



The Campbell Area Music Parents Association and the Regina Community Sponsorship and Recognition

The CAMPA Mission: Supporting Excellence

The Campbell Area Parents Association Inc. (CAMPA) is a registered non-profit charity, operated by a Board of Directors elected by the members at an Annual General Meeting. *CAMPA's mission is to be a positive advocate committed to the students and music staff in their pursuit of excellence in music.*

The Campbell Collegiate Music Program, which is the largest high school music program in Saskatchewan, nurtures the understanding and appreciation of music as a life-long experience. The impact of Campbell music is significant, offering the only Saskatchewan public high school curricular string orchestra program, and the largest curricular band and choral program in the province, which includes 3 concert bands, 3 concert choirs, 3 vocal jazz ensembles, 3 jazz bands, and an extensive musical theatre production. These are supplemented by the co-curricular chamber choir and wind ensemble. Over 300 grade 9-12 students are enrolled each year, with most students involved in both choral and instrumental classes, and many involved in several ensembles.

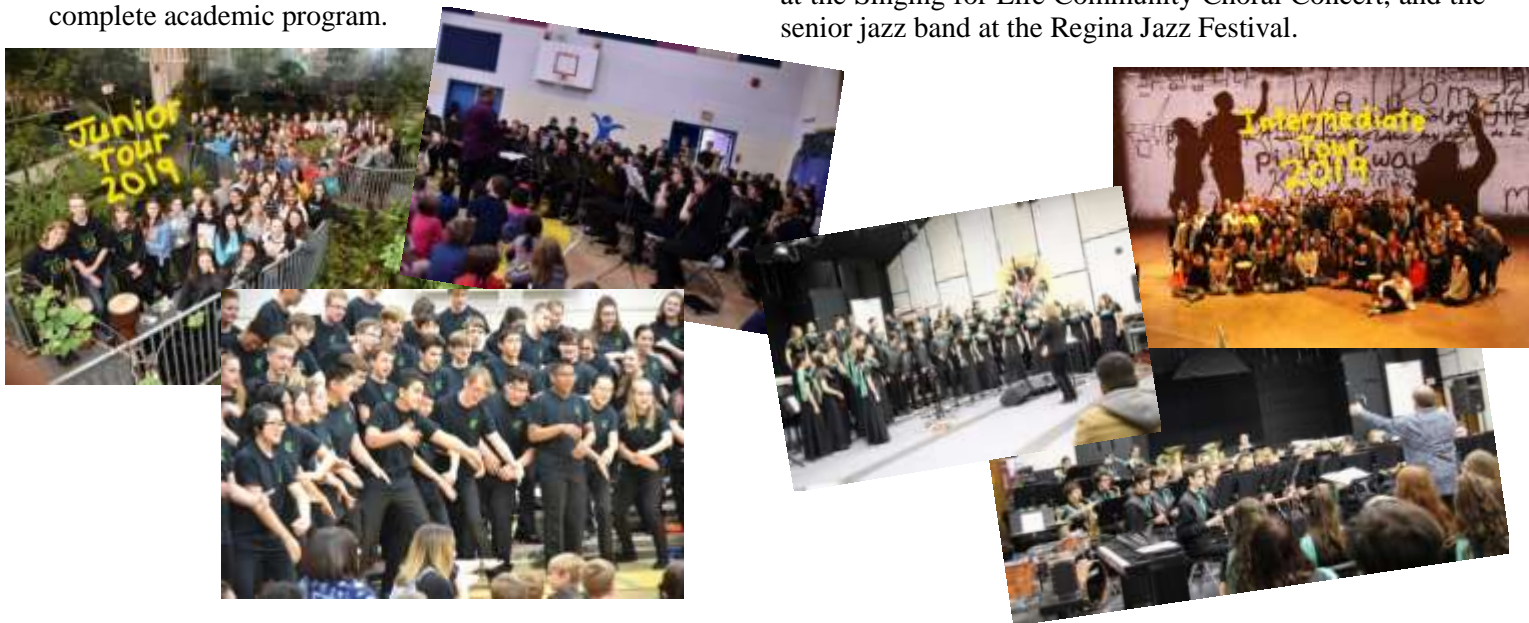
This involvement in music education has a positive impact on the students' academic success as well as their social engagement and emotional well-being. Neuroscientific research supports the connection between music education and improved literacy and numeracy skills. The enhanced creation of neural networks (which are key to brain development and associated learning capacity) has a permanent impact on cognitive capacity, specifically in language acquisition and numerical problem-solving skills. Add to this the valuable skills in self-discipline and the enhanced sense of belonging and community among music students, as well as improved attendance rates, and it becomes clear why music education is a key component of a complete academic program.

In order to expose Campbell students to some of the best music education in Canada, each year several internationally-recognized music clinicians are invited to work with them in a workshop setting. The high quality of Campbell's music instruction consistency claims provincial and national recognition, earning awards in local, provincial, and national competition, as well as invitations to perform in world-class venues and to be artists-in-residence for other music programs in Canada. Campbell's chamber choir was the first public high school from Western Canada to receive 1st place at the 2017 National Choral Festival, and in April 2018 the Campbell Music Program senior students won the top Festival Sweepstakes Award for the high school with the highest combined choral and band score at the International Anaheim Music Festival!

