



To whom it may concern,

We are very happy to announce that the third edition of the Talbot & Bons live music marathon's date is officially out! By popular demand, and yes, because live music and charity are our passion, we have decided to repeat the successful event. Everyone has encouraged us to start doing it as a yearly event and so we have decided to go for it! This October, the Talbot & Bons Live Music Marathon will be happening again, and we need your support!

A lot of work and dedication goes towards organising this activity, as I'm sure you are aware of. Our pride lies in the fact that it's a unique event in Malta, having over 60 hours of **non-stop** live music. We are pleased to announce that as in the previous events, we are organising this event in collaboration with Entertainment.com.mt. Their valuable experience in such events as well as many contacts in the music industry was without any doubt a key factor in the huge success of our first and second live music marathon in 2014 and 2016. Our lineup will consist of around 200 music artists and musicians with genres ranging from pop, jazz and rock to folk, funk and ethnic. Our artistic director, Mr. Christian Borg from Entertainment.com.mt is ensuring that our selection process results in a dynamic non-stop live music marathon, as you have undoubtedly heard was the case in our previous live music marathons.

As we have done last year this charity event will be with a difference. We are once again sponsoring children who are in some way disadvantaged, in financial or social difficulties, to attend a number of workshops and masterclasses with professionals in a music area which they are passionate about. We will also be asking these children who their favourite local artist is, and we will then try to get these artists over during the marathon to meet them.

The Talbot & Bons live music marathon is being promoted online via facebook, online blogs, websites, newsletters and online newspapers, as well as through street billboards, magazines, newspapers, news coverage, TV interviews, printed material, radios and an online live link.

I am proposing the following packages for your company:

- Gold package: Main sponsor - €4000. Mention in the title, thus whenever we are interviewed your company will be mentioned and in billboards etc it will be the most prominent logo (please refer to the attached poster). Thus the event will be 'The Talbot & Bons live music marathon sponsored by _____'. Good coverage in all the media afore mentioned, a logo on our flyer, poster, t-shirt (which will be given to all personalities and artists) and billboard as well as the opportunity to erect any pop up banners you wish during the event. Photos of the event will be uploaded on facebook constantly during the event. In between acts we will have a 10 minutes breather to have time for the next band to set up. During this time a voice over will be heard mentioning all our sponsors and thanking helpers. **NOT AVAILABLE**
- Silver package: Product placement - €1000. This package gives companies the opportunity to display any products/services at Talbot & Bons for the week prior to the event as well as during the event. During the last marathon we had over 2000 people attending this marathon and it is estimated this year this will go up to 2500 over all the weekend. In addition we also give companies good coverage in all the media afore mentioned, a logo on our flyer, poster, t-shirt (which will be given to all personalities and artists) and billboard as well as the opportunity to erect any pop up banners you wish during the event. Photos of the event will be uploaded on facebook constantly during the event. In between acts we will have a 10 minutes breather to have time for the next band to set up. During this time a voice over will be heard mentioning all our sponsors and thanking helpers. **2 (of 4) AVAILABLE**
- Bronze package: Logo placement - €500. Good coverage in all the media afore mentioned, a logo on our flyer, poster, t-shirt (which will be given to all personalities and artists) and billboard as well as the opportunity to erect any pop up banners you wish during the event. Photos of the event will be uploaded on facebook constantly during the event. In between acts we will have a 10 minutes breather to have time for the next band to set up. During this time a voice over will be heard mentioning all our sponsors and thanking helpers. **2 (of 8) AVAILABLE**
- T shirts - Any companies wishing to sponsor our t-shirts directly can approach us for the design and they can deal with the t-shirt supplier himself. These companies will be given good coverage as in the bronze package. **AVAILABLE**
- Instruments - During the event we will need some backline equipment for the bands. If any companies would like to offer these instruments they can get in touch with us so we can give out more information as to the required equipment. These companies will be given good coverage as in the bronze package. **AVAILABLE**

For this event H.E. The President of Malta, the Prime Minister as well as the Opposition leader will all be invited, and we hope to have their support as we had in the previous marathons.

