

Llangollen

Fund Your Way to Llangollen

Ten Ways to Fund Your Dream Trip to the International Music Eisteddfod.

Looking to raise some cash so you can bring your best performers to Llangollen International Music Eisteddfod?

Here are some ideas for securing funds from benefactors and sponsors:

1. Put on a fundraising concert

Give free concerts and ask for donations. Think whether you can perform at a festival in town, the weekly market or similar events. This idea is not new, but listeners will be definitely more generous if your affair of the heart - your participation at Llangollen - is in the focus. Present this heart's desire accordingly on posters and flyers, or let it inspire you to compose a song!

2. Turn the local mayor (or town chief) into your Number One Fan

At Llangollen you represent your town and your country. That's something any mayor should be delighted to support! So ask for their recommendation. Use his or her influence and network to find potential sponsors. Be ready to thank him or her at your public events, and soon you can enjoy a partnership that may lead to bigger things.

3. Promote your 'Official Llangollen Competitor' Status

Have you received your official entry confirmation? Use this (and our logo) to promote your status! Being confirmed as a competitor in one of the world's most prestigious music competitions adds to your reputation – something businesses and other benefactors would be happy to support.

4. Join a club or find cultural support programmes

Is there a choral association in your area or country? Or does a cultural support-programme exist in your town? Write to the authorities and ask for support! Present your matter convincingly. Include recordings, photos and videos in your presentation - first impressions count! Have you also thought of all friends and sponsors of your choir? Former members? Use social media to find them and engage with them.

5. Business companies become fans

Ask local business companies whether they can sponsor your participation in the competition. Consider carefully which company could perhaps also establish a link to choral singing regarding its products, history or business philosophy so that by supporting you, the business is promoting itself too. Prepare your inquiry well and gather arguments about what you can offer in return. Some businesses even look to include the arts in their workforce training or incentive programmes. Think about what you could offer to give a business a 'staff bonding' day away...

6. Run raffles and lotteries

Organise a lottery, raffle singing lessons, a free performance, your CD. Or auction a personal concert performance. Check out local raffle and lottery rules first, but this is a great way to gain publicity and raise money.

7. Merchandising

Design your own T-shirt with your choir's signature, a baseball cap or a coffee cup. Sell these products at concerts.

8. Recruit an ambassador

Win over well-known personalities, prominent singers or music producers from your region who will act as ambassadors for your choir. By making a free cameo appearance at your concert, or even a public statement of support, they could energise your fundraising by attracting both public and media attention.

9. PR campaign

Talk about everything you are doing and document your efforts with your own PR campaign. If you have one, use a PR talent among your choir members. Or find a local PR agency and ask - many agencies will do 'pro bono' (free) work for one client and use it both to promote you and their business. Use Facebook, your website, print releases and mailings. Your choirmaster could give an interview stating how essential mutual singing is for personal development. Visit schools with this message and invite the press. The more you appear in the media, the easier it is to win over business companies as sponsors and to encourage people to donate.

10. Attract attention!

Be creative! Think of something that might appear unusual at first sight. Influential people, celebrities and companies like variety and ingenuity, because that's how they attract attention too. The press also likes reporting about unusual actions.



For more information visit our website at www.international-eisteddfod.co.uk or contact us either by: Email: music@international-eisteddfod.co.uk or Phone: 44 (0)1978 862003