# Music Patron

Empowering composers.
Reimagining philanthropy.
Securing the future of music.

## The future of music is under threat.

The music industry is valued at £6.7 billion annually.

Yet, many skilled composers struggle to make a living or leave the industry altogether.

## Challenges for composers include:

- Short-term, project-based work
- Juggling multiple jobs
- Unstable and inconsistent funding
  - Low revenue from streaming services
  - Rising competition from Al



### This isn't a small problem

There are over 713 million music streaming subscribers worldwide<sup>1</sup>

Music Patron is positioned to turn this engaged audience into loyal patrons

There are over 20,000 composers in the UK<sup>2</sup>

Music Patron has the potential to change the lives of thousands

- 1. Music Subscriber Market Shares Q3 2023 Report
- 2. Soho Sonic UK Music Statistics. By 'composer' we mean anyone who creates new work using sound or music, regardless of genre.



53% of composers earn under £10k annually from composition work

When financial worries take over, the quality and diversity of music suffers.

500k Spotify streams are needed to earn minimum wage <sup>2</sup>

1. Ivors Academy
2. The Trichordist
Image (Left): Music Patron
Composer Jo Quail
Image (Right): Music Patron
Composer Marcus Joseph



# Music Patron A new way to secure the future of music

The brainchild of philanthropist, financier and composer Anthony Bolton, Music Patron brings together the traditional concept of patronage with the impact of grassroots, collective philanthropy.<sup>1</sup>

