



## **What is a Jeunesses Musicales Canada (JMC) Chapter**

A JMC Chapter is first and foremost a group of people who are committed to the dissemination of classical music in their region. These individuals and music lovers, present across the country, are volunteers who come together and work jointly to promote, present and organize concerts presented as part of Jeunesses Musicales Canada tours.

These volunteers seek to perpetuate the JMC traditions in their own backyards and/or bring a concert series to a brand new region. Considered both the heart and the engine of the organization, JMC volunteers wish to bring classical music to as many people as possible while offering high-quality concerts to their community.

In order to be recognized as a JMC Chapter, this group of volunteers must organize a series of Young Artists' Concerts.

Volunteers on a chapter's committee handle the sale of season tickets (with a series of four concerts) and individual concert tickets, as well as the promotion for these concerts (publicity, media relations, etc.). Volunteers can also be involved in seeking sponsorships and donations of money or services. The JMC Headquarter's Communications Department works closely with the Chapters to promote and ensure the success of their concerts, including help with :

- Producing of printed promotional material
- Writing of press releases
- Media relations support, as needed

The official JMC website is also a key tool for promoting and presenting the concerts.

The Young Artists' Concerts series is presented in rural areas and in major urban centers. Thanks to this unique offer, your community will benefit from high-level concerts given by the best young professionals in the country, at a very affordable price.

## Concert hall - rental

A JMC Chapter may choose to rent a hall at its own expense, whether it be a professional or semi-professional hall, a school or a church.

## Partnership between a JMC Chapter and a presenter

The presenter's\* commitment may vary depending on the agreements made. For example, it may offer ticketing services, share the technician's fees, provide the necessary infrastructure, and/or assure the promotion of events. The presenter therefore presents classical music concerts in its region, meeting the needs of the public and benefiting from the support of a JMC committee to increase the promotion of the event and ticket sales. This ensures that the audience will be present. Most presenters own a concert hall or are associated with a hall or church.

\* Definition: a presenter buys concerts from outside organizations (such as JMC, for example) in order to offer its clientele artistic programming. The presenter then promotes the shows, offers a ticketing service, and provides the technical and logistical support needed during the performances.

## Church

The technical equipment in churches is often rudimentary or non-existent. The lighting effects in connection with the presentation of the opera can therefore be modest. However, the enchanting sound and natural acoustics of churches add to the magic of the production.

## Venue sponsorship

A JMC Centre can also benefit from a hall sponsorship, thus having access to a hall at little to no cost and/or no technician fees.

### Partner with...

- ✓ **with a presenter** and share the financial investment. You can save on venue rental fees. Let the presenter know about the advantages of being associated with a solid team of volunteers who will promote the concerts and contribute to the sale of subscriptions and concert tickets at the same time.
- ✓ **with the municipality**, which could integrate your concerts in its regular programming.
- ✓ **with a musical organization** such as a music school (stimulating effect of workshops, musical mediation and concerts on students), bands, choirs, etc. This association can occur in the form of an exchange of services (such as the possibility of creating workshops before or after the concerts and musical mediation activities).

Some benefits of forming, or being part of, a JMC Center:

- You receive the **InfoCentre** several times a year. This newsletter, sent exclusively to volunteers in the JMC network, allows you to find out about upcoming activities and to share innovative ideas that may be useful to other centers. This communication tool is greatly appreciated by the entire JMC movement;
- You have access to **JM Canada news** by email;
- You can have your voice heard at the **JM Canada annual general meeting**, which includes the annual general assembly of members, information workshops and training, artistic showcases of the upcoming seasons as well as tourist activities;
- You can get involved as a member of the **Board of Directors** or as a member of the **Life of the Network Committee**;
- You allow your community to **discover young musicians** with exceptional talents;
- You **promote art and culture in your community** and allow a greater number of artists to develop and practice their art.





A JM Canada concert season brings richness and cultural vitality to many cities and regions of the country.

Many communities have developed friendships by sharing their passion for music. Classical music brings great joy to its listeners... In addition to having positive effects on the young and the old, music soothes, calms and invigorates the heart and mind.

**We look forward to welcoming you  
to the Jeunesses Musicales Canada family!**