

## TICKET SCHEME

### Guidelines For Affiliation

CAVATINA Chamber Music Trust's main aim is to attract young people aged 8-25 to chamber music, with the view of developing younger audiences for the future.

The Trust's motto summarises its various activities:

*'Bringing chamber music to young people and young people to chamber music'.*

A major strand of our activities is the Ticket Scheme, which currently operates in more than 25 venues, festivals and music societies. Each of these venues welcomes young people from 8-25 to attend their *chamber music* concerts FREE. These tickets are subsidised by the CAVATINA Chamber Music Trust on submission of the appropriate form.

Venues and music societies wishing to join the Ticket Scheme, would need to adhere to the following:

1. Join as a CAVATINA Friend, either as an individual or in a corporate capacity. This demonstrates the applicant's commitment to the CAVATINA cause and is a modest price to pay for a potentially generous subsidy. Membership can either be 'corporate' (minimum annual donation of £100) or on an individual basis by one or more of the venue's senior officers becoming a Friend. (See CAVATINA Friends/Membership form)
2. Offer FREE admission for children and young people aged 8-25 to chamber music concerts 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. Download a template of the form to be completed by each society/venue. 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 8-25 are adhered to. The forms must be completed in a clear and legible handwriting.
4. Our definition of chamber music is quite strict: chamber music is played by small groups of two to 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.

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

Please include our Logo in all printed material.

6. 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.