

Southend
YMCA



THE **HUGE** HANGOUT

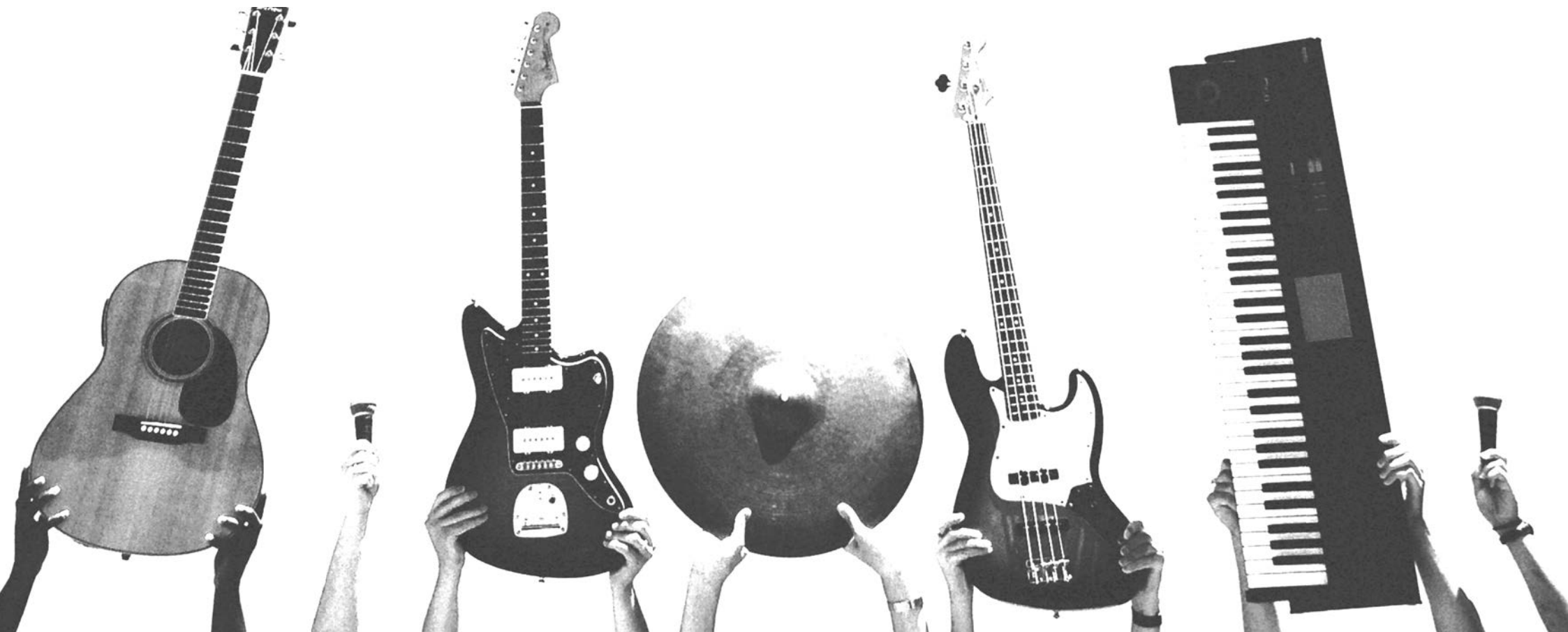
LIVE ON FACEBOOK + YOUTUBE

SATURDAY 10TH OCTOBER 2020

WORLD MENTAL HEALTH DAY



**A GLOBAL ONLINE FESTIVAL
TO CELEBRATE TALENTED YOUTH, MUSIC
AND MENTAL HEALTH AWARENESS**



HOW WILL YOUR SPONSORSHIP MAKE A DIFFERENCE?

All In Music delivers a range of music opportunities for young people and the wider community. We provide the resources, tuition and support to those looking to improve their skills and confidence through the power of music.

Southend YMCA has had an established music provision since 2005. We've worked with amateur and professional musicians and engaged hundreds of young people through our projects.

We have our own fully equipped air-conditioned and acoustically treated rehearsal studio which is ideal for bands, voice actors, singers, rappers and all in between!

All In Music is aimed at 11 to 25-year-olds helping them develop the knowledge and skills to progress their music ambitions.

Our dedicated staff team have a wide experience working within the industry; supporting instrument tuition, recording, mixing, and producing.





OUR AUDIENCE

'The Huge Hangout' is an online festival that will cater to all ages, with a specific appeal to those interested in the pairing of music and mental health. We've collected data from our collaborative partners and estimate an event viewership of around 30,000 across our Facebook and YouTube

platforms. The event will be free to view, with the intention of accessibility for all. Our audience will be largely comprised of those with a keen interest in music, but also those that are active in the mental health, youth work and arts industries. Having secured partnership with various youth

organisations from around the globe, we will be able to reach large audiences in the USA, Australia, Europe and a large portion of the UK, with more countries being added every week.



Southend YMCA is a registered charity and housing provider based in Southend-On-Sea, UK. Established 15 years ago, the All In Music project delivers tuition, resources and music-making opportunities to those who would otherwise not have the chance. This event is presented in association with YMCA England & Wales and their Changing Futures campaign.

All In Music project manager, Alex Milne quotes: "Our aim is to feature

live performances submitted by youth-focused organisations from around the world.

Following the Covid-19 pandemic, a very insular time for us all, we hope to encourage unity and togetherness whilst showcasing the musical talents of young people. We want to explore how music and creativity can support well-being, as well as provide practical guidance and support on all matters to do with mental health."

OUR SPONSORSHIP TIERS

TIER ONE

Your business' video advert will be placed within the live festival live stream and mentioned by the voice-over host.
Tiers 2-6 included.

£1000+

TIER TWO

Your business' branding will be featured on 'The Huge Hangout' landing/web page. We will be inviting the entire festival audience to the Facebook and YouTube live streams via this page on the Southend YMCA website. Tiers 3-6 included.

£500+

TIER THREE

We will create promotional posts that specifically promote your business and post them on the Southend YMCA, All In Music and FYV Facebook and Instagram accounts respectively. Tiers 5 and 6 included.

£250+

TIER FOUR

Your business' branding will be included on promotional social media posts for 'The Huge Hangout'. This includes both standard and paid-for posts across Facebook and Instagram. Tier 6 included.

£100+

TIER FIVE

Your business' branding featured in the credits section of the festival live stream.

£50+

WE'D LOVE TO HEAR FROM YOU!

Whether you have queries, proposals or a sponsorship enquiry,
please contact Alex or Sacha at the Southend YMCA:

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01702 301301

Southend YMCA reserves the right to refuse sponsorship from any business or organisation.



Southend
YMCA
OUR COMMUNITY. OUR CHILDREN. YOUR CHARITY.