#### Patron

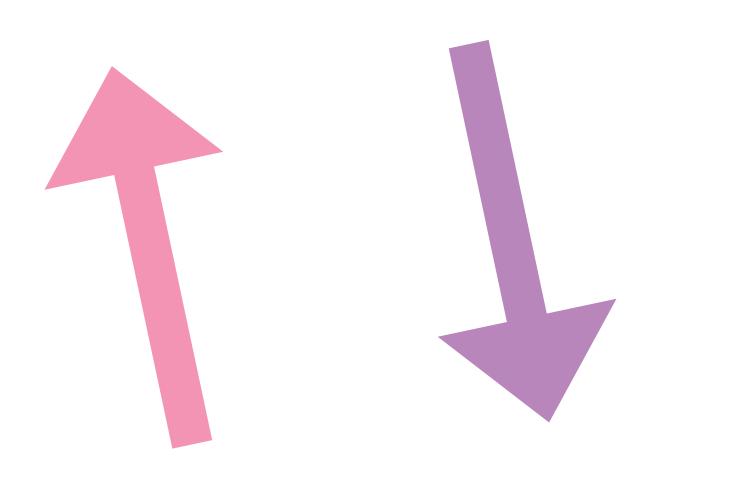
Gives £10+ per month to a composer

Receives exclusive content

#### Music Patron

Connects patrons & composers

Gives composers tools to acquire patrons



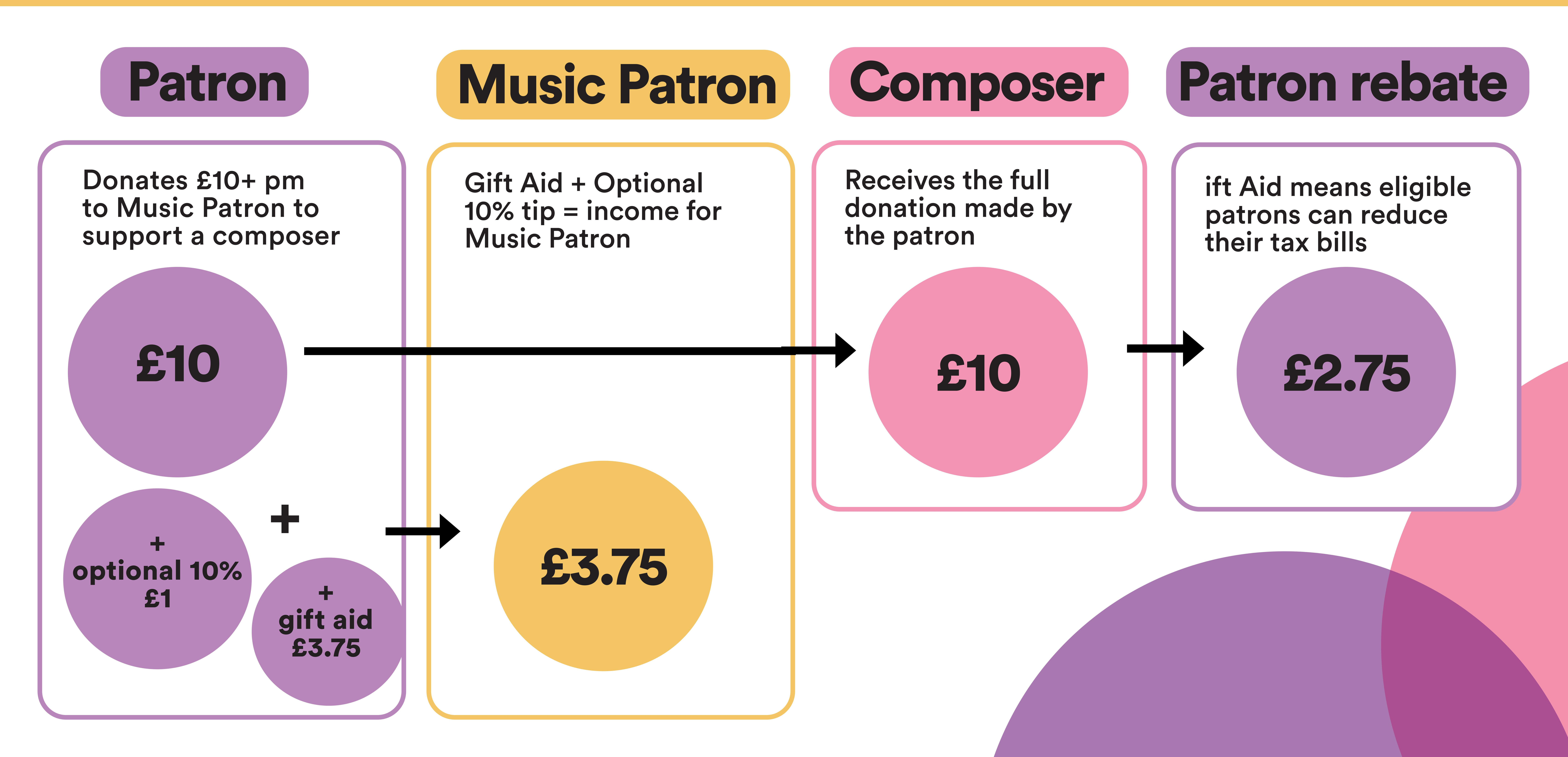
#### Composer

Receives funding for creative freedom

Builds relationships with patrons

1. Read more about our model here.

### Music Patron's innovative model for mass philanthropy





# Music Patron benefits composers & patrons

#### Composers receive:

- Financial security
- Artistic freedom
- Confidence
- Community with patrons and other composers
- Skills and tools to acquire patrons
- Support to define their 'brand'

#### Patrons receive:

- Exclusive content from the composer
- Invitations to concerts and events
- A personal connection with the composer
- The satisfaction of helping bring to life new music which wouldn't exist otherwise

### Unlike other crowdfunding platforms, Music Patron provides tailored, holistic support

On platforms like <u>Patreon</u>, composers can crowdsource funding, but they run into problems:

- How do I find patrons? Who do I ask & how?
- How do patrons find me? This isn't a place to discover new talent.
- Too time consuming. Takes time away from composing.
- Very transactional. You give me X, I deliver Y.

Music Patron is incubated within Sound and Music, the national organisation for new music (registered charity no. 1124609).

# Music Patron provides composers with:

- Bespoke advice on acquiring patrons
- Support to clarify & amplify online presence
- Coaching in 'making the ask' for funding
- Avenues for discovery by new patrons e.g. adverts, events & PR

Music Patron is



Equitable funding

# Unusually for an arts charitable venture, Music Patron aims to be self-sufficient

#### Initial aims

- Supporting 100+ composers
- 30+ patrons per composer
- £6k per year, per composer

#### Growth goals:

- 1 new patron per composer, per month <sup>1</sup>
- Plan to onboard 25 additional composers per year

#### Next milestones

- To channel more funds to composers than it takes to run Music Patron - £150k annually going to composers by 2025/26
- To reach self-sufficiency income from patrons covers Music Patron's running costs by 2027/28



Patrons sourced from composers' own networks & activities & Music Patron's activities: social media promotion, adverts, events, PR.

### Extra investment = faster growth Faster growth = bigger impact & self-sufficiency quicker

Investment in the following areas will fuel Music Patron's growth and impact.

- 1. Improving patron acquisition funnel
- Better overall funnel management
- Tech development work to improve website UX

#### Investment sought:

- e £8k in 24/25
- e £12k in 25/26

- 2. National promotion
- National press and ambassador campaign
- Helping composers to reach influencers in their networks

#### Investment sought:

- £15k in 24/25
- e £14k in 25/26

- 3. Regional activity & live events
- Regional live events
- Composer support for regional activity

#### Investment sought:

- £7k in 24/25
- £10k in 25/26

#### Total investment sought:

- 30k in 24/25
- e £36k in 25/26

### Plus non-financial support to boost brand reach & trust

- Introductions to potential partnerships
- Introductions to celebrity ambassadors

"I believe in supporting the music of tomorrow. Music Patron is a new and important way to do this. It gives ordinary people the chance to directly support a composer, provide that composer with game-changing income and help bring new music to life."

Sir Simon Rattle OM CBE Conductor



### Join us on our mission to secure the future of music

#### Become a patron

Support a composer from £10+ per month.

Support Music Patron from £3+ per month.

#### Invest in our growth

Help us support more composers and deliver greater impact even quicker.

#### Partner with us

We have many mutually beneficial partnerships options, from shared campaigns to reach new patrons for us and new donors for you, to corporate sponsorship and wellbeing packages.

#### Contact

Head of Music Patron sonia@musicpatron.com