

AAA

ACCESS ALL AREAS

TURN YOUR
TEAM INTO
A BAND.

TURN YOUR
VALUES INTO
AN ANTHEM.

TURN YOUR
NIGHT INTO
IMPACT.

A FUTURE YARD
LIVE MUSIC
INITIATIVE FOR
BUSINESS





AAA (ACCESS ALL AREAS) IS A MUSIC INITIATIVE FROM FUTURE YARD THAT TRANSFORMS YOUR TEAM INTO A LIVE BAND – AND YOUR COMPANY VALUES INTO AN ORIGINAL SONG.

This is a unique opportunity to step into the life of a gigging musician and experience the creative journey first-hand; from rehearsal and songwriting, right through to performance and award ceremonies.

Access All Areas will directly support the physical build of Future Yard's new 600-capacity performance space in Birkenhead. The programme culminates in a professionally staged live showcase in this new performance space, where companies perform head-to-head in a celebratory event, to an audience of colleagues, friends and supporters.

Participating organisations will become part of the venue's legacy, with a permanent star plaque displayed within the new space, recognising each organisation's contribution to the build.

Designed to inspire collaboration, creativity and connection, AAA takes participating organisations' bands through a structured music development journey. With professional mentorship from Future Yard each company band:

- **Learns and performs two cover tracks**
- **Writes and performs an original song inspired by your organisation's values**
- **Develops confidence, stagecraft and creative cohesion**

Awards on the night will recognise outstanding live performance, alongside a public vote to decide the Best Original Song.

SUPPORT A KEY CULTURAL ORGANISATION

Your people will have a **once-in-a-lifetime opportunity** to perform in a brand-new venue for the very first time, an unforgettable and historic moment.

All while raising vital funds to support Future Yard's **BUILD OUR FUTURE CAMPAIGN**. As well as contributing to the physical build, funds raised will **directly support Future Yard's vital work with the local community**, enabling access to music and culture, and nurturing creativity, confidence and musical careers.

Located in Birkenhead, **the venue plays a vital role in supporting culture-led regeneration and community wellbeing** within an area facing significant economic and social challenges.

Access All Areas combines team building, creativity, social impact and legacy giving in a way rarely available through traditional sponsorship.

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LETS TELL THE WORLD YOUR STORY

At its heart, AAA is about more than performance.

It's about **unlocking creativity within organisations, strengthening teams, building cross-company networks** and generating **meaningful, shareable content that reflects your company's culture** and values in action.

Throughout the programme and at the live show, Future Yard captures **high-quality video content and professional photography**, creating a bank of **powerful assets for internal communications, employer branding and social media storytelling**.

Original songs will be recorded live on the night and **released as a curated AAA playlist, opening up public voting after the event** and extending the reach of the project beyond the venue, **driving engagement** across internal teams, clients, partners and wider audiences.

Access All Areas gives your team the stage and your business a powerful, purpose-driven story to tell.



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AAA TIMELINE



Signup Deadline

- Band registration closes
- Access to digital assets

25TH MARCH



Project Live

- Monthly workshops at Future Yard
- Studio time for band rehearsals

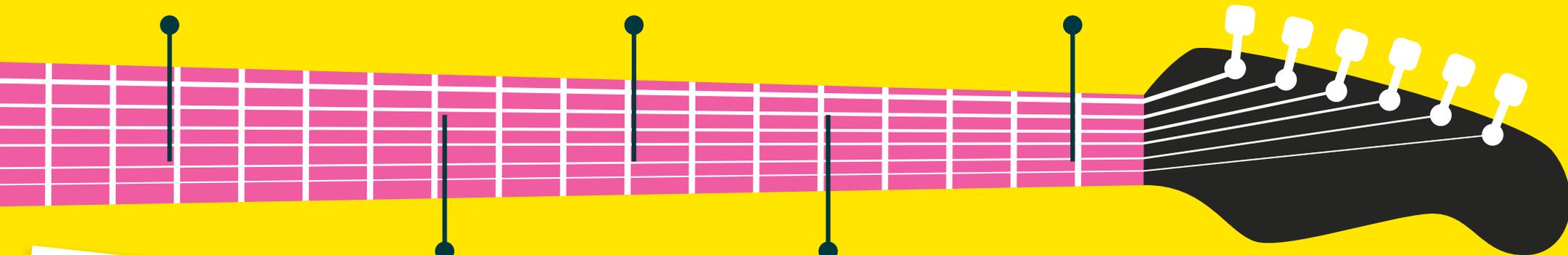
MAY-AUGUST



AAA Showcase

- Live Performances
- An unforgettable company night out

OCTOBER



APRIL

Lineup Announcement

- Onboarding session at Future Yard
- Professional band photoshoot

SEPTEMBER

Full Production Rehearsal

- Complete technical run-through on the stage
- Performance feedback



ACCESS ALL AREAS 6 MONTH PARTNERSHIP PACKAGE

£3,750 + VAT [staged installments available]

- **A band made up of your people, representing your firm in the project and playing live at our AAA SHOWCASE at Future Yard's new 600-capacity venue!**
- **Permanent recognition 'star' plaque displayed in the new Future Yard venue**
- **An original song created by your band, inspired by your organisations values, played + recorded live**
- Professional video assets documenting the journey including reels and interviews with participants
- Full suite of high quality digital assets for external and internal comms
- Professional photos for your firm's band
- Inclusion in all AAA headline marketing across social media, LinkedIn, partner emails, announcing and celebrating your involvement
- Unique social media exposure and PR opportunity
- 1x table at the October AAA Showcase for 10 guests, with Future Yard's famous homemade Neapolitan Pizza included. (Extra spaces + table drinks packages also available)
- Monthly workshop sessions for your firm's band, led by Future Yard's creative practitioners
- Additional studio time for your band to rehearse
- AAA framed star disc memento for your office

**To register your interest or find out more,
please contact partnerships@futureyard.org**

