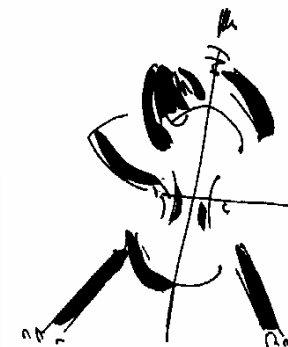


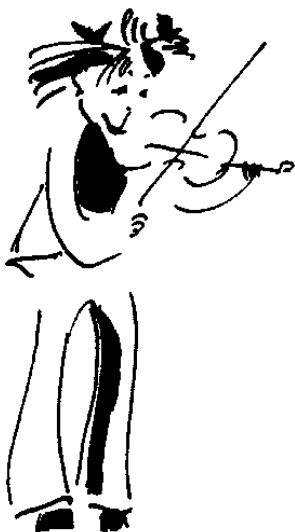


Angelina Stankovskaya
Youth Chamber Orchestra of St.Petersburg State University
19.11.2009



INTERNATIONAL YOUTH ORCHESTRAS FESTIVAL

Joint-Project With Finnish Festival





Structure of project work

1. Description of the festival
 1. Festival's target audience
 2. Goals of the festival
 3. Promotion of the festival
2. External environment analysis
 1. Competitive environment
 2. Other aspects
3. Financing the project
 1. Fund rising
 2. Sponsorship





International Youth Orchestras Festival

- Made in cooperation between the Youth Chamber orchestra of St. Petersburg State University and the Riihimaki Summer Concert Series festival and Vivo Symphony orchestra
- Held in Riihimaki after the Riihimaki Summer Concert Series festival
- 3 non-professional orchestras participating





Festival's program



- day of Finnish culture,
- day of Russian culture,
- day of culture of the 3rd orchestra's country,
- rehearsal of joint orchestra open for public,
- concert of joint orchestra,
- informal communication between orchestras' members during festival's events.

"classical music by young people for young people"

- All the events of the festival are free of charge



Target audience

- Orchestras participating in the festival
- Young people living and/or studying in the area of the festival and in the regions from where the invited orchestras come
- Visitors of the Riihimäki Summer Concert Series
- People from local communities living close to the project events





Long-term goals

- To increase youngsters' interest in culture and classical music in particular,
- To involve young people of different countries to creative communication on the basis of music perception,
- To build a platform for productive creative collaboration between young talented people,
- To give the audience better understanding of another country's culture.



Short-term targets = criteria for evaluating results

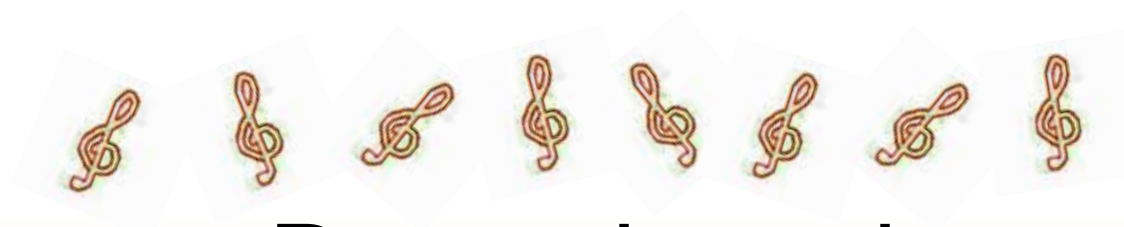
- To create awareness about the festival among visitors of the Riihimäki Summer Concert Series, local residents, participating orchestra's fans,
- To offer the high-quality festival to the public taking into consideration quality of performances and interesting content of festival events,
- To be appreciated by the visitors and to make them come again next year



Results' evaluation

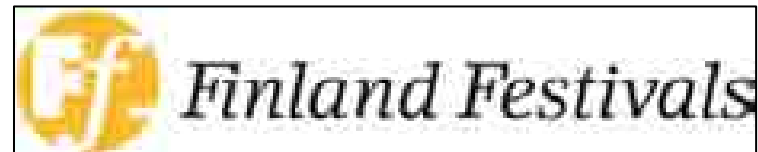
- The audience of the festival exceeds the number of **2000 visitors**,
- **Satisfaction** of audience over the quality of performance and the interesting content is more than **85%**,
- Willingness to **come next time** and to invite friends is more than **85%**





Promotion mix

- Promotional materials during the Riihimäki Summer Concert Series – leaflets and flyers
- Web sites including social networks



- Public relations (newspapers articles)

External Environment Analysis. Competitive Environment

- Amount of competitors – advantage or disadvantage



Green spots – festivals of classical music (except for opera and orral music);

Blue spot – International Youth Orchestras festival

Green – classical music,
Red – multi-art festivals,
Blue – jazz and blues,
Orange – theatre,
Pink – festivals for children,
Violet – world and ethno music,
Brown – folk music,
Grey – contemporary music



Financing: fund rising and sponsorship

- Total budget = 71750 EUR
- Finnish Ministry for Education = 9500 EUR
- St. Petersburg Committee for Culture = 10000 EUR
- Other cultural foundations = 20000 EUR
- Youth Chamber orchestra's of St. Petersburg State University own sponsor = 5000 EUR
- Volunteers
- Sponsors (large companies having subsidiaries in Riihimaki) = 1750 EUR





Small sponsorship solutions

#	Sponsor	Form of sponsorship	Costs for sponsor	Benefits for sponsor
1	Music goods shop or network	Renting the note stands (after the festival note stands come back to the shop and can be sold)	Virtual costs equal the market price for renting 50 note stands per 6 days plus delivery costs. Real costs equal probable spoilage (5%) after the festival (note stands that cannot be sold) plus delivery costs	Sponsor's advertising in all festival's promotion channels
2	Specialized T-shirts producer or clothing manufacturer or printing company (or specialized on printing on fabric)	Producing T-shirts for the volunteers with an emblem of the festival and a logo of a producer as an advertisement	Real costs equal the cost of producing T-shirts	Sponsor's advertising in all festival's promotion channels plus advertisements on T-shirts that will be always before audience's eyes
3	Advertising agency or design company	Creating corporate style for the festival	Real costs equal the market price for such service	Sponsor's advertising in all festival's promotion channels



**Thank you
for your attention!**