An answer by Friday 1st September is appreciated so that we can confirm all artwork. Also we would appreciate if cheques/transfers are effected prior to the event so we can cover all costs and have an idea of the donation target.

For more information please do not hesitate to contact me, Amy on 0035679851903 or amy@talbotbons.com

Kind Regards

Amy

Some coverage obtained for the previous editions of the Talbot & Bons Live Music Marathon:

- Radio coverage on Xfm & RTK
- Interviews on TV - PBS, One, Net, Smash and fLiving
- Billboards advertising the event and the cause



E-mailer:



Live
Talbot & Bons
MUSIC MARATHON

Sponsored by
MALTA
INTERNATIONAL
AIRPORT

NON STOP MUSIC

60 HRS

21st Oct till 23rd Oct

Kick Off Friday at noon and finishes at midnight Sunday

SkyParks Business Center, Luqa LQA 4000 | 99356 99 258 258 | amy@talbotandbons.com
www.talbotandbons.com

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In collaboration with
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Coca-Cola *holla* *Amarcord* *SKYPARKS* *PU* *CP*

raising funds in order to support families who are suffering from illness, disability or lack of opportunities.

FREE TUITION, WORKSHOPS & MASTERCLASSES

Sponsored by
SKYPARKS

Live
Talbot & Bons
MUSIC MARATHON

AN OPPORTUNITY FOR YOUNG MUSICIANS

Our target beneficiaries are children and youth (aged between 7 and 17) within these families who are already interested in music.

Through an outlined selection process, and eventually auditions, the successful beneficiaries will be able to attend a number of professional workshops or masterclasses in a music area which they are passionate about.

Apart from other selection criteria, preference will be given to applicants who are referred through a registered NGO.

The opportunity is also open for siblings and children within the families, and not just for youth who are directly involved within the referring NGO.

If you're interested in applying or know of anyone who might be eligible, you may download the application form www.entertainment.com.mt/application

Applications need to be submitted by Thursday 28th October 2016.

