



anthem.

Benefits of sponsorship include:

- Press and Promotion - The auction will be promoted widely with Welsh press and across social media, with key music figures using their own platforms. There will be a bespoke press release to reveal the big auction prizes in which the sponsor will be acknowledged and an opportunity to create a news story around the partnership. The auction is an opportunity to tap into both a young, creative audience and a wider music fan base across the UK and beyond.
- Brand alignment and visibility - The sponsor will be seen as an ally and advocate for youth empowerment, for equal access to music for all young people, and advocating for the importance of music for young people's wellbeing.
- Prominent Logo Accreditation on the dedicated online auction website and Anthem's site.
- A dedicated page on the auction website for the sponsor to position themselves with the cause.
- Personal recognition and thanks to the sponsor across social media channels.
- Staff involvement: Creation of some simple, fun social media content to align with the charity's music interest e.g employees sharing their favourite Welsh music bands/artists to incorporate into the comms plan across the auction month.
- An opportunity for nomination at the A&B Cymru Awards 2024.



The price for this sponsorship package is £2,500 + VAT