



conchordium

# SPONSORSHIP PACKAGE

[info@conchordium.org](mailto:info@conchordium.org) | (647) 300-7829 | 1162219-6



*75% of Canadians  
believe that the  
arts make more  
integrated and  
healthier  
communities.*

- Toronto Arts Foundation





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# Allen Lu

*Executive Director*

ABOUT  
*conchordium*

1162219-6

*Conchordium is a youth organization that aims to serve as a network for young musicians in the Greater Toronto Area. We conduct events like music workshops, conferences and coffeehouses to promote interdisciplinary approaches to music besides performance. Our ultimate goal is to inspire lifelong involvement in music for students and improve community through music!*

*Give our social media **@conchordium** and website **www.conchordium.org** a visit for more information!*

# THE TEAM



*Matthew Ao*



*Natalie Castonguay*



*Victor Chao*



*Irene Chen*



*James Chen*



*Ursula Chui*



*Tri Ho*



*Achilles Jiang*



*Michelle Ko*



*Eitan Korvat*



*Andrew Liang*



*Allen Lu*



*Barton Lu*



*Samantha Ouyang*



*Natasha Steele*



*Ariana Walji*



*Amy Wan*



*David Xiao*



*Gracie Zhang*



*Leon Zhu*

# WHY US?

At Conchordium, we realize that as a growing business, you want to increase your exposure to high schoolers all across Toronto. You also want to build goodwill in the community and establish yourself as a socially responsible brand. This is why as a sponsor, you can leverage these key benefits in partnering with us...

**Connect with high school students in the GTA.** Our events regularly attract 50+ students from various high schools in the local community. Partnering with us provides you with an opportunity to reach and gain loyalty from a larger market of young adults.

**Support a youth organization and their members in the GTA.** By partnering with us, you are promoting growth in the youth organization sector and helping young adults reach their full potential. You will help us reach our goals as we do our best to fulfill yours.

**Promote your products and/or services.** Since we primarily hold in-person events such as coffeehouses and conferences, you will have great opportunities to promote your company. We welcome your representatives at our events, as well as any swag you would like to provide to our attendees such as coupons or other in-kind donations.



*Conchordium Team 2019-20*

**Be featured on our Instagram and Facebook pages.** We have 700+ combined followers on Instagram and Facebook. Want to increase your social media presence with young individuals? This is the perfect way for you to do just that.

**Increase awareness of the arts at a time where funding is at risk for cuts.** According to a study conducted by Toronto Arts Foundation, students who get “involved in the arts, compared with students who [don’t], have higher secondary school graduation rates; higher overall grade-point averages ... and are more likely to pursue secondary education.” At a time where funding for structured arts programs is being cut, your contributions will help ensure the arts continue to thrive.



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# OUR RECORD

*A repertoire of our most successful events*

## **Propel: University Admission Webinars**

*A three-part webinar held in winter 2018. Each day focused on one type of undergraduate program: business, STEM, and music. Our speakers included Academic Coach and Harvard PhD Candidate Zamyra Chan, and former Berklee College of Music student Dermot O'Halloran.*

## **Tell the Music of Education: Protect Music Ed!**

*We created a video to advocate for public music education in Ontario. We acquired over 80 minutes of footage from more than 23 schools, as well as support from 27 organizations, including the Coalition for Music Education, the Federation of Canadian Secondary Students, and Scarborough Arts. The video reached nearly 17.4K people and received more than 5.5K views on Facebook. Refer to Appendix A for more information on this video.*

## **Young Leader in Music Award**

*This award was created to award individuals in the GTA who are creating change in their communities through music. We received approximately 20 applications and awarded 3 individuals with \$280 total in prize money. Vanessa Ng, our first place winner, was honoured for her commitment to her students during her co-op placement.*



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# First Place

*Young Leader in Music Award: Inspiring Youth to create change in their community*

***Transpose: An Innovation in Music Conference***

*We held a music conference on June 9, 2019 from 10AM-5PM at 123 Edward Street. The focus of the conference was to explore the interdisciplinary applications of music and how it is creating a better world, not just for musical performers.*



Wendy Wei

**Wendy Wei**, a successful business student turned music photographer, spoke about how she took her life in another direction after doing freelance photoshoots at a local karaoke bar. Since then, she's worked for high-profile clients like Tencent Entertainment, Taylor Swift, and Justin Timberlake.



Arjun Bali

**Arjun Bali**, the co-founder of Sodatone, a platform that uses machine learning to help the music industry identify the highest potential emerging artists. It was acquired by Warner Music Group in early 2018, making it the first-ever AI acquisition by the traditional music industry.



