

SCHULICH SOUNDSTAGE

SPONSORSHIP PACKAGE



SOUNDSTAGE



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OUR MISSION

To foster student wellness and spread the joy of music by providing music events and performing opportunities, and by making music education more accessible for university students.





ABOUT SCHULICH SOUNDSTAGE



Schulich Soundstage (est. 2011) is a student-run music organization based at the University of Calgary. We welcome individuals from all disciplines & walks of life. Our primary goal is to **promote musicianship for students** with an aspiration to the arts by **providing a platform** to build and showcase musical talent.

EVENTS: **Variety of music events, including Open Mics, Karaoke Nights, and Jam Sessions.** The events we host are fully student-run with volunteers for every operation, from event management to sound tech to media capture. We also provide musical services for Calgary-based events, including collaborations with the Schulich School of Engineering, the UCalgary Alumni Association, and TEDxCalgary.

RADIO: **It's your sound, on your stage, on Soundstage Off-Stage.** This CJSW segment is broadcast Calgary-wide from 10-11am on Thursdays. We promote student life and the local music scene in Calgary. Guests range from student clubs and alumni to student artists and bands.

WORKSHOPS: **Free music workshops.** We believe in the importance of accessible music education. To support this vision, we design and manage a series of music workshops in partnership with the Schulich School of Engineering. We teach weekly lessons on music design and performance, providing both students and faculty with opportunities to learn and refine musical skills.

Gigs: Schulich Soundstage provides both **volunteer and paid gig opportunities for club executives and members.** These performances not only showcase the talent within the student body but also allow musicians to gain valuable experience in live settings. Whether it's a campus event, local venue, or community gathering, our gigs offer exposure and networking opportunities for aspiring artists.





PERFORMING ARTS

Each month, we transform the Social Staircase at the Schulich School of Engineering into a student stage. Our open mics attract audiences of 100+ people, estimated to be **one of the largest open mics in Calgary**. We provide top-notch staging, audio equipment, live mixing, and a diverse array of instruments, creating an environment for performers to shine. We also host Open Mics at third-party venues on and off campus, further expanding our reach and impact.

Open Mics



Gigs

Schulich Soundstage provides both volunteer and paid gig opportunities for members. These performances not only showcase the talent within the student body but also **allow young musicians to gain valuable experience in live settings**. Whether it's a campus event, local venue, or community gathering, our gigs offer exposure and networking opportunities for aspiring artists.



CJSW RADIO SHOW

Schulich Soundstage is proud to host a weekly segment on CJSW:
Soundstage Off-Stage.

This segment is broadcast live Calgary-wide on Thursdays 10-11am, and allows us to **provide our own flavour to the Calgary music scene while promoting local artists and businesses.**

This segment showcases music and student life, with guests ranging from student artists and clubs to alumni and faculty. It provides us with a large platform to promote, so don't miss your chance to be featured on CJSW 90.9FM!



NEED FOR FUNDING

Funding allows us to buy or rent equipment for events. We currently own the minimum audio equipment required to run our events. We rent or borrow instruments from members of the team or from the Schulich School of Engineering (for Schulich open mics only). Funding for our own instruments would allow us to expand our prospects for hosting events at new venues, while increasing the sustainability of the club for future generations. Additional equipment would allow us to improve both the audio quality of our events and performers' experience; items on our wishlist include monitor speakers and an acoustic guitar.

In the future, funding would also allow us to cater our own gigs and provide payment for talented student musicians, thus expanding the performing opportunities that we are able to offer.



STUDENT WELLNESS

Music Nights Out

In addition to our regularly scheduled open mics, we organize group events such as Karaoke Nights and Jam Sessions. These events provide opportunities for socializing, relaxing, and bonding over a shared passion for music. Research has shown that **music has positive correlations with both mental health and student wellness**, and our goal is to foster these benefits by providing accessible music events.



NEED FOR FUNDING

Funding helps to make our events a safe and supportive space for attendees. Sponsorship allows us to buy food for our events, such as the pizza we offer at every open mic, so that students can enjoy a night of music without going hungry after long days of classes. Funding also allows us to improve our stage setting through decorations and other props. Our goal is to provide students with a place to unwind and destress, and external funding goes a long way to make this happen.



MUSIC EDUCATION

Workshops



We offer **free weekly music workshops** in collaboration with the Schulich School of Engineering, which are **open to all University of Calgary students, staff, and faculty.**

We recognize that many individuals have not had the financial resources or familial support to pursue music. Our goal is to promote **accessible music education** by offering students the opportunity to learn new skills or refine technique, while connecting with fellow musicians in a supportive environment.

- ◆ piano
- ◆ guitar
- ◆ vocals
- ◆ music theory
- ◆ music production
- ◆ audio electronics design

Our workshops initiative is fully managed by Schulich Soundstage. We hire and oversee instructors (who are compensated as University of Calgary employees) and both design and deliver workshop content.

NEED FOR FUNDING

Funding allows us to buy instruments or equipment for workshops. We currently have access to 3 pianos, 10 acoustic guitars, and 8 cajons. Funding would allow us to purchase more instruments to increase capacity for group workshops, as well as to purchase instruments or equipment for new workshop types. Items on our wishlist include electric guitars and drum pads.

Sponsorship also enables us to purchase consumables for workshops where participants can take a project or an instrument home. For instance, we are launching a new audio electronics design series in Winter 2025 that teaches participants to build their own effects pedal. Our goal is to secure full funding for this workshop series to ensure that all students, regardless of financial constraints, can benefit from hands-on learning experiences.

SPECIAL YEAR END EVENT: SOUNDSTAGE MUSIC FESTIVAL



An exciting new event that showcases musical performances in a diverse range of genres and styles, this festival brings together a curated lineup of student and local talent from our Calgary community.

Funding will be used to:

Finance venue costs

Provide quality staging and equipment

Create a memorable experience for all involved

To express our gratitude, sponsors will receive:

Logo placement on promotional materials and event signage

Social media advertising

Option to host a booth to engage directly with attendees at the festival (details TBD)

Funding will make this vision a reality.

Our goal is to raise \$5000 for this music festival.



SPONSORSHIP LEVELS

Benefits (Yearly)	Maestro \$2000+	Concertmaster \$750+	Musician \$250+
Shoutouts on CJSW Soundstage Offstage Radio Station*	✓	✓	✓
Promotion & Logo in Monthly Newsletter	✓	✓	✓
Logo on All Event Posters	✓	✓	
Monthly Social Media Shoutouts	✓	✓	
Advertising at all Schulich Soundstage Events	✓		
Large Logo on Banner	✓		

*Shoutouts on Soundstage Offstage CJSW Radio Station are Limited to Local Calgarian Businesses or UCalgary Affiliates.

WHY CHOOSE US

Supporting Schulich Soundstage means supporting local musicianship and the vibrant music community within our university. Your sponsorship enables us to continue providing high-quality events, workshops, and performing opportunities for students, staff, and the wider community. In return, you'll gain exposure to our diverse audience, fostering brand awareness and building goodwill among the musicians you support. As a non-profit organization, we rely on the generosity of donors like you to sustain our operations and fulfill our mission of making music accessible and enjoyable for all.

SCHULICH
School of Engineering



Thank you for your consideration!

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Schulich Soundstage