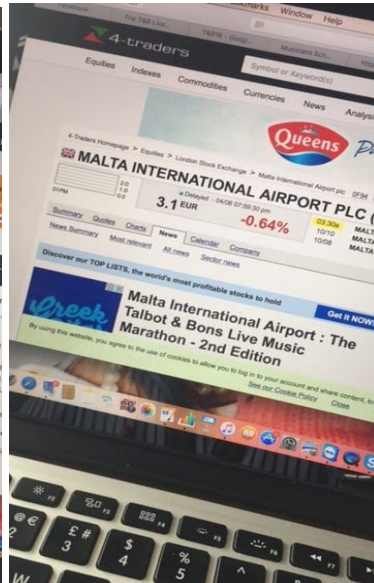
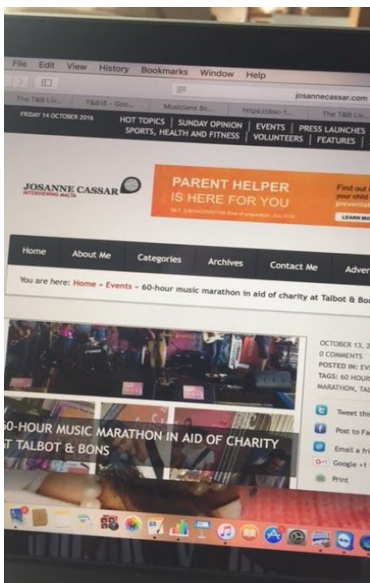
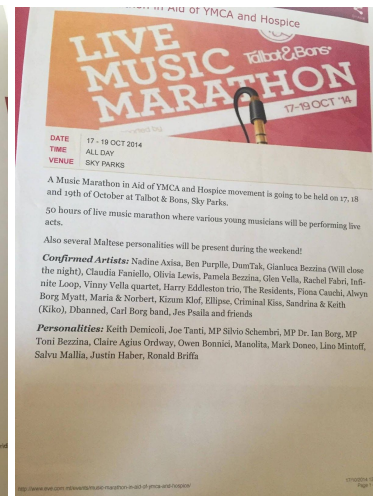
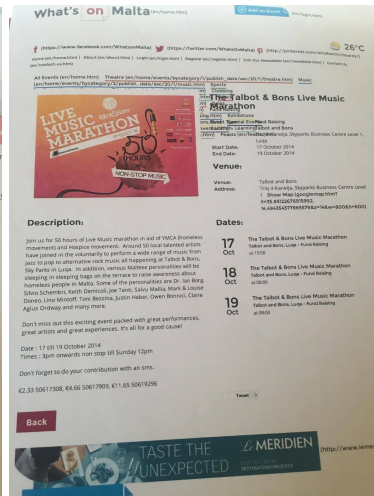
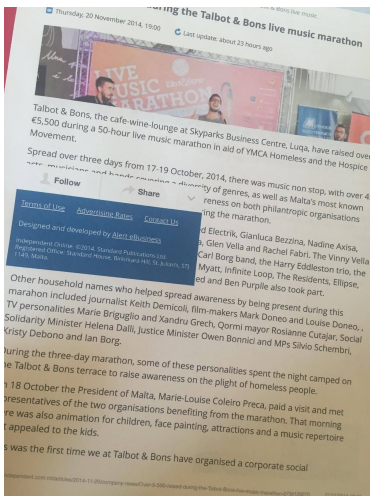
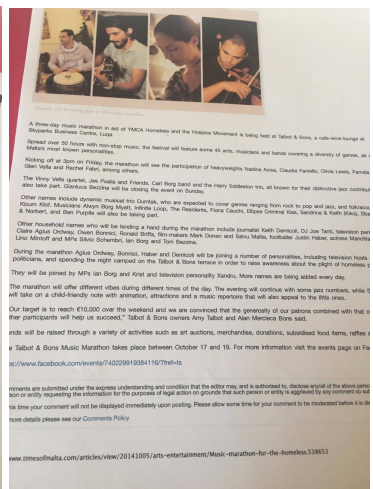
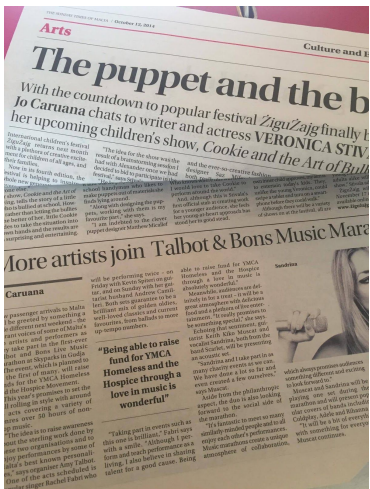
Call 99443118 for more details.

#mymusicmystory

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Malta International Airport *MUSLAB* *Amarcord* *CP* *Coca-Cola* *PU* *holla* *PRINT*

Press releases, features and much more... Before and after the event!



L-ORIZZONTI | Tassewif

Trigriet tat-tiben u zewġ drammi oħra' għand il-Prim Ministru

60 SIEGHA TA' MUŻIKA B'RIŻQ "TALENTI" ŻĠHAR

IRBAH KTIEF KULL GRADUJA MA' L-ORIZZONT

Tattwaġġi CHARLO CASILLERI

HORIZON

FILGHODU ma' Chris

Il-Prim Ministru Robert Abela...

60 siegħa ta' mużika b'riżq "Talenti" żgħar...

Irbaħ ktief kull graduja ma' L-Orizzont...

Tattwaġġi Charlo Casillieri...

Horizon...

Filghodu ma' Chris...

