

 *Sponsor An*  
**ORCHESTRA**

**Sistema<sup>in</sup>**  
**Norwich**

**Be the Difference**



A tremendous opportunity to invest in young people in Norwich and help enrich the local music culture, whilst creating a positive association for your business.

**Sistema in Norwich helps children and young people with less opportunity to succeed in life through participation in music.**

- Growing up in economic deprivation can reduce the life-chances of children
- In Norwich, a third of the child population is affected by income deprivation and there is a significant achievement gap for these children
- Young people in Norwich are identified to have low self-esteem, a lack of self-confidence and low aspiration (City Council Research)
- Deprivation affects the whole of our community and our economy

**Sistema in Norwich focuses on music but it is essentially a social action programme that targets areas where the needs of children, families and the community are greater, and children and young people struggle to fulfill their potential.**

Children are part an orchestra from day one, learning to play a musical instrument, working with others and being part of a team.

Sistema in Norwich provides an exciting and engaging experience for participating young people, introducing them to a varied repertoire including classical, folk, pop and world music.

**What does taking part in music offer to young people?**

- It builds confidence and self-esteem
- It develops listening skills, teamwork, manual dexterity, concentration, resilience and persistence
- It improves children's engagement with school and widens aspirations - they achieve more
- They develop as leaders - Sistema encourages young people to support and teach each other, and to develop as section leaders, conductors and tutors

**By improving the life outcomes of our children we improve our community and our local economy too. We want Sistema in Norwich to be part of that community in the widest sense. Sistema needs sponsors for its orchestras, to support their development and to enable new schools to be part of the programme.**

**We currently run five primary school-based orchestras (in the Catton Grove, Lakenham, Larkman, Wensum and West Earlham areas of the city) and three cross-programme orchestras, the Sarah Glover (Beginners), Martineau (Intermediate) and Colegate Nucleo (Advanced) orchestras.**

**Businesses can sponsor any of these or help develop a new orchestra.**

**Your sponsorship will mean children benefit more from taking part in Sistema in Norwich, including:**

- more children able to participate
- more instruments and choice of instrument
- more tutor time and opportunities to perform
- more resources, such as music arrangements and t-shirts
- more chances to work with visiting professional musicians
- more impact on their lives

## Children's Comments

"Sistema, in a nutshell, means to me an orchestra and a family bound by the joys of music, and the atmosphere and creativity allows us free rein.

It is a place where everyone is accepted and given a chance to experience music at its best, to be creative and most importantly be yourself."  
- Victoria, 17

"Sistema in Norwich is an amazing charity that helps young musicians play instruments. It's not just about music. It is about being together and we are like one big family that cares and helps each other out when needed.

I have been in Sistema for 5 or 6 years now and it has changed my life. You get to meet new people and make friends. Being part of Sistema was the best decision I ever made."  
- Alisha, 14

"Sistema has made me more independent and responsible. It has built up my courage to perform and to play more confidently."  
- Zi Yen, 12

## Parent's Comments

"Sistema has helped my shy, self-critical daughter to develop a positive attitude to learning."

"School on its own often produces frustration and negativity, and she struggles to be positive about it. But going to music classes with Sistema, she now believes in her ability to do lots of things, where before she had been negative and unsure. She believes that she can go far, feels valued, inspired and aspires."



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## Sponsorship starts at £250/year and goes up to £6,000 and above.

**Benefits to sponsors.** Benefits available to sponsors work on a sliding scale. The list below is indicative of what is possible but we will always discuss a bespoke sponsorship package with every business to meet their particular wishes and objectives and are happy to consider other ideas and proposals.



*For more information contact:*

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**Sistema<sup>2</sup>  
in  
Norwich**

