



**MU Conference 2026**

# **Sponsorship Proposal**

**Partner With Purpose.  
Invest in the Pipeline  
& The Stage**

# About Us



**The Musically Unorthodox Conference is not a traditional industry event. It is a movement.**

Created and delivered by In Music In Media, we exist to address the flaws, fill the gaps, and build the full ecosystem that allows any young person, regardless of background, to build a sustainable career in music and creative industries.

We bring together marginalised young people, industry leaders, educators, youth workers, and policymakers not just to talk, but to build. Our annual conference is the ignition point for pilots, partnerships, and pathways that turn conversation into tangible change. From the "Earn as you learn" initiative to the National Youth Music Network, everything we do is designed to create real, local-to-national routes into the creative industries.

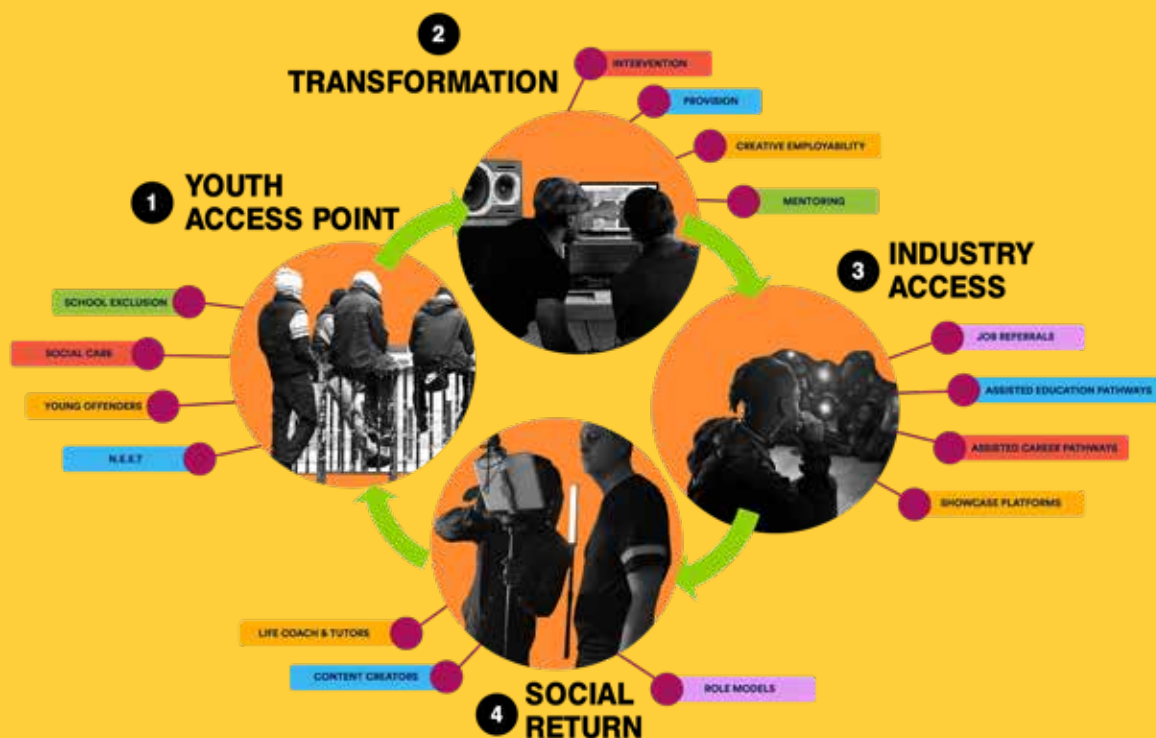
We are based in Northampton, but our reach and our ambition is UK-wide.

# Why Sponsor

Sponsoring the Musically Unorthodox Conference is an investment in action, not awareness.

Your support goes directly towards making sure the people who need to be in the room are in the room. It funds travel and access for marginalised young people. It enables us to produce a high-quality, professionally run event. It allows us to document, share, and scale the solutions that emerge from the day.

