



anthem.

Anthem is creating a Wales in which music can empower every young life.

They enable vital access to music for young people aged 0-25 from all different backgrounds, generating opportunities across genres and communities, and nurturing diverse talent to take the next steps to musical careers.

Anthem is looking for a sponsor for their next Amplify Podcast, a 3-episode series focussed on exploring music in the Welsh language and its impact on the younger generation. This is a great opportunity to align with a project that will explore the cultural importance of the Welsh language via a creative platform.

The timescale is an August/September creation and Autumn release.

Benefits include:

As a sponsor you will benefit from:

- Press and Promotion - A news story and joint press release launching the podcast and shining a spotlight on the partnership
- Brand alignment and visibility - The sponsor will be recognised as an advocate of the Welsh language and its place in Welsh music culture
- They will also be endorsing youth empowerment and helping to give young people a voice
- Logo Accreditation on Anthem's website and social media channels
- Personal recognition and thanks to the sponsor in each podcast episode by the guest host. The podcast will be promoted on our website and via spotify, Amazon Music and youtube
- An opportunity for nomination at the A&B Cymru Awards 2024
- An invitation to our annual Anthem showcase, where sponsors will get to experience the youth music talent in Wales first hand

The sponsorship package is £2,000 + VAT.