

A woman with dark hair is singing into a microphone, her head tilted back and eyes closed. She is wearing a dark long-sleeved top and a light-colored skirt with thin vertical stripes. The background is dark with bright blue stage lights creating a dramatic effect.

PARTNERSHIP
OPPORTUNITIES

SOUND SORCERY

**Jazz magick for women and gender-diverse baddies
of all colours and abilities**

WWW.SOUNDSORCERY.COM.AU

JAZZWITCHES@GMAIL.COM

SOUND SORCERY

Sound Sorcery is a series of live performance events designed to open up the world of participation in live music to a diverse community. Led by women, queer and trans musicians, this initiative champions inclusivity in live music, providing a welcoming space for underrepresented artists to thrive.

Held **bi-monthly from January to May** at The Bearded Tit—a vibrant, queer friendly venue in Redfern—our **Jazz Jams** offer a supportive, accessible platform for emerging and marginalized creatives to connect, perform, and grow.

More than just a performance space, **Sound Sorcery** fosters mentorship, skill development, community connection and belonging, demonstrating the transformative power of inclusive live music spaces.



LIVE MUSIC

884

EVENT
ATTENDANCE

67

JAM
PARTICIPANTS

16

SOUND
MENTEES

21

HOUSE BAND
MEMBERS

2024

Supporting the development of women and gender diverse musicians, technicians and music workers

At a **Sound Sorcery** event, the first set is performed by a featured artist and the house band with programming representing women, paying attention to marginalised voices from LGBTQIA+ and BIPOC communities. In showcasing the diversity that is possible in live music, the first part of the event sets up the atmosphere for increased participation.

In the second and third sets, jammers can get up and sing or play with the house band. The house band is always made up of women and gender diverse players, who create a fun and encouraging atmosphere with a focus on participation, inclusion and spontaneity. At **Sound Sorcery**, musicians of all levels can come together in the spirit of curiosity, mutual respect and rebellion, inspiring audiences to do the same.



2024 PROGRAM

Performers and House Band



Lexi Green



Ali Foster



Alice Terry



Abby Constable



Freyja Garbett



Sarah Homeh



Hilary Geddes



Jade Kenji



Kali Gillen

- An all-women and gender-diverse house band.
- Three 30-minute sets per event.
- First set: A performance by a female/gender-diverse featured artist.
- Second & Third sets: An open jam session led by the featured artist.
- Showcasing Indigenous musicians, musicians of colour, and queer musicians.
- Creating space for musicians without formal music or jazz training.
- Many beginners join the jams and even booked their first ever gigs through connections made at Sound Sorcery.

Sponsor our Neurodiverse Sound Mentorship



Every Sound Sorcery night is live mixed by a woman or gender-diverse Sound Engineer who contributed their time. Each Sound Engineer also mentored 1-2 mentees in live mixing, a valuable training opportunity that could lead to future work in the industry.

The mentee selection process prioritised Neurodiverse applicants who face additional barriers to entry.

WORKSHOPS

Sound Sorcery provides ground breaking training opportunities at daytime workshops designed by women and gender diverse musicians and industry professionals, supporting skills development, breaking through barriers, and fostering talent in a radically supportive setting.

Sound Sorcery Workshops in 2025:

- **Introduction to Live Sound** with Sally Hackett
- **Improvisation for Beginners** with Sandy Evans
- **The Sorcery of Stagecraft** with Danica Lani
- **Finding Your Inner Mysterious Lady** with Parvyn
- **Music Business Skills 101** with Niriko McLure



SPONSOR A WORKSHOP



Our first workshop of 2025 was **Introduction to Sound**, sponsored by **Heaps Normal**. Our mentor Sally Hackett introduced us to the world of live sound production.

It was a rewarding workshop where attendees could learn from a professional before throwing themselves into collaborating to produce live sound. One of the most valuable part of workshops is the connections made with both professionals and peers.

We're **seeking more sponsors** who would like to fund one or multiple Sound Sorcery workshops. Your support will directly create an inclusive, supportive space where creativity, confidence, and talent can thrive. Together, we can make the music landscape more accessible and equitable—**one workshop at a time.**



VISUAL COLLABORATORS



Sound Sorcery Logo Design

Illustrator **Merindah Funnell** was commissioned to create the logo for our brand design. Merindah is a proud young Tubba-Gah woman from the Wiradjuri nation and identifies as an Aboriginal artist.