But more than that, it places your organisation at the heart of a growing movement. You become a named partner in building a more equitable creative industry, one where talent is the only gatekeeper. You connect with a unique network of grassroots organisations, forward-thinking educators, and the next generation of creative talent. And you demonstrate, in a tangible way, that your commitment to inclusion and opportunity is more than a policy document, it's a practice. This is not logo placement. This is legacy building.



# Audience Engagement

The Musically Unorthodox Conference offers sponsors a genuinely unique audience and meaningful ways to engage with them.

Our room is deliberately curated. You will find:

- Young people (13–21) from NEET, alternative provision, and care-experienced backgrounds, whose voices shape everything we do
- Youth and talent development organisations working on the ground across the UK
- The live music sector – venues, festivals, promoters, and agents looking for the next generation of talent and workforce
- Educators and youth services – FE/HE leaders, youth workers, social care, and local authorities
- Music industry infrastructure – trade bodies, labels, publishers, and collecting societies committed to grassroots access

This is not a passive audience. They are here to connect, collaborate, and build. Sponsors have the opportunity to engage through

- Opportunity Stalls at our Marketplace Lunch, a direct way to meet attendees one-to-one
- Panel contributions and thought leadership slots (at higher tiers)
- Closed-door roundtables on topics of mutual interest
- Branded touchpoints throughout the day, from printed materials to digital presence

# Tier 3: REALITY Champion

## Investment: £5,000+

### Your Impact: Architect Tangible Change

As a REALITY Champion, you anchor the conference's most urgent mission: creating immediate, legal income. Your sponsorship makes the "Creative Paper Round" pilot projects possible—funding paid placements, seed grants, or feasibility studies that turn ideas into paychecks.

You enable:

- The creation of paid "earn while you learn" roles for young people.
- Seed funding for young creative entrepreneurs.
- The research and development of sustainable pathway models.

## Your Exclusive Benefits:

### Thought Leadership & Brand Integration

- Naming rights to a core conference output (e.g., "The [Your Brand] Creative Career Ladders Report").
- Prominent "Presented with [Your Brand]" logo on all core conference visuals and video content.
- A keynote speaking slot or panel moderation opportunity for a senior leader

### Strategic Partnership & Insight

- 6 complimentary conference tickets with reserved seating.
- A guaranteed place on the post-conference steering group for 12 months.
- A customised impact report with data and stories from the initiatives you made possible.

### Exclusive Engagement

- Invitation to host a closed-door roundtable on a topic of mutual interest during the conference.
- Includes all benefits from lower tiers.

# Tier 4: ROUTES Partner

**Investment: £2,500 - £5,000**

Your Impact: Build the "What Next?" Bridge

Your partnership co-funds the creation of the actionable "Northampton Pathway Map." You help solve the critical cliff-edge young people face when short-term support ends, ensuring there is always a clear next step.

You enable:

- The mapping of clear progression routes from ages 13-16, to 16-18, to 18+.
- The development of trusted referral systems between organisations.
- A published blueprint for talent progression in the region.

**Your Exclusive Benefits:**

## Prominent Visibility as a Pathway Leader

- Logo featured as a "Pathway Partner" on all printed materials (programme, signage).
- Opportunity to provide a short pre-recorded message on "Why Pathways Matter" for the conference playlist.

## Enhanced Access & Profile

- 4 complimentary conference tickets.
- Exclusive invitation to a private pre-conference briefing with the organising team.
- Your organisation featured in a dedicated "Partner Spotlight" blog post.

## Direct Engagement Opportunity

- Option to host a small "Opportunity Stall" at the Marketplace Lunch to recruit or inform.
- Includes all benefits from the REACH Partner tier.

