

CAVATINA Chamber Music Trust

TICKET SCHEME

GUIDELINES FOR AFFILIATION

CAVATINA Chamber Music Trust's main aim is to attract children and young people aged 8-22 to chamber music with the view of developing young audiences for the future.

The Trust's motto summarises its various activities:

CAVATINA takes Chamber Music to Young People and Young People to Chamber Music.

A major strand of our activities is the **CAVATINA Ticket Scheme**, which currently operates in more than 20 venues, festivals and music societies. The Scheme allows young people from 8-22 to attend *chamber music* concerts **FREE**. **CAVATINA** pays the venues and music societies a subsidy for every young person.

The number of young people attending chamber music concerts under the Scheme is growing steadily.

As we receive a constant stream of applicants from venues and music societies who wish to join the Ticket Scheme, we would like to set out the conditions needed to qualify:

1. Joining as a **CAVATINA Friend**, either in an individual or a corporate capacity, demonstrates the applicant's commitment to the **CAVATINA** cause. This is a modest price to pay for what can be a very generous Scheme. Membership can either be 'corporate' (minimum annual donation of £100) or on an individual basis by one or more of the society's senior officers becoming Friends. (See **CAVATINA** Friends/Membership form)
2. **FREE** admission for children and young people aged 8-22 to chamber music concerts must be adhered to regardless of the Society's ticket prices. Experience has taught us that a reduced price, as against FREE admission, is not an adequate attraction.
3. A template of the form to be completed by each society/venue is attached. We supply a model template either by e-mail or as a hard copy. The organisers can replicate as many copies as they require. We expect the concert organisers to verify that our prescribed age limits of 8-22 are adhered to by checking student ID cards, if necessary. The forms must be completed in a clear and legible handwriting.
4. **CAVATINA**'s definition of chamber music concerts is quite strict: chamber music is played by ensembles of between two and nine players, each playing a separate part, without a conductor or director. Solo and Lieder concerts do not qualify. Works of the chamber music repertoire as commonly understood must be given preference.
Venues usually decide to promote all concerts in their series as free to this age group (even those not included in the above definition) and choose to give FREE

entrance to young people **without claiming our subsidy**. This simplifies matters as far as the Box Office is concerned.

5. We expect the promotional material of venues/societies/festivals to give adequate publicity to the **CAVATINA Ticket Scheme**. The more you promote the Scheme the more likely you are to attain results.

Two examples of our preferred wording appear below. We are quite strict about the inclusion of such promotional material in all documentation issued to the public (brochures, posters, programmes etc.)

6. Obviously the success of the Scheme benefits the concert organisers and helps us to attain our aims to develop young audiences. It is important that Societies affiliated to the Scheme try to make contact with local schools, universities and youth clubs to promote their concerts.

7. In University towns, we welcome individual students as university ambassadors. A student can be a useful link in introducing chamber music to his/her peers. Introductions to potential young ambassadors in universities would be very welcome.

**The CAVATINA Ticket Scheme represents a partnership between our organisation and the promoters of chamber music concerts.
We all have the same aim of reducing the average age of the chamber music audience.**

Suggested wording for promotional material

SUGGESTION NO 1

CAVATINA FREE TICKET SCHEME at XXXXXXXXXXXXXXXXXXXXXXXX

The **CAVATINA Chamber Music Trust** sponsors

FREE Tickets for 8 to 22s at this venue.

Please fill in the CAVATINA form on arrival.

(with name of school or student ID)

CAVATINA brings Young People to Chamber Music and Chamber Music to Young People.

For more information about single or group tickets at this venue, please call: 0000 000000 or email address*

SUGGESTION NO 2

CAVATINA Chamber Music Trust

Reg. Charity: 1067 716

For further details of the UK-wide Ticket Scheme contact 020 7435 8479 or majaro@cavatina.net

These are listed on www.cavatina.net

CAVATINA FREE TICKET SCHEME at xx*

CAVATINA Chamber Music Trust
sponsors FREE Tickets for 8 to 22s

Please fill in the **CAVATINA** form on arrival.
(with name of school or student ID)

CAVATINA brings Young People to Chamber Music and
Chamber Music to Young People.

For more information about single or group tickets at this venue, please call: 0000 000000 or email
address**

No. 2 is our preferred text.

* Please add name of MS and/or venue
and change to correct phone number and email address