

PARTNERSHIP
OPPORTUNITIES

SOUND SORCERY

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

WWW.SOUNDSORCERY.COM.AU

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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 February to June** at The Pleasure Club—a vibrant, accessible, queer-friendly venue in Newtown—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

912

EVENT
ATTENDANCE

95%

WOMEN & GENDER-
DIVERSE AUDIENCE

60

WORKSHOP
PARTICIPANTS

27

WOMEN/GNC
HOUSE MUSICIANS

2025

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.



2024-26 PROGRAMMING

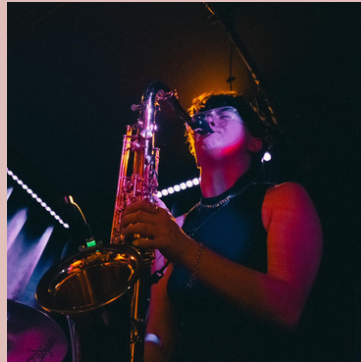
Performers and House Band Musicians



Fran Liddle



Meklit



Jenna Lewis



Parvyn



Hilary Geddes



Sabine Tapia



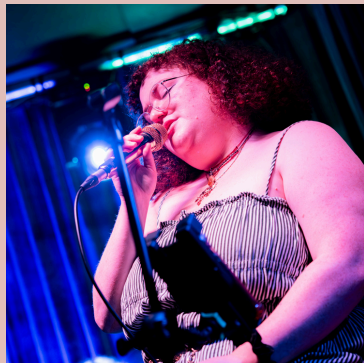
Olivia Diamant



Hazel Alexander



Jade Kenji



Miss Emilia



Bernice Tesara



Malaika Mfalme

- An all-women and gender-diverse house band.
- Three 40-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 musicians of all ages, Indigenous musicians, musicians of colour, people with disabilities, and queer musicians.
- Creating space for musicians without formal music or jazz training.
- Many beginners join the jams and have even booked their first gigs through connections made at Sound Sorcery.

Neurodiverse Sound Mentorship



Every Sound Sorcery night is live mixed by a woman or gender-diverse Sound Engineer who also mentors an aspiring sound technician over the course of the series in live mixing- a valuable training opportunity designed to prepare them for future opportunities in the industry.

The mentee selection process prioritises neurodiverse applicants who face additional barriers to entry.

SOUND SORCERY WORKSHOPS



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.



Sound Sorcery Workshops in 2025 & 2026:

- **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
- **Body Percussion and Call & Repsonse** with Malaika Mfalme
- **DESIRE: An Experimental Improv Lab** with Andrea Lim
- **Experimental Improv Workshop** with Andrea Lim

Sound Sorcery provides additional training opportunities through 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.

In 2026, Sound Sorcery partnered with the Creative Programs Team (Cultural Connections) at the Inner West Council to run four workshops focussed on intercultural music-making, performance and improvisation.



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.



Official Videography

In 2025 we trialed official videography at each jam, resulting in fortnightly social media recap videos. We would like to offer a female/gender-diverse videographer the opportunity to work at every live event. This residency is about capturing the dynamic nature of the jam through a female/gender-diverse lens.

Videography not only assists with event promotion, but also archives and showcases female/gender-diverse musicians, increasing event participation by increasing representation.

PARTNER WITH US

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.
- Support our **Neurodiverse Sound Mentorship**.
- **Visual Collaboration Partnership:** Sponsor our Official Photographer, Official Videographer and our Resident 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 79k monthly views, 31k reach, and 5k interactions, with follower numbers increasing by approximately 200 each month during event season. On Facebook, we see 4k monthly views, alongside a steadily growing mailing list. Based on our current campaign, we expect these numbers to rise as the 2026 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
- Your logo and a feature article in the Sound Sorcery 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



2024-2026 SUPPORTERS

Government Supporters



Venue Partners

the **bearded tit**



Event Sponsors



CONTACT

For sponsorship or partnership enquiries, contact:

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Core Team



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Series Producer



Sarah Homeh (she/her)
Marketing



Hayley Chan (she/her)
Admin & Social Media



Malaika Mfalme (he/him)
Trans Inclusivity Advisor