



**Educational Services Inc**



**PRESENTS 2010**



*Local artists banding together*

The second annual *Artists for Education* is a multi-media and music festival, accessible to all. It will be held on 30<sup>th</sup> of May at Fremantle's Railway Hotel, running from noon to 10pm. Money raised funds projects assisting disadvantaged WA children build confidence, improve their education, and become involved with their communities. This event is run by volunteers and focuses strongly on West Australian performers and artists.

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## Purpose of **ARTISTS FOR EDUCATION**

**2010 Artists for Education (A4E)** is a fundraiser for VOW. We provide a quality community event focusing on WA talent, where patrons enjoy a day of music and immersive media while also contributing to an improved quality of life for those in more remote areas.

Money raised will go to fund VOW's *Desert Feet* project, which takes music and education on the road targeting indigenous communities across WA.

### About: **2010 Artists for Education**

The second annual A4E will be hosted on May 30<sup>th</sup> in Fremantle, at the **Railway Hotel**, showcasing 10 musical performances. It will involve two stages alternating bands continuously. Other nearby stages will host over 30 different artists offering theatre performances, films, interactive media and more. This is all set amongst a selection of installation art, visual media galleries, photo expo's and other creative works. Performers and street theatre will be moving through the audience, creating a festive atmosphere.

Confirmed acts so far include; Nathan Gaunt, The China Blue Experiment, Damien Thornber and the Orphans, Bryte MC, The Blue Finish and Moana Dreaming.

The categories for over 30 corroborating performers cover; busking, juggling, popra (pop opera) with Veronica Santoro, dance, African drumming by Wasamba, a photography expo, short film screenings, interactive theatre with The Dream Logic Collective, and art instillations.

Expected turnout is between 900-1200; catering for families, but with a strong appeal to those aged 18-30. It is sponsored by local business, and by the donation their effort from local acts, bands, artists and performers.

All money raised from the event will fund the *Desert Feet* project, which encourages youth in remote indigenous communities to get involved with their education.

### Background of A4E

A4E was born out of a desire to hold a music festival that included a broad spectrum of all arts not just live music! Using the event to raise money for charity seemed like a natural thing to do and many artists have quickly jumped on the band wagon donating songs to the Compilation CD and offering their services at the events.

A4E debuted in 2009, and with the help of the JCLA 'Pass it on' team, and WA focused sponsors like yourself, we are anticipating 2010 to be bigger and better.



## About: VOW educational services Inc.

We are a group of teachers, parents, students and professionals, moved by the destitution and poverty witnessed globally. We believe it is our responsibility as fortunate members of a wealthy society to help those in need, and have donated our time and skills cohesively towards this.

Founder Damien Thornber has worked with many charity organisations. He is the frontman for Damien Thornber and the Orphans, and also holds down a real day job.

Vice Chair Dr. Bernadette Poynter founded and now coordinates [The Prosperous Future School](#) in isolated ZhaoJue, China. She is a finalist in the WA [Young Australian of the Year 2010](#).

### VOW's Mission

To provide educational programs, music workshops and learning facilities to under-privileged children around the world via music events and fundraisers, and through these events create awareness of relevant social issues.

### Desert Feet project



Touched by community reception across WA during the inaugural tour in 2008, this project has progressed to reach more communities over a longer period each year, funded mostly through the ventures of founder Damien Thornber and partner Emily Minchin.

VOW works with community Elders, local schools and government agencies in remote communities to coordinate educational workshops in music. These focus on inspiring kids to develop their talents through indigenous role models, bringing live music to remote areas that might never have such events and creating opportunities for local musicians and bands to perform in front of a larger audience.

At the end of the workshops all community members are invited to a live concert. Here we seek to provide a vision for an improved quality of community life through music.

### The Brief;

- 15 communities
- Three days of music workshops in each community
- A final concert in each community
- One winner from each community
- 15 finalists on one DVD, complete with liner booklet
- One overall winner
- One grand finale concert in Fitzroy Crossing
- Once a year, every year!



## About: **JOHN CURTIN LEADERSHIP ACADEMY** *Pass It On -Colouring for a Brighter Future*

“ JCLA involves select Curtin University students in chosen communities to inspire, motivate and nurture talents of individuals who have displayed leadership qualities. The ‘Pass It On’ team is an individual project under the JCLA, consisting of seven students studying a variety of fields who wish to contribute to a range of groups and organisations in need.

Their goal is to produce a sustainable relationship with the community and their chosen causes. The ‘Pass it on’ team wish to bring their knowledge and experience in project management, sponsorship, event planning, business planning and communication skills in order to help brand ‘Artists of Education’ as a successful fundraiser for a good cause. ”

### How sponsoring benefits your business

This is the second annual **Artists for Education** event; it will be viewed by 1000’s of people throughout Western Australia, both directly and indirectly. Now is a fantastic time to get involved, as our promotion phase begins.

Sponsorship generates many opportunities to be promoted in the community by becoming associated with a unique music and performing arts project focusing on keeping WA youth in education. By sponsoring A4E you will help to develop tools and resources that will assist communities all across WA.

The event will be subject to a degree of media coverage, with both the youth independent radio station RTR, and street music publication, *The Drum*, expressing early interest in the event, and offering promotion. RTR has already been confirmed as one of our important sponsors. AN advertising campaign will also be run in *The Express*.

All sponsorship packages offer you and your business an opportunity to directly interact with the patrons via you own stall at the event. This is a great way to reach people in a relaxed and casual environment.

The four different packages detailed below involve varying degrees of recognition and advertising for your Agency / Business efforts in this community minded fund raiser. Wave your flag in support of WA artists and performers by endorsing *Artist for Education* as a sponsor.

The closing date for Sponsorship Proposals is: **MARCH 6<sup>TH</sup> 2010**





## BRONZE

1. Small logo signage on all official materials (posters, marketing, DLs and programs, etc)
2. Small logo signage on the sponsor's banner (which will be displayed to left of entry)
3. Sponsorship acknowledgements at one hour intervals at the concert
4. Opportunity to promote your products and services on the day of festival, via a stall for promotion or you may arrange for leaflet distribution.

## SILVER

*ALL of the above "Bronze Benefits" PLUS;*

5. Small logo signage on the back of all merchandise T-shirts
6. Small logo signage on the back of all T-shirts worn by staff ( x 12)
7. Logo signage on all interactive presentations (e.g. PowerPoint)
8. Small banner displayed in the gallery (sponsor must supply the banner)



## GOLD

*ALL of the above "Bronze & Silver Benefits" PLUS*

9. Major Logo Signage on the Sponsor's banner (which will be displayed to left of entry).
10. Major Logo Signage on front of all T-shirts worn by staff ( x 12)
11. Major Logo Signage on the front of all Merchandise T-shirts
12. Broad banner across second stage (sponsor to supply banner)

## PLATINUM

*ALL of the above "Bronze, Silver & Gold Benefits" PLUS*

13. Naming rights to the whole event, including:
14. Broad banner across main stage (sponsor to supply banner)
15. Largest logo on all marketing and adverting posters, DL's and programs
16. DVD promo of your business running all day in the gallery
17. Naming rights on full page ad in Xpress Magazine x 2
18. Feature logo in any footage or promo film cut from the event
19. Sponsorship acknowledgement in all Media announcements (i.e. radio / TV / newspapers including interviews and pubic notices)