“This work is about owning your cultural identity. The witch conjures up music while the waning crescent moon glows above, a symbol of inner peace and reconnecting with oneself.”
– Merindah Funnell

Official Photography

Adviteeya Khujneri, a non-binary international student, photographed all 8 events in 2024. Former Getty Images Editor **Geetha Balakrishnan** provided in-kind feedback, offering a valuable training opportunity in live music photography.

Adviteeya’s presence as a queer, non-binary, BIPOC photographer added to the inclusive atmosphere, and their work was showcased in promotional materials.



Visual Artist Residency

In 2024 we trialed live sketching at our jams. We would like to offer a female/gender-diverse artist the opportunity to work live at every event. This residency is about capturing the dynamic nature of live music through a female/gender-diverse lens.

The artist becomes a jammer: working in the moment like the band. Visual collaboration helps us create a world in which our image and vibrancy is documented and represented by us.

SPONSOR SOUND SORCERY

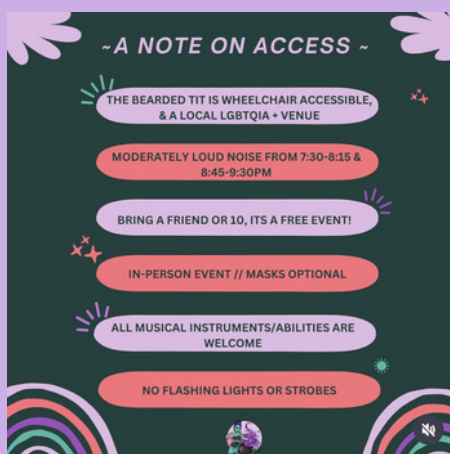
We create bespoke Partnerships packages to meet the marketing objectives of our partners. Partnerships include:

- **Sound Sorcery Jam Event Partner:** Sponsor our main-event, Sound Sorcery.
- An **Exclusive Workshop Sponsorship/Activation** at a separate event.
- **Neurodiverse Sound Mentorship Partner:** Sponsor our Sound Engineers.
- **Visual Collaboration Partnership:** Sponsor our Official Photographer, Official Videographer and our Live Visual Artist.
- **Photography Mentorship Sponsor:** Sponsor a photographer in receiving feedback and training from an experienced live music photographer.
- **Jazz Archival Research Partner:** Sponsor our Archival Researcher/s.
- **Debut Recording Scholarship:** Offer a debut recording experience to an un-recorded musician.
- **Merch Partnership:** Help us create branded T-shirts and tote bags.



SOCIAL MEDIA

Sound Sorcery's growing online community includes an engaged, diverse, primarily Sydney-based audience. Our Instagram averages 62k monthly views, 14k reach, and 2k interactions, with follower numbers increasing by approximately 100 each month during event season. On Facebook, we see 2k monthly views, alongside a steadily growing mailing list. We expect these numbers, based on our Dec 2024–Mar 2025 campaign, to rise as the season continues. Follow along at [@sound_sorcery_jam!](https://www.instagram.com/sound_sorcery_jam/)



MARKETING

We offer all **Sound Sorcery** sponsors and partners space across all of our marketing and communications activities:

- A 24-week social media marketing campaign across Instagram, Facebook and mailing list
- Off-season social media content calendar
- Acknowledgement in audience e-newsletter
- Grassroots marketing via community activation, student networks and music networks
- Listed as a partner or sponsor on Sound Sorcery official website
- Printed colour posters with sponsor logos placed around the Inner West and City of Sydney areas
- Shout outs and mentions at all live events
- Access to high quality photography and videography of live events



2024 / 2025 SUPPORTERS



**Creative
Australia**

the **bearded tit**

CITY OF SYDNEY 



CONTACT

For sponsorship or partnership enquiries, contact:

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Core Team



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Series Producer



Sarah Homeh (she/her)
Series Co-Producer



Harri Harding (he/him)
Trans Inclusivity Advisor



Hayley Chan (she/her)
Marketing & Administration Assistant