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# The MK Guitar School Scholarship Programme

## About MK Guitar School

MK Guitar School was created with a simple goal - to bring music to all. We believe that learning to create and play music helps people find balance, happiness and offsets the stress that comes from everyday life.

We have set aside the traditional formulaic methods and instead embrace a student-centric approach to teaching. We start every new relationship with one simple question: What do you want to play? By mapping out personalised learning journeys for every student, we can ensure that they take away something from every lesson that motivates them, challenges them and more importantly, makes them smile.

We have also taken practical steps to make sure that nothing stands in the way of our students progress, which include:

- An easy to use online booking system that connects users to a live calendar
- Guitar hire programmes for those brand new to music
- Online video tutorials backing up their lessons
- Personalised printed learning journals that document every lesson in detail
- A range of guitars available to use in our comfortable studio
- Regular competitions to win everything from guitars to chord books
- Free bonus video lessons via our facebook community page
- 6 day availability (1000hrs - 1900hrs)
- Credit and debit card facilities

This is what makes us the highest rated guitar school\* in Milton Keynes. We have welcomed 50 new students in the last five months and this figure continues to grow every week. Diversity and inclusion are important to us and as such, we have no target demographic as we believe that music really is 'for all'.

Students describe our lessons as "...funny, inspirational, motivating, extremely enjoyable..." and our principle tutor as "very impressive, talented, engaging, easy-going, patient" and more. In short, we believe that we have created the perfect formula for teaching guitar to the masses and our students tend to agree with us.

So where do we go from here? We are already in talks with fellow tutors about expanding to open further schools and we know the students will follow. But what about those desperate to learn an instrument that cant? What about those people for whom our low

costs are still too high that walk past guitar stores, dreaming of broadening their horizons but without the funds to do so? We want to help them as well...

## **Introducing the MK Guitar School Scholarship Programme**

The MK Guitar School Scholarship Programme aims to take music to those who need it most. Children and adults facing daily obstacles, those for whom food has to take priority over hobbies and those who feel, for whatever reason, that they have nothing going for them except day to day existence. We have the skills, we have the venue and we have the motivation to go and find these people - all we need now is you.

MK Guitar School are asking for sponsorship to buy materials, instruments and accessories for a set number of scholarship students every year. We will take applications from people of all ages, abilities and backgrounds and select those that we feel will most benefit from 'music therapy'. Teaching one person to play the guitar, including everything they need to get started and excel costs around £1250 per year. We want to open our doors to 6 new scholarship students every year initially and we need your help to do it.

Without our sponsors, the MKGS Scholarship would not exist. These are companies and individuals who truly believe in social responsibility, actively seeking opportunities to improve the lives, environments and outlooks of others.

Music really can change lives. It can give people who need it most an outlet to express themselves. Depression, social isolation, anxiety, long term illness, PTSD, learning difficulties, disability, even loneliness - people facing these issues can find them all encompassing. Being able to create music can give them a focus that can help redefine who they are and give them direction.

## **Why sponsor an MK Guitar School Scholar?**

- To make an immediate and tangible improvement to someone's life
- To show the community that you are an organisation or person who really cares
- To do something practical to work towards your CSR Goals
- To be part of something working towards a better future for all of us

## **What do you get from an MK Guitar School Sponsorship?**

- Coverage on the MK Guitar School Website
- Branding on all Scholarship material, student learning journals and marketing materials
- Written and video updates from the individuals you have directly helped
- VIP Invitations to MK Guitar School Scholarship events

The MK Guitar School Scholarship Programme is the perfect way for an organisation to fulfil its CSR (Corporate Social Responsibility) ambitions but more importantly, give someone a chance to experience the personal growth, development and joy that learning to play the guitar can bring - We hope you can join us.

Thank you for your help

Mark Halstead  
Principal Tutor  
MK Guitar School

\*Facebook and Google ratings as of February 2018