert nights

We support our community

The Strummin' Annual Concerts (2002 – ongoing)

Running since 2002, the Strummin' concerts have been a platform of growth and entertainment to countless experienced and budding musicians and singers. We organise concerts that are a source of fund-raising for various local charities such as Richmond Foundation, The Malta Community Chest Fund, Puttinu Cares, Dar Suret il-Bniedem, the St Jeanne Antide Foundation, The Malta Colorectal Cancer Awareness Group, Dar Frate Jacoba and Dr Klown.

Our concerts have seen a record number of guitarists on one stage at a time (85 guitarists in 2013) and has led to several collaborations between musicians contributing to Malta's music scene. The sense of community the concert has created in its 19-year history cannot be quantified.



We promote music education

Back to Basics - Summer 2019

We organised a guitar course for complete beginners. The course was held over Summer empowering a number of teachers to pass on their knowledge to newbies. Unlike normal guitar lessons, the course was aimed at not only teaching basic guitar skills, but creating a better appreciation towards the instrument and guiding the group on playing techniques.

We nurture talent

Original song releases

Over the years, Strummin' has released a number of original songs written and composed by some of its members (*Lead the Way* - 2016, *Street Art* (with Dana McKeon) - 2011 and *Keep on Strummin'* 2007)




We perform and have fun

Rockestra, The Farson's Beer Festival and Evenings on Campus performances

The core band who plays at the Strummin' concerts performs with popular faces from the Maltese music scene is occasionally invited to play sets. Our most notable are during Rockestra (warm-up act 2015), the Farsons Beer Fest Main Stage (2015) and Evenings on Campus (2014).

Get in touch

For sponsorship details kindly contact us at foundation@strummin.mt
We look forward to discuss collaborations with you and your company!
Your contribution, no matter how large or small, will help us reach our aims.

 [strumminfoundation](https://www.facebook.com/strumminfoundation)  [strummin_malta](https://www.instagram.com/strummin_malta)

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