Campbell Music is a performance-based music program with students who are active musicians, touring and performing locally, across Western Canada, and even in the U.S. CAMPA facilitates this broad community involvement in the program and the participation of the Campbell music community in the cultural life of Regina and beyond. In addition to concerts at Campbell Auditorium, First Nations University, and Westminster United Church, Campbell ensembles have had the honour of performing at community events. Recent chamber choir performances include:

- Memorial Cup Opening Ceremony,
- Opening of the Saskatchewan Legislative Assembly,
- annual Saskatchewan Police and Peace Officers Memorial,
- Candlelight Christmas Concerts with the Regina Symphony Orchestra, and
- annual carolling at Pasqua Hospital and local special care homes.

Other recent performances include the wind ensemble at the Brandt Centre Remembrance Day Program, the grade 9 choir at the Singing for Life Community Choral Concert, and the senior jazz band at the Regina Jazz Festival.





CAMPBELL COLLEGIATE 11_12 CONCERT BAND



CAMPBELL COLLEGIATE SR VOICES

Meeting Our Challenges

It is the role of CAMPA to enrich and provide support for the Campbell Music Program through financial and administrative assistance. With CAMPA's assistance, workshops, master classes, music retreats, performance tours, concerts, and musical theatre productions receive the necessary support to ensure that students and faculty achieve the same high-caliber outcomes as they have in the past.

CAMPA's fundraising is also used to purchase equipment: in 2014 CAMPA paid for new risers to accommodate a greater enrollment in the choral program. In more recent years, much-needed instruments including a drum kit, saxophone, trumpet, and digital piano have been added.

Donations also help CAMPA keep ensure that the students have access to professional-looking performance uniforms, with recent upgrades including new music vests, scarves, and ties.

The work of CAMPA is undertaken by volunteers and represents the efforts of many people coming together from the community in support of our youth.

We welcome you to join us through your sponsorship.



CAMPBELL COLLEGIATE JAZZ 1



CAMPBELL COLLEGIATE VOCAL JAZZ 1



CAMPBELL COLLEGIATE CHAMBER CHOIR



CAMPBELL COLLEGIATE WIND ENSEMBLE

Photograph on the cover:

The annual Campbell Music Christmas Concert is a significant seasonal event in Regina; exceeding the school's capacity to host it, the program has used the First Nations University of Canada as its venue for several years, and CAMPA funds the cost of using the facility.

Previous page and this page: Members of the Campbell Collegiate Music Program's band and choral ensembles on tour in 2019. Junior Tour members travelled to Red Deer, Alberta; Intermediate Tour members to Winnipeg, Manitoba, and senior ensembles travelled to the Canadian Rocky Mountain Festival in Banff, Alberta. Tour costs are covered by individuals, either by direct payment or through CAMPA's system of Trip Reward Points (TRPs). TRPs provide tour fee credits for working bingo and purchasing Sobeys/ Safeway gift cards.

Sponsorship Tiers and Recognition Table

It is intended that meaningful recognition will be made in return for gift donations, and that recognition will include, but may not be limited, to the following:

Designation/Tier	1	2	3	4	5
Platinum One sponsor \$10,000	Exclusive academic year sponsorship ¹ : <ul style="list-style-type: none"> • use of the CAMPA logo (based on brand guidelines and approval of use), • sponsor’s logo placement on CAMPA promotional items², and:				
Gold: Concert Series Up to four sponsors \$2,500	Special offer from the music program of a performance by one of the Campbell musical ensembles at a mutually-agreed upon place and time (such as a Christmas event, business open house or fundraiser, or shareholder’s meeting), and:				
Silver: Extended Promotional Series Up to six sponsors \$1,000	Your corporate logo placement or branding on CAMPA materials, including <ul style="list-style-type: none"> • print advertisements, • signage, • membership newsletters, • web-based promotion, and:				
Bronze: Promotional Series Up to eight sponsors \$500	Recognition at applicable events: <ul style="list-style-type: none"> • tiered sponsorship acknowledgement on concert performance programs (as allowed by Campbell Collegiate administration and in adherence with the guidelines of the Regina Board of Education) • verbal recognition in the CAMPA President’s address to concert audiences • recognition of support at CAMPA Annual General Meeting • announcement of sponsorship at Swing into Spring event at the end of May and:				
Patron Series Up to ten patrons \$250	Other reciprocation for the period of pledge commitment, including <ul style="list-style-type: none"> • top-down tiered listing on CAMPA.ca website sponsorship page, • invitation to attend CAMPA events, and • corporate sponsorship tax receipt. 				

¹*Sponsorship Calendar:* Because CAMPA’s work is conducted within the academic calendar, the period of sponsorship will be one school year, beginning in September and concluding in June of the succeeding calendar year. It is suggested that sponsorships be confirmed at the Platinum, Silver, Gold, and Bronze levels as early in the school year as possible. The exception will be for Patronage, which can be applied anytime in the academic year and with the understanding that all sponsorship recognition in a given academic year will reach conclusion on June 30.

²*Promotional items* will be distributed to students and others at CAMPA’s discretion, either as gifts, a subsidized or full purchase, or a combination of these options, based on its budgetary analysis and availability of funds.