



MEDIA RELEASE

NSSWE ANNOUNCES NEW SPONSORSHIP OPTIONS FOR THIS YEAR'S NOVEMBER SHOWCASE CONCERT

Turns for first time to crowd-sourcing

Sydney, 14 October 2013 - The NSSWE Showcase Concert marks the end of each year's program of performances, and is an evening of the best that NSSWE's ensembles and stage bands have to offer.

This year's concert is on Thursday 28th November at The Concourse, Chatswood.

And this year, NSSWE has created an exciting new support program for businesses and individuals to sponsor the concert.

NSSWE has created three categories of sponsorship in a Pozible project, using the increasingly popular crowd-funding concept.

There is a total of 33 packages to choose across the three categories of Patron, Performance Sponsor or Concert Sponsor.

Interested organisations or individuals pledge their support, and if NSSWE meets its funding target, those pledges are honoured. If the target isn't met, no money is taken.

It's a concept that provides new opportunities for non-profit funding and for cultural organisations.

Diana Perche, President of NSSWE, said, "This is a wonderful new opportunity for supporters to partner with NSSWE at our biggest performance of the year. We know from the reaction and feedback we received at the recent Spring Music Festival we held that there is a huge level of support for the NSSWE ensembles. The power of their performances was overwhelming. And so we've created affordable sponsorship packages, and launched them

using the web-based crowd-funding concept. It's a big step for NSSWE, and an exciting one."

NSSWE is taking careful first steps into the world of crowd-sourcing, and is seeking sponsorship funds to off-set some of the costs of staging its year-end concert. The event will not rely however on these funds, and the concert is certain to go ahead.

This is a new way to support the arts in NSW, operating at this grass-roots level. Details of the sponsorship options to support NSSWE's year-end Showcase Concert are at <http://pozible.com/nssweshowcaseconcert>.

ENDS

About NSSWE

The Northern Sydney Symphonic Wind Ensemble (NSSWE) is a not-for-profit organisation established in early 2010 by Artistic Director Patrick Brennan. NSSWE is an extension program for student musicians who play woodwind, brass or percussion in their school band programs across the northern Sydney region. NSSWE provides students with opportunities to extend their musical ability by performing a musical repertoire of a very high standard, to develop their musical skills and talent under the direction of highly qualified directors and conductors, and to share their love of music with the broader community. Find out more about NSSWE at www.nsswe.org.au.

For more information, contact:

Alan Smith

Phone: 0404 432 700

Email: marketing@nsswe.org.au