

International A Cappella Festival

It's getting bigger and better! For its 3rd year, Singapore's International A Cappella Festival will continue to grow into a 2 week vocal extravaganza featuring top A Cappella groups from around the world!

This year's line up will again be highlighted by some of the best European a cappella groups, Fool Moon from Hungary and a return visit by Vocaldente from Germany with its unique style of pop a cappella. Other German groups include Niniwe und Klangbezirk for a heavy dose of Vocal Jazz.

This year's Festival will return to the familiar venues at The Arts House Chamber and Esplanade Recital Studio. The Festival content has been expanded to include a youth segment with Singapore's leading youth groups and a local segment with the country's favourite groups presenting their music alongside the international groups.

PROGRAMME

9 October, Arts House	Suade (Australia)
14 October, Arts House	Java Five (Germany)
15, 16, 22 October, Arts House	Youth Festival (TAS Youth Voices, SMU Voix, Acappuccino, Beatz)
23-24 October, Arts House	local groups (nanu, After Six)
25-26 October, Esplanade	Fool Moon (Hungary), Klangbezirk (Germany)
27-31 October, Arts House	Niniwe, vocaldente (Germany), Orange (Hong Kong) local groups (Key Elements, Agapella)

DETAILS

9-31 October 2010, 8pm
The Arts House Chamber & Esplanade Recital Studio

TICKETS

- \$35 from The A Cappella Society, contact@a-cappella.org.sg
- Discounted tickets at \$30 for groups of 10 or more and for purchase of tickets for 2 or more shows.
- Festival pass at \$200
- Ticket charges do not include ticketing agent fees.

INFOS

The A Cappella Society
www.a-cappella.org.sg

KEY OBJECTIVES

- The annual A Cappella Festival consists of a few days of different concerts for the general public to enable TAS to cater to the needs of the different audience groups and to better tailor the contents of the Festivals.
- To aim to establish this festival as an annual festival and to develop it into a festival of international standing and calibre.

- A festival concert that will be broadened to include solo vocal acts, comedy vocal acts of various group sizes and genres, specialising in high quality vocal performances by local and visiting artistes.
- To build a following from the general public and building a greater awareness of TAS' programmes through the accumulated publicity.
- Showcasing TAS' brand groups alongside local & foreign groups and providing a platform for performances and group publicity
- Including public education in workshops as an option for people interested to find out more about singing.
- To create a space on the local calendar to celebrate vocal arts and to create a permanent festival to showcase amazing solo, group talents in this field and to grow it into a festival of international standing.
- Workshops & promotional shows by the groups will bring in a different perspective of a cappella music, interpretation and presentation to the local community and serve to provide new insights to a cappella elsewhere & the actualisation about the positive and continuous development of our local scene.
- By separating the concerts, we are targeting to create a more conducive environment for our audience to really enjoy the afternoon or evening without disruptions and irritations and thus building on a stronger foundation of goodwill, association and support.
- By breaking new ground and reaching out to a new audience, we hope to cultivate more volunteers and donors and singers from this pull of audience.

KEY ARTS PERSONNEL & CAPACITY OF INVOLVEMENT

1. Artistic Director – Angelina Choo
2. Event Manager – The A Cappella Society Ltd
3. Admin Assistant – The A Cappella Society Ltd
4. Producer & Director – Festival (Pre-production discussions and rehearsals and show days)
5. Sound Engineer (Rehearsals and show days)
6. Lighting Designer (Rehearsals and show days)

COMPETITIVE EDGE

- The only internationally oriented A Cappella event in Singapore
- We are the only Society that works to benefit local singers and the local a cappella community.
- We have been promoting a cappella music to the schools & general public since 2000 and will continue to reach out to as wide an audience as possible through differentiation of programme content.
- We respond to the public's suggestions for more intimate settings for a cappella presentation as well as more regular programming for individual groups.

TARGET AUDIENCE & PUBLIC BENEFIT / IMPACT ON ARTS DEVELOPMENT

- Expat Communities
- Tourists
- Students
- Families
- A Cappella Community
- Vocal / Singers Community
- Choral & Jazz Community

- General Public
- Press & Event Managers
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PROPOSED MARKETING PLANS & STRATEGIES

- 5,000 Printed Flyers
- 1,200 Printed Concert Programmes (for 5 days)
- Esplanade Publicity Boards (minimum 1)
- Sponsored Advertising if any.
- Monthly emails to all TAS members & database (starting April)
- Regular Emails to companies & Schools
- Monthly Email to teachers' network, music schools, churches
- 7 months : Website Listing & Write up at www.a-cappella.org.sg
- Online presence through online communities for the various expat communities and music communities
- Facebook Event Invitations to thousands on our database
- Facebook Announcements
- CD sales at a specific CD / Book store pre concert
- Listings in related magazines, papers, radio, TV interviews
- 5 to 10 Promotional performances where flyers and details will be given out
- Corporate promotions to members
- Promotions to Associations
- Passion Card promotion to members

SPONSORSHIP OPPORTUNITIES

MONETARY SPONSORSHIP

- Festival Sponsor - \$15,000
- Concert Sponsor - \$5,000
- Festival Supporter - \$500 - \$3,000

IN KIND SPONSORSHIPS NEEDED

- Airfare
- Printing of marketing collaterals
- Accommodation
- Dinner / Lunch vouchers
- F&B
- Transportation for teams

