

TOOWOOMBA CONCERT ORCHESTRA



Sponsorship Prospectus

About Toowoomba Concert Orchestra

*Through and in music, we celebrate local musicians,
respond to the community and inspire the future.*

Toowoomba Concert Orchestra has been serving local musicians and audiences since its establishment in 1975. During this time the orchestra has been in residence at The University of Southern Queensland and since 2020 has found a home at The Empire Theatres Toowoomba. The Toowoomba Concert Orchestra is currently funded through membership fees and grants from Toowoomba Regional Council Community Access Fund.

The orchestra comprises volunteer local semi-professional and amateur musicians with a current full-time membership of 50+ musicians. We are led artistically by our Conductor and Musical Director who is paid an honorarium for their work and led organisationally by an executive and committee made up of fee-paying members.

Since its inception, the orchestra has produced many fine performances and projects focussing predominantly on music from the classical canon. Highlights of our work have included:

- Main stage performances with Aria winning Australian artists such as Josh Pyke and The Whitlams
- Performances with high calibre artists such as Benjamin Northey, Kate Miller-Heidke, LIST OTHERS HERE
- Performance collaborations with The Toowoomba Choral Society, Toowoomba Show Society,
- A schedule of annual children's and outreach concerts in collaboration with The Empire Theatre's Thrive on Arts festival

About our conductor:

Matthew Henry is the conductor and musical director of the Toowoomba Concert Orchestra (TCO) and through his 17 years of service to this community organisation he has encouraged and inspired hundreds of musicians. His work with and leadership of TCO's membership has enabled them to present high quality concerts to a wide range of audiences both within and beyond Toowoomba including projects with Toowoomba Regional Council, The Empire Theatres, The University of Southern Queensland, Toowoomba Choral Society, and Toowoomba Show Society. Matthew is also regularly invited to encourage and conduct other musical projects.



He is a highly sought after music educator and in 2023 received Australia Day honours recognising his significant achievements and impact as the Culture awardee.

About our community:

Now in its 50th year, the orchestra continues its strong musical tradition. We in 2023 we underwent a significant re-visioning process to identify our future goals and aspirations. As part of this we are seeking financial partners who will enable us to continue our work within the Toowoomba Community.

We value:

- Being part of a full and committed orchestra, inspired to make music together with value placed on both the process of rehearsing and of performing
- Respect, cooperation and engagement
- Social fellowship
- The diversity of players within our orchestra
- Our ability to respond to opportunities within the community and engage our many and varied audiences

Our strengths:

- Diversity and versatility
- Immediate connection with community
- Demonstrated ability to reach a diverse range of audiences

Invitation to Partner

Music artist sponsorship is a great way to promote your business and engage with the local community. The Toowoomba Concert Orchestra is seeking expressions of interests from organisations wishing to partner to support the ongoing operation of the Toowoomba Concert Orchestra.

Specifically, we are seeking partners who can help us meet costs that cannot be funded through grants and bursaries. Namely, the housing of our music library and sponsorship of our conductor.

Value added by your investment

Inspiring local rural talent

- Our conductor is instrumental in the ongoing development of the orchestra as well as its artistic leadership

Reducing running cost of the orchestra

- We intentionally keep membership fees and concert ticket prices low to ensure our orchestra is accessible to both musicians and audiences alike
- The orchestra serves as an ongoing source of professional development for local music and Arts teachers that impact directly on quality teaching and student outcomes within the region

An investment in cultural capital

- The TCO library is one of the largest community music libraries in Queensland. Works within it are available for loan to other music making organisations, as well as being a resource to our community

How you can benefit

- Increase brand awareness
- Demonstrate your investment in the local community and the Arts
- Differentiate your brand from its competitors
- Association with prestigious artists and music
- Enhance client relationships

Sponsorship Opportunities

Major Sponsor

6K per year for 3 year term, inclusive of GST

Sponsorship at this level financially covers our largest ongoing annual cost – paying the honorarium to our conductor/musical director.

As the major sponsor, you will have extensive and exclusive brand exposure through media and performance channels. Your sponsorship will demonstrate your significant investment in the Toowoomba community and its musicians.

In thanks and recognition, sponsorship at this level includes:

- Listing of business as the major sponsor of the orchestra on social media and print including recognition at all concerts
- Complementary ticketing to season concerts of your choice
- We will also provide a small ensemble per year of the sponsorship agreement to perform at a function of your choice



Associate Sponsor

2K per year for 3 year term, inclusive of GST

Sponsorship at this level financially covers logistical considerations of the day to day running of the orchestra, including maintenance and housing of our music library.

As an associate sponsor, you will have brand exposure through media and performance channels. Your sponsorship will demonstrate your investment in the Toowoomba community and its musicians.

In thanks and recognition, sponsorship at this level includes:

- Listing of business as an associate sponsor in social media and print
- Complementary ticketing
- We will appear in an agreed promotional opportunity for your business at a time during the course of your sponsorship agreement