



The Campbell Area Music Parents Association and the Regina Community

Sponsorship and Recognition

Presented for the period of
September 1, 2015 to
June 30, 2016

For more information contact:

CAMPA Fundraising
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The CAMPA Mission: Supporting Excellence



The Campbell Area Parents Association is a Registered Nonprofit Charity, operated by a Board of Directors elected by the members at an Annual General Meeting.

The mission of the Campbell Area Music Parents Association (CAMPA) is to be a positive advocate committed to the students and music staff in their pursuit of excellence in music.

CAMPA's funds and administrative assistance support the Campbell Collegiate music program, the largest high school music program in Saskatchewan, and aids the Campbell Elementary Band Program for students beginning their musical education.

The impact of Campbell music is significant, offering the only Saskatchewan public high school curricular string

orchestra program, and the largest curricular concert band, jazz band and choral program in the province.

The program is actively engaged in the Regina and Canadian music community. Each year Campbell invites several internationally-recognized musicians to work with its students in clinics. Campbell music students, in both the elementary and high school programs, are active musicians who tour and perform in Regina, across Canada, and even in the United States.

Campbell's musical education claims provincial and national recognition, earning awards in local and national competition, invitations to perform in world-class venues, and to be artists-in-residence for other music programs in Canada.



Meeting Our Challenges

It is the role of CAMPA to ensure the financial and administrative support of Campbell music program endeavors. With CAMPA's assistance, workshops, music retreats, tours, concerts and musical theatre productions receive the necessary support to continue, allowing students and faculty to achieve the same high-caliber outcomes as they have in the past.

CAMPA's fundraising is also used to purchase equipment; in 2014 CAMPA paid for new risers, to accommodate a greater enrollment in the choral program. Donations also help meet CAMPA's administrative expenses, which continue to increase with growing student participation.

The work of CAMPA is undertaken by volunteers and represents the efforts of many people coming together from the community in support of our youth. We welcome you to join us through your sponsorship.



Photograph on the cover: The annual Campbell Music Christmas Concert is a significant seasonal event in Regina; exceeding the school's capacity to host it, the program has used the First Nations University as its venue in recent years, and CAMPA helps fund the cost of using the facility.



Page opposite: Members of the Campbell concert band on tour in 2013. Tour costs are covered by individuals, either by direct payment or through CAMPA's system of TRPs. TRPs provide tour credits through paid service partnerships which exchange work for donation to community groups and charities.

This page: top, Vancouver Senior music tour, 2014 - including Mr. Baird's bird; middle photos of Banff music tour with students in vocal clinic and performing in Jazz Vocal; bottom, Grade 9 Vocal Choir performing in the 2014 Christmas Concert.

Photography donated by Cyndie Knorr, Original Cyn Photography.

Sponsorship Tiers and Recognition Table

It is intended that meaningful recognition will be made in return for gift donations, and that recognition will include, but may not be limited, to the following:

Designation/ Tier	1	2	3	4	5
Platinum (full year) ¹ One sponsor \$2,500	Exclusive year-long sponsorship: <ul style="list-style-type: none"> • use of the CAMPA logo (based on brand guidelines at Campbell College) • sponsor's logo placement on CAMPA promotional items and:				
Gold (Christmas concert series) Four sponsors \$2,000	Special offer from the music program of a performance by one of the Campbell musical ensembles at a mutually-agreed upon place and time (such as a Christmas event, business open house or fundraiser, or shareholder's meeting). and:				
Silver (Spring concert series) Six sponsors \$1,500	Tiered logo placement or branding on CAMPA events collateral of co-sponsored events, including <ul style="list-style-type: none"> • print advertisements, • signage, • membership newsletters and • web-based promotion and:				
Bronze (Fall concert series) Eight Sponsors \$500	Co-sponsorship recognition at applicable events: <ul style="list-style-type: none"> • tiered sponsorship acknowledgement on concert performance programs when used in conjunction with CAMPA logo (as allowed by Campbell Collegiate administration and in adherence with the guidelines of the Regina Board of Education) • or, other recognition, such as that which is given in the CAMPA executive's address to the concert audience • recognition of support at CAMPA Annual General Meeting and Welcome Back BBQ • announcement of sponsorship at Swing into Spring event at the end of May and:				
Patron Ten Patrons \$200	Other reciprocation for the period of pledge commitment, including <ul style="list-style-type: none"> • top-down tiered listing on CAMPA website sponsorship page (campa.ca) • invitation to attend CAMPA events • tax receipt 				
Riser Donors Three donors \$2000	A donation plaque to be permanently adhered to the risers. A tax receipt.				

SOLD

LIMITED SPACE REMAINING

¹ *Sponsorship Calendar*: Because CAMPA's work is conducted within the academic calendar, the period of sponsorship will be one school year, beginning September 1 and concluding June 30 of the succeeding calendar year. It is suggested that sponsorships be confirmed at the Platinum, Silver, Gold and Bronze levels by May 15 for sponsorship of the upcoming year and commencing September 1. The exception will be for Patronage, which can be applied anytime in the academic year and with the understanding that all sponsorship recognition in a given academic year will reach conclusion on June 30.

² *Promotional items* will be distributed to students and others at CAMPA's discretion, either as gifts, a subsidized or full purchase, or a combination of these options, based on its budgetary analysis and availability of funds.