

Harp lessons

About Harp lessons:

Celtic Harp lessons are offered by Culture Vannin for children aged 8-18. Teaching almost exclusively through Manx music, up to 21 young harpists from all over the Island, benefit from the expertise of Rachel Hair, a Glasgow based harpist with strong roots to the Isle of Man. She visits monthly to deliver lessons from our Cultural Centre in St Johns and is a great advocate for the Island too, having performed and taught Manx music all around the world.

Culture Vannin's lessons are subsidised and align with the cost of instrumental lessons offered by the DESC Music Service, ensuring accessibility for all. Plus, for children receiving free school meals, both lessons and harp hire are absolutely free!

Our vibrant ensemble, Claasagh, perform locally and internationally, showcasing the beauty of Manx music. Students have performed at prestigious events like the International Harp Festival in Edinburgh and the Tionól harp weekend in Ireland.

Our harp programme has produced award-winning musicians, like BBC Radio 2 Young Folk Musician of the Year Mera Royale, who learnt to play under Rachel's tutorship.

Sponsorship Cost: £10,000

Why support Harp lessons?

By sponsoring Harp lessons you will:

- **Enhance cultural engagement:** Supporting Harp lessons demonstrate a commitment to preserving and promoting the unique cultural heritage of the Isle of Man, aligning your company with a meaningful community initiative.
- **Support youth development & creativity:** Through sponsorship of the young musicians, you help to with foster creativity among the next generation.
- **Boost brand image:** By supporting local arts and education, your company can enhance its reputation as a socially responsible business, attracting customers who value community involvement and cultural sustainability.
- **Increase community connections:** Sponsorship fosters strong relationships within the local community, allowing the company to connect with families and young people, which can lead to brand loyalty and positive word-of-mouth.
- **FUTURE PLANS:** your company could further support the development of our young Claasagh group by helping them to attend an international festival again in 2025.

Sponsorship Benefits:

1. Brand Visibility on Websites:

- Your company name and logo, along with a direct link to your website, will be prominently displayed on our Harp pages on [Culture Vannin](#) and [Manx Music](#).
- Your logo will also feature on the corporate partnerships section of www.culturevannin.im

2. Traditional and Social Media Publicity:

- Your company will be tagged @ in all Harp lesson social media posts shared across our platforms, including Facebook, Instagram and TikTok.
- Inclusion in media releases related to Harp lessons, giving your brand broad exposure across local media channels.

3. Newsletter:

- Regular updates on Harp lessons featuring your company logo in Kiaull Manninagh Jiu, our monthly newsletter (Chloe to provide stats)

4. Exclusive offer:

- The Claasagh ensemble can perform at your company's offices for employees or at a local event of your choice—bringing the unique sounds of the Celtic harp and Manx music directly to you.
- We could record a piece of traditional Manx music played on the Harp to use as your company's "hold" music. You could add a voice over in English and / or Manx explaining your connection to helping to preserve the playing of this traditional instrument on the Isle of Man.

5. Lesson Branding:

- A pop-up banner, featuring your company name and logo, will be designed and displayed in our Cultural Centre during all Harp lessons.
- This banner will provide a visual presence for your brand, reinforcing your commitment to supporting local culture and youth development.
- Your company logo can also be added onto the case of our hire Harp.
- In the circumstance that in person lessons cannot take place, lessons will take place on line and Zoom screen branding, featuring your company name and logo, will be designed and used.

Invest in youth education through arts sponsorship and ensure a cultural legacy for the Isle of Man