



A Different Direction Choir

Raunds, Northants

Dear Sirs,

I am writing to tell you about the exciting news that A Different Direction Choir, a vibrant community choir based in Raunds (Northants) has been invited to perform at Carnegie Hall, New York. We're looking for sponsors to help us get there and would like to invite you to be part of this.

A Different Direction Choir is a non-auditioning SATB choir based in Raunds that meets fortnightly with a regular turnout of 25-35 people. We firmly believe that anyone can sing, we don't ask our members to audition and won't turn anyone away. The membership combines a strong representation of the population of Raunds with other members who travel from all over Northamptonshire to take part.

The choir regularly performs in and around Raunds including performances at events such as the 'Raunds Folk Festival', 'Mayor's Show' and 'Christmas Light Switch On'. Our bi-annual charity concert allows us to raise money for local charities (this year Headway East Northants and Cransley Hospice). Other community performances have included Rushden Lakes, a dedication concert for a well known member of Raunds, singing with The Ferrers School choir at their annual Christmas Carol Service and helping Raunds Town Council open its new covered seating area.

Through this our reputation has been steadily growing with the most recent accolade being this invitation to perform on 24 March '19 at the 'Total Vocal' concert in Carnegie Hall organised by 'Distinguished Concerts International New York' (DCINY). We're thrilled and honoured to be one of the few choirs from the UK to be invited to this concert, a great recognition of the handwork all our members put into their singing. This once in a lifetime performance opportunity will be lead by Deke Sharon (The Sing Off, Pitch Perfect) and involve us being part of 500 singers from across the globe performing together.

The trip will cost each member going around £1500. We are planning various fundraising activities and would like to invite you to be part of this and sponsor us to perform on this internationally famous stage with others from around the world. Our aim is to get as many of the choir there that want to go, regardless of their financial situation, your help will allow us to do this. Please also find enclosed a sponsorship letter from DCINY themselves.

In return for helping us we will acknowledge your support at all our fundraising events for this trip and the printed clothes we will wear on the trip; your logo could be on all our social and printed media adverts. If you are able to make a larger donation we can arrange a private 30 minute performance for your company, VIP tickets to a future concert and advertising space in our programmes which are given out free to all audience members.

We hope that you will be able to help us and would be more than happy to talk to you about any of this, please use the contact details on the letter.

Kind Regards.

Chris Gammon
Musical Director

Neil Sheppard
Sponsorship Coordinator