



*Inspiring communities
across generations*

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NATIONAL PARTNERSHIP

Corporate Partnership 2027



The opportunity

Playground Proms is a charity registered in England and Wales. We bring free, high-quality live music directly into primary and SEND schools, including those with limited access to the arts.

200,000+

children reached
since 2021

Nearly 700

schools reached

40%

of children had no live
music in the previous year

74 million

combined audience for
2026 media coverage

'It was amazing. Really inspired pupils to think about learning to play an instrument. Very interactive.'

Scampton C E Primary, Lincoln

THE 2027 AMBITION

72,000

children

180

schools

15

music hub regions

Our 2027 ambition

In 2027 Playground Proms will deliver a national tour, bringing free, inclusive classical music to around 72,000 children in 180 primary and SEND schools across 15 music hub regions in England, prioritising deprived, rural and culturally underserved communities.

Research commissioned by Playground Proms in 2026 reveals that 40% of children have not heard live music in the last year, with the number as high as 60% in some parts of the country. We believe that access to live music should be a right and not a privilege. Our mission is to ensure that every child, regardless of background, ability or postcode, can experience the magic of live instrumental music in their own school.

Playground Proms will partner with music hubs, comedy string quartet Graffiti Classics and Dalcroze UK to deliver 15 regional projects in the spring and summer terms of 2027. Each project will combine pupil workshops, teacher development and participatory concerts, alongside intergenerational music-making and community performances, removing barriers to culture and creating lasting pathways into local music-making. In doing so they will also help pupils build confidence, creativity, well-being and a sense of belonging.

The national tour overall will also include 30 care home visits - 15 accessible preparatory workshops and 15 intergenerational performances bringing together pupils, professional musicians and older residents - alongside 15 free community pop-ups.



'Having an opportunity like this for children in Grimsby is such a privilege as so few of the children have ever heard live music before.'

Littlecoates Academy, Grimsby

Ways to partner

Choose a level of support that fits your organisation and helps bring live music across communities in England.

£10,000

Regional Partner

One music hub area and approximately 5,000 children

Acknowledgement as the major sponsor for delivery within a specific area, with your company's name displayed at every performance and on correspondence within the region. An invitation for four guests to a local performance and tailored regional reporting with photos and testimonials.

£25,000

Principal Education Partner

Three music hub areas and approximately 15,000 children

Visibility across three regions with acknowledgement at performances and on correspondence, joint storytelling opportunities, bespoke impact reporting and regular programme updates. An invitation for four guests to a local performance.

£50,000

Lead National Partner

Major support for the 15-hub programme, planned to reach around 72,000 children, with care home and community activity

Recognition across the national programme, potential sector exclusivity, joint media opportunities and bespoke national impact reporting, as well as a private Graffiti Classics performance for your company at a corporate event.

Bespoke partnerships and in-kind support are also welcomed.

Partnership investment brings high-quality live music directly to children, care homes and communities.

Help give thousands of children their first unforgettable experience of live music.

To discuss a national partnership, email info@playgroundproms.net or call 07956 909 981.

Cathal Ó Dúill | Founder and Artistic Director