

London Welsh Rugby Club Choir

Concert Support Information Pack



Music is a powerful emotional trigger and can be used effectively in image building, as well as providing direct contact through the audience. Our wide and varied repertoire comprises songs of love, songs of passion, songs from the shows, operatic songs and songs traditional; there is something for everyone. Performance is the *raison d'être* of the choir and whether it be home or away the joy of meeting and making new friends adds to the pleasure of making music.

Promoting your chosen charity in partnership with the choir is an ideal way to develop a greater understanding of peoples and culture through music and at the same time creating a community event that gives focus to the charity.

So, what can the choir do for you? If you engage London Welsh Rugby Club Choir to make your special event even more memorable, you will find the choir both accommodating and affordable.

Contact the Choir secretary:

Mr Paul Bunford

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This support document is purely a suggestion and an aide memoir

WARNING
THE EYES WILL WELL AND THE HEART WILL SWELL

When was the last time the hairs stood up on the back of your neck?

The London Welsh Rugby Club has a long and illustrious history, and its latest torch-bearers - the club choir - could be in your charity fund-raising concert. Founded a few years before the Lions Tour to New Zealand, London Welsh Rugby Club Choir maintains the cultural traditions of male choral singing with an exciting and innovative repertoire covering traditional and modern Welsh music, opera, songs from the shows, and a wide variety of modern and classical pieces in many different languages. Young enough to be popular, yet with a patina of age which enables traditional pieces to be sung with awe and passion, members of the choir rehearse and perfect their art to such an extent that the choir is in demand to give truly professional performances at the widest possible range of venues.

And can you handle the passion?

In recent years London Welsh Rugby Club Choir has:

- Entertained sports fans
- Soothed countless business people at private cabaret and weddings
- Received standing ovations from theatre audiences
- Caused tears to be shed by ex-servicemen
- Gladdened the hearts and coffers of scores of charities and fund-raisers
- Stirred the spirits and stiffened the spines of hundreds of thousands of ordinary people who attend concerts at concert halls, theatres, cathedrals and churches throughout the UK and abroad.

The prestigious reputation of London Welsh Rugby Club Choir is not just limited to the UK.

So, what can the choir do for you?

If you would like to engage London Welsh Rugby Club Choir to make your special event even more memorable, you will find this choir both accommodating and affordable.

So, what can the choir do for you?

It will make a special event more memorable

And offer additional pre-concert choir support!

If you would like to engage London Welsh Rugby Club Choir to make your special event even more memorable, you will find this choir both accommodating and affordable.

On addition to making a special event even more memorable, we are able to offer a pre-concert support pack comprising:

Marketing Your Concert	(part1)
Marketing Your Concert	(part 2)
A publicity fact sheet	(part 3)
How to get the most from your concert	(part 4)

Though the concert date could be over 12 months away, your planning is a continuum.

Your local management team may be experienced in organising events or would like the challenge but are a little diffident. Help is at hand. Should the association between our two organisations be established then Parts 1, 2, 3 and 4 will be offered. Why re-invent the wheel when our experiences can be shared with your local organisation.

The name London Welsh Rugby Club Choir helps to sell tickets; however, it's the dedication and hard work of local people that will make it all work.

Provisional concert venue details check list

The following information to be discussed between
the promoter and London Welsh Rugby Club Choir Secretary

Concert date
Arrival time
Refreshments
Rehearsal
Piano
Organ, should there be one on site
Doors open
Concert start
Interval duration
Soloist
Choir seating
Performance area
Changing rooms
Fees
parking for choir
Presentations (if any)
VIPs
Concession tickets

Concert requirements aide memoir

Audience capacity - 300 /600 would be desirable
Tiered staging with seating for choir - desirable but not essential
Soloist - locally or choir provided
Piano - ideally tuned on the day
Sale of choir CD - permission and facility
Refreshments - choristers have come a considerable distance to the venue
Changing rooms - Conductor (male), accompanist (f) soloist (f/m) choir (male)
Introduction/welcome of choir - by whom
Concert conclusion - who does what - normally the compere does the general
thanks and someone local can thank the choir.
Presentation/ memento - if any, usually to Conductor, accompanist, soloist, compere
by the local representative or compere.
Honoured guests in order precedence for compere to use
Any ticket price concession for choir
Start time
Apres concert - extension in local hostelry (usually free of any charge but needs to
be applied for a few months in advance by landlord)
Map of local area to highlight concert venue and the after-glow venue - helpful