

Vocal Mania!

11 April 2010, The Arts House (Chamber, Play Den & Blue Room)

The 1st simultaneous multi-concert fiesta!

Part of The 1st Fund-Raising Initiative of The A Cappella Society

Celebrate the power and beauty of the human voice with us! Join us at The Arts House for one full day exclusively dedicated to vocal music, from A Cappella, Choral or Solo singing to Musical Theater, Rock or Beatbox performances.

Vocal Mania will be The A Cappella Society's first simultaneous multi-concert fiesta with the aim of raising funds for our society as well as to enter for the Singapore Book of Records for the most number of vocal concerts held in 1 venue in 1 day. With a diverse repertoire, there will be workshops and performances from TAS groups and various local groups including choir groups.

The A Cappella Society Ltd is an established charity and IPC with a strong and credible history in creating and promoting vocal music programmes in Singapore.

It has provided free and ticketed programmes to all levels of audiences for over 8 years, incepting itself as a company only in 2008 after many years of establishing its very successful staple of annual programmes.

As the only professional provider of a cappella training and out-reach programmes in Singapore, TAS has worked extremely hard to attain its recognition and status in the local community over the years.

It is now necessary to fund-raise to further develop its staff strength and herein further develop its initiatives and programmes and create a longer term vision in creating international-standard a cappella talent for Singapore.

PROGRAM

Free and ticketed concerts sold at affordable prices held throughout the day.

Various shows/workshops held at the Arts House:

Chamber (200 seats): Choirs, Acoustic A Cappella, Workshop

Play Den (120 seats): Workshop, Beat Boxing, Musical Theatre, A Cappella Jam, Pop A Cappella, Xin Yao or rock

Blue Room (50 seats): Workshop, musical, Classical, Jazz

DETAILS

Date : 11th April 2010, Sunday

Venue: 3 venues at the Arts House (Chamber, Play Den, Blue Room)

Time: 10am onwards

TICKETS

\$10 - \$15

Free for certain shows

INFOS

The A Cappella Society, contact@a-cappella.org.sg

www.a-cappella.org.sg

KEY OBJECTIVES

- This will be TAS' first attempt at fund-raising and it targets to raise \$50,000 through the different tiers of donations and sales of tickets.
- To enter for the Singapore Book of Records & World Guinness Book of records for the most number of vocal concerts held in 1 venue in 1 day.
- 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 groups and providing a platform for performances and group publicity.
- 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.
- Inspiring young singers and enthusing future supporters with a showcase of the greatness of the human voice through a presentation of various musical styles.
- The long term goal of TAS' programmes is to develop international-standard professional a cappella singers for our nation.

KEY ARTS PERSONNEL & CAPACITY OF INVOLVEMENT

1. Artistic Director: Angelina Choo - Programming
2. Event Manager: The A Cappella Society Ltd – Administration, publicity, ticket sales, marketing and promotions
3. Production Assistant: The A Cappella Society Ltd
4. Sound Engineer
5. Lighting Designer

COMPETITIVE EDGE

- We are an established charity and registered IPC with a strong and credible history in creating and promoting vocal music programmes in Singapore.
- Our society's current programmes in training, classes, workshops, concerts, competitions serve to instil a continuous presence for vocal music in Singapore within schools and the general public, including our expat community.
- 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 since 2000 and will continue to reach out to as wide an audience as possible.
- 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

A: STUDENTS

- To invite local teams or societies to put up musical / vocal events on the 11th of April in aid of TAS Ltd.
- Proceeds from ticket sales will be donated to TAS Ltd. All donations will receive tax exemption.
- All students requiring CIP hours will be offered CIP hours for performing.

B: COMPANIES

- Invited to make donations for branding and association with record
- Tax Exemption Receipts will be provided
- Priority booking and free X number of seats for all TAS shows

C: INDIVIDUALS

- Invited to make donations for personal support
- Tax Exemption Receipts will be provided
- Free TAS Membership
- The funds raised will further develop the society's staff strength and herein further develop its initiatives and programmes and create a longer term vision in creating international-standard a cappella talent for Singapore.
- We intend to keep training and populating the local scene with more leaders who will pursue to form their own groups continually throughout their lives. The concerts serve to be that first inspirational point of contact.
- The concerts present a multitude of ideas for using the human voice in various songs and styles. This serves as inspiration for young singers and supporters to be continually surprised and inspired to learn more all the time.
- The shows and workshops 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.

PROPOSED MARKETING PLANS & STRATEGIES

- Press Releases
- Radio and TV interviews
- Newspaper coverage
- Official Media where available
- Promotional tie ups for ticketing of various concerts
- EDM

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$20,000

MAIN SPONSOR - \$10,000

SPONSOR - \$5,000 - \$10,000

SUPPORTER - \$5,000 and below

IN-KIND SPONSOR - Mineral Water & F&B for performers, Goody-Bags for audience & performers

- Logo placement on all publicity materials
- Banner placement at venues
- Programme mention
- Verbal mention
- Online acknowledgements on website and newsletter
- Branding on all collaterals for the event which will go out to all levels of audiences from schools to general public and to organisations and press