Robert Wilson

**Robert Wilson**, the founder of an artist development & media company called Cats Cove Media, highlighted how it isn't just about music, but about everything and everyone's relationship with the music. It's about the belief in something so engaging that you pour your heart and soul into it — as each project deserves nothing less. It's about the goal of putting love into the music industry.



Gagan Singh

**Gagan Singh** is an award-winning Soundtrack Composer, Record Producer, Multi-Instrumentalist and Talent Executive. Born and raised in Toronto, Gagan began playing Indian Classical Tabla, before learning Western Classical as well as contemporary musical styles. He went on to study at the University of Toronto, graduating with a focus on Music Composition for Media as well as Arts & Entertainment Management.



Celia Siriopoulos

**Celia Siriopoulos** is part of a sister-songwriter duo, Caardia, from the GTA. She has performed on CP24, The Rivoli, and the Distillery Christmas Market annually. Together with Ariyena Sorani of Blue Opaline, they are the co-founders and co-organizers of Youth Jam TO (Youth Jam Canada) with Mayor John Tory in attendance.

# OUR *SUPPORTERS*



**#RISINGYOUTH**  
*community service grants*



**#JEUNESACTION**  
*subvention de service communautaire*



















**PROJECT5K**



**Sodatone.**



# WHAT CAN WE OFFER YOU?

<i>benefit</i>	<i>Piano</i> \$250	<i>Mezzo-Piano</i> \$500	<i>Mezzo-Forte</i> \$500	<i>Forte</i> \$1000
<i>Social Media and Website Feature</i>				
<i>Feature on Program</i>				
<i>Shoutout at Event</i>				
<i>Booth at Event</i>				
<i>Opportunity to Distribute Item</i>				
<i>Access to Email of Attendees</i>				

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# CONTACT *US*



Email: [info@conchordium.org](mailto:info@conchordium.org)  
Phone: (647) 300-7829  
Website: [conchordium.org](http://conchordium.org)

Facebook: [@conchordium](https://www.facebook.com/conchordium)  
Instagram: [@conchordium](https://www.instagram.com/conchordium)  
Twitter: [@conchordium](https://twitter.com/conchordium)

Director  
Email: [allen@conchordium.org](mailto:allen@conchordium.org)

Canadian Nonprofit #:  
1162219-6

## LIST OF SUPPORTING ORGANIZATIONS

*1UP Toronto*  
*Coalition for Music Education*  
*Emerging Young Artists*  
*FCSS-FESC*  
*Find Your In*  
*The FUSE Society*  
*Global Figure*  
*Ink Movement*  
*L.I.G.H.T*  
*Markham Teen Arts Council*  
*Markham Youth Gavel Club*  
*OppOrg*  
*Pitch It Green*  
*Platform for Youth Creativity*  
*Project 5K*  
*Project Ethos*  
*Prospective Medical Professionals*  
*The R.O.S.E Alliance*  
*Scarborough Arts*  
*SJMF Youth*  
*STREAM Syndicate*  
*Target Alpha STC*  
*Urban Minds*  
*VIP Photography*  
*YENYR*  
*The Youth Journal*

## LIST OF SCHOOLS WITH SUBMISSIONS

*A.Y. Jackson Secondary School*  
*Agincourt Collegiate Institute*  
*Albert Campbell Collegiate Institute*  
*Bayview Secondary School*  
*Bell High School*  
*Bloor Collegiate Institute*  
*Dr. Norman Bethune C.I*  
*Havergal College*  
*Iroquois Ridge Secondary School*  
*Lakeshore Collegiate Institute*  
*Marc Garneau Collegiate Institute*  
*Martingrove Collegiate Institute*  
*Richmond Hill High School*  
*Ryerson University*  
*St. Joseph Secondary School*  
*St. Theresa of Lisieux Catholic HS*  
*University of Toronto*  
*Victoria Park Collegiate Institute*  
*White Oaks Secondary School*  
*York Mills Collegiate Institute*

*...and more*

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# APPENDIX A

*Supporters of the "Tell the Ministry of Education: Protect Music Ed!"*



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***MUSIC GIVES A  
SOUL TO THE UNIVERSE,  
WINGS TO THE MIND,  
FLIGHT TO THE IMAGINATION  
AND LIFE TO EVERYTHING***

*- Plato*

conchordium

*With special thanks to...*

SIGN 4 U PRINT