



AMP IT UP!

***ROCK AND ROLL SOCIETY OF EDMONTON
SPONSORSHIP OPPORTUNITIES***



AMP IT UP SPONSORSHIP

Our CAM Program is offered at NO-COST to participants. But of course, it is not a program without costs! It takes about \$1000 per CAM student, per year to run this unique program. We have around 100 youth participating in our program and could engage even more but currently lack the capacity. Your sponsorship can provide quality music instruction to youth in vulnerable communities. Our CAM Mentors (who are local professional musicians), are extraordinary with the students in the program . Your donation covers instruction, instruments, instrument loan programs, and performances at CAM concerts.



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Sponsorships are not eligible for tax receipts but you can claim them in your marketing and promotions budget - which may have better benefits than a charitable donation!

Recognition item	CAM Supporter (\$1500 - \$2499)	CAM Visionary (\$2500 - \$4999)	CAM Superhero (\$5000+)
Certificate (framed)	✓	✓	✓
Listed on website supporter page	✓	✓	✓
Mentioned in annual report	✓	✓	✓
Invitation to CAM concerts	✓	✓	✓
RRSE swag	✓	✓	✓
2 Tickets to an event	✓	✓	✓
Mention on social media	✓	✓	✓
Mention on all CAM concert materials		✓	✓
2 reserved seats at spring CAM concert		✓	✓
2 reserved seats at winter CAM concert		✓	✓
Opportunity to attend one designated CAM class			✓
Link on our website to your site on supporter page and logo/mention on all RRSE promotional materials (newsletters, programs, tickets)			✓



ABOUT OUR CAM PROGRAM

"I have noticed a very drastic change in my child because of this program, for the better".

"I like how excited (my daughter) is for school and to participate."

~Parents of CAM participants

The Centre for Arts and Music (CAM) Program is a unique program, operated by the Rock and Roll Society of Edmonton, focusing on youth in vulnerable communities. Working with schools that local districts identify as “vulnerable”, we reach out to children and youth who may not otherwise have opportunities to participate in the arts. Studies confirm the importance of keeping youth engaged in the critical after-school hours between 3:00 PM to 7:00 PM so our goal is to reach them during this time. We also remove barriers by going to where the youth are – in the schools. As soon as the bell rings to end the school day, students need only to go to the music room down the hall and the CAM Program begins. We also provide a small snack to help with those after-school munchies.

In the CAM Program, youth learn how to write songs, play instruments, sing, and perform together on stage. Many of these students have never held a music instrument or sung publicly before CAM, and to be part of a band that will perform at, at least 2 concerts in the school year in front of hundreds of people is an amazing and inspiring transformation to witness.

Studies show that children who are exposed to the arts do better in school and other areas of life. We see this firsthand, every day, and we’ve even had local agencies confirm the positive impact the program is having in the lives of these youth. In fact, one agency reported that serious incidents at their centre dropped from several per month to zero, they believe, as a result of student engagement in CAM.

Students and their parents have reported that they look forward to going to school, making new friends, and have more self-confidence.

We are immensely proud to operate our CAM Program, and to mentor a new generation of musicians and music lovers with the work of our amazing instructors. These talented people are professional Edmonton musicians (we call them CAM mentors) and many of them have been with the same youth since the start of the program.

Our CAM bands are all expected to write at least one original song, in addition to performing covers. We are not too humble to say there have been some excellent songs coming out of this program. In fact, we’ve put together a compilation of CAM band music over the years. Listen here:

<https://centreforartsandmusic.bandcamp.com/>



ABOUT US

The Rock and Roll Society of Edmonton is a group of passionate music lovers dedicated to the preservation and promotion of the rock and pop music that we grew up with and the contemporary rock music we love today.

The purpose of the Rock and Roll Society of Edmonton is twofold:

1. To honour the founders' goals of engaging local and national professional musicians and bringing live music to people in Edmonton and surrounding areas through music-centered social events.
2. To nurture a child's love of music and performing through our Centre for Arts and Music (CAM) Program.

We love rock music. We love the classic rock that influenced history, transformed a culture, and forever changed our societal landscape and we also love the new rock sounds of today – there's some really great music out there right now, which will be tomorrow's classics! We've been sharing our love of rock music since 2009 when we held our first hall party featuring live music. That first event grew into Edmonton's Rockfest – which began in 2011 and continues to this day. We're also committed to creating that one-of-a-kind feeling of an old-school hall party and host various smaller events throughout the year.

Our Mission

The Rock and Roll Society of Edmonton runs the CAM (Centre for Arts & Music) Program, which provides opportunities for youth in vulnerable communities to access music programs. This is supported by organizing local music events that build memories, fundraising, and community outreach.

Our Vision

A healthy, vibrant community, through music.

Rock and Roll Society of Edmonton's Core Values

- Community
- Engaging youth through music
- Music yields positive change
- Youth voice
- The path to take the stage!



CAM PROGRAM STATS

The percentage of students who strongly agree or agree with the following statements.

86%

I have learned to play an instrument or sing.

100%

I have learned more about music.

87%

I have more confidence in myself.

87%

I feel more comfortable performing in front of others.

95%

I am proud of something I have accomplished.

95%

I have made friends with another student I might not have been friends with.

94%

I have developed positive relationships with other adults.

94%

I have learned about personal responsibility (

100%

I have had an opportunity to do something I wouldn't have otherwise done.

95%

I have learned new things about how to create and perform.

100%

I feel safe in the CAM program.

98%

I have opportunities to be heard in the CAM program.

98%

I feel like I belong in the CAM program.

81%

I like the music choices in the CAM program

100%

I like the instructors for the CAM program.

83%

I spend enough time in the CAM program as I would like



CAM STUDENTS SAY...

Playing the drums and keyboard, as well as participating in open houses and talent shows at my school.

Being able to perform in front of crowds and further helped me and my band to become more independent and getting our own shows to perform.

Quite literally everything. When I started I had zero self confidence, and complete stage fright. However, I continued and eventually became a mentor and thrived for exactly what was done for me so much time ago. I got to Share music and make some of my own.

I get to play the instruments I want to play.

WHAT KIND OF OPPORTUNITIES HAVE YOU HAD IN THE CAM PROGRAM THAT YOU WOULD NOT HAVE OTHERWISE HAD?

I would not have been able to perform in front of others as much as I do.

Learn to play a proper keyboard and drums. Also performing in front of my school.

I have been introduced to an entirely new type of music and given insight on writing my own music.

I had the opportunity to learn new things and perform in front of people.

The opportunity to make friends in a musical environment.

Performing in front of actual audiences





www.edrocks.ca

To learn more about our organization, to make a donation, or to inquire about partnerships and sponsorships, please contact

Amanda at:

communications@edrocks.ca

780 722 9341

Thank you for your support!

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