# Tier 5: REACH Partner

**Investment: £1,000 - £2,500**

Your Impact: Be the Catalyst for Discovery

Your support funds the direct outreach to bring 10-15 marginalised young people (NEET, care-experienced, from alternative provision) to the conference. You remove the barriers of travel and cost, making their crucial participation possible.

You enable:

- Direct access and a voice for the most important stakeholders: young people.
- Covered travel, food, and support costs for marginalised attendees.
- A room where solutions are designed with the community, not just for it.

**Your Exclusive Benefits:**

## Valued Visibility & Recognition

- Logo displayed on the official conference website and "Partners" section.
- Logo included on all digital promotional materials (social media graphics, newsletters).
- Verbal thanks during the conference's opening or closing remarks.

## Access & Engagement

- 2 complimentary conference tickets for your team.
- Invitation to contribute a quote for the post-conference impact report.
- A dedicated "thank you" post on our social media channels.

# Tier 1: SHOWCASE Presenting Partner

**Investment: £7,500+ (Custom Partnership)**

Your Impact: Own the Spotlight

As the SHOWCASE Presenting Partner, you are the driving force behind the premier evening event. Your sponsorship directly produces the entire MU Showcase, covering artist fees, top-tier production, and major marketing push. You don't just support talent; you create the stage that launches it.

You enable:

- A high-profile showcase event for emerging and established headliners.
- Professional production values that honour the artists.
- A packed, vibrant audience of industry, community, and music lovers.

**Your Exclusive Benefits:**

## Premier Branding & Naming Rights

- Event Title: "The [Your Brand] Presents: MU Showcase 2025".
- Dominant Logo Placement: On all showcase marketing (digital, print, social), the stage backdrop, and physical tickets.
- Venue Branding: Prominent signage throughout the showcase venue.

## Unmatched VIP Access & Hospitality

- VIP Guest List: 10 spots in a dedicated VIP area with premium hospitality.
- Artist Access: Opportunity for a branded photo opportunity with the showcase headliner (subject to artist agreement).
- Full Conference Access: All benefits of the REALITY Champion tier for the daytime conference, including 6 tickets and thought leadership opportunities.

## Strategic Partnership Role

- Collaborative Curation: Opportunity to provide input on the showcase vibe or artist selection.
- Post-Event Spotlight: Featured as the lead partner in all post-showcase press and recap content.

"This partnership is more than sponsorship—it's a legacy moment, aligning your brand with the discovery of tomorrow's headliners."

## Tier 2: Spotlight Act Sponsor

**Investment: £1,500 - £3,000 per act**

Your Impact: Directly Launch an Artist

Your sponsorship directly funds the performance fee and support for a specific emerging or established headlining act on the showcase lineup. You become a pivotal part of an artist's journey, providing them with a major platform.

You enable:

- A professional, paid performance slot for a talented artist.
- Enhanced production support for their set.
- Career momentum and visibility at a key industry event.

**Your Exclusive Benefits:**

### Exclusive Artist Association

- Public recognition as the "Official Sponsor of [Artist Name]'s Performance."
- Logo featured in all promotional materials (social media, lineup posters) for that artist's slot.

### Prime Access & Experience

- 4 tickets to the MU Showcase.
- 2 tickets to the daytime Musically Unorthodox Conference.
- Opportunity for a branded photo op or short social media take-over with the sponsored artist (subject to agreement).

### Authentic Brand Alignment

- Connects your brand with authentic, rising talent and a passionate audience.
- Acknowledgement during the artist's stage introduction.

# In-Kind & Specialist Partnerships

We also welcome strategic partnerships through vital services. This allows us to direct more funds directly to youth participation and pilot projects.

- Showcase Production Partner (Sound, Lighting, Staging)
- Showcase Hospitality Partner (Artist & VIP Catering/Green Room)
- Catering & Hospitality Partner (Daytime Conference)
- Venue & Host Partner
- Mentorship & Workshop Partner

**Contact us to discuss a custom package tailored to your contribution.**

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**Ready to Build With Us?**

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