

Music@Menlo

CORPORATE SPONSORSHIP OPPORTUNITIES

Music@Menlo attracts approximately fifteen thousand attendees annually, consisting of classical music lovers from throughout Silicon Valley and the Greater Bay Area who fall into the region's highest income and education demographic. Whether you are a small or large company, Music@Menlo offers many ways to be visible to our patron and ticket-buying community while supporting innovative education and performance activities. Additionally, sponsorship will add value to your business with world-class entertainment for your clients and employees and can include VIP seating, complimentary tickets, and invitations to special events. Music@Menlo staff can create a customized sponsorship package to meet your specific goals. Please contact Annie Rohan at 650-330-2133 for more information.

Winter Series Corporate Sponsor

The three-concert series in October, February, and April brings world-class musicians to the Peninsula for top-tier chamber music performances. This series reaches listeners from over four hundred households on the Peninsula, 25 percent of whom are solely Winter Series attendees.

With a more exclusive sponsorship than for the summer festival and Institute, for a relatively small investment, your company will stand out to audiences, and you will also be recognized in the summer festival program book and on the Music@Menlo website.

THE \$5,000 WINTER SERIES SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:

- **One concert dedication**, which includes special recognition in the program notes and on the program introduction page and guaranteed front-row seats for you and your guests
- **Four complimentary front-row tickets to your dedicated concert, plus premium seats* and VIP concierge ticket services** for additional tickets purchased to any of the three Winter Series concerts for you and your invited guests**
- **Recognition, with logo**, in the concert program book distributed at each of the three Winter Series concerts (approximate cir. 1,350 guests). The program information is also available on Music@Menlo's iPad application and in a preconcert email sent to all Music@Menlo community members (cir. 4,000)
- **Online recognition, with logo**, on Music@Menlo's website
- **Recognition of support in a preconcert email** to all Music@Menlo patrons (cir. 4,000)
- **Exclusive recognition at intermission** as the concert sponsor, with signage and branded napkins (napkins to be provided by the sponsor). Intermissions include a light complimentary snack and beverage for all concertgoers
- **An opportunity to sponsor a private post-concert reception or dinner** with the evening's professional performing artists, individual donors at the top levels, and your invited guests on the night of your dedicated concert. (Food and beverage selections to be paid for by the sponsor. Full logistical support and coordination services can be provided by Music@Menlo.)
- **Recognition in the summer festival program book** donor listing (paper cir. 12,500) and the Chamber Music Institute's Benefit Concert program book donor listing (paper cir. 250)
- An **invitation to Music@Menlo's private season announcement brunch recital**, held in March—an opportunity to meet dedicated Music@Menlo donors and festival friends
- **A 10 percent discount on all Music@Menlo merchandise** during the summer festival. Bulk orders may be eligible for a larger discount—up to 25 percent

THE \$10,000 WINTER SERIES SPONSORSHIP INCLUDES ALL THE BENEFITS OF THE \$5,000 SPONSORSHIP LEVEL PLUS THE FOLLOWING:

- **A post-concert wine and appetizer reception with the performing artists**, select Music@Menlo patrons, and your employees and guests. Music@Menlo and its catering partners will host this event, with exclusive sponsorship recognition for your company

- **Four additional complimentary concert tickets** (for a total of eight) to your choice of, or a combination of, any of the three Winter Series concerts
- **Logo recognition in the summer festival program book** (paper cir. 12,500)
- **An exclusive half-page sponsor ad** in the Winter Series concert program notes
- The opportunity to **direct-email Music@Menlo's email list** (cir. 4,000) in conjunction with a Music@Menlo festival e-blast prior to or during the festival
- An opportunity to have limited recordings by Winter Series musicians autographed for your company's use

THE \$15,000 WINTER SERIES SPONSORSHIP INCLUDES ALL THE BENEFITS OF THE \$10,000 SPONSORSHIP LEVEL PLUS THE FOLLOWING:

- **Winter Series Season dedication:** concert-hall signage at each of the three Winter Series concerts acknowledging your company's support of the entire Winter Series season
- A special **invitation to all post-concert parties during the Winter Series**, with Music@Menlo musicians and board members, exclusively for Music@Menlo's leadership supporters

Chamber Music Institute's Winter Residency Corporate Sponsor

The Winter Residency at Menlo School is a unique opportunity for the school's students to interact with alumni of the Chamber Music Institute's top-tier International Program over the course of two weeks in March. The musicians, in partnership with the teachers at the school, develop curriculum-related presentations that reach the entire 1,800-person student body through classroom workshops and assemblies that combine music with all variety of classroom subjects, from engineering to history. During the residency, the musicians perform one public, ticketed concert, the Chamber Music Institute Benefit Concert, which benefits the summer Institute's scholarship program.

Supporting a strictly education-based program, your company will stand out as one of a very select number of sponsors at our signature annual Benefit Concert event and will also be recognized in the summer festival program book listings and on the Music@Menlo website. This is an excellent opportunity for a company looking for depth of exposure across a single evening of concert and reception activities that directly support education programs.

THE \$2,500 WINTER RESIDENCY SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:

- The dedication of Music@Menlo's signature Chamber Music Institute Benefit Concert to your organization, with **exclusive recognition in the program book on the title page, and in the donor listing** (cir. 240). The program information is also available on Music@Menlo's iPad application and in a preconcert email sent to all Music@Menlo community members (cir. 4,000)
- **Sponsor recognition, with logo, in the Benefit Concert invitation mailing** (cir. 2,500)
- **Sponsor recognition, with logo, on the donor page of Music@Menlo's website**
- **Sponsor recognition at the post-concert reception** with the musicians and Artistic Directors
- **Recognition in the summer festival program book donor listing** (cir. 12,500+)
- **Recognition in all Winter Series program book donor listings** (three concerts) (paper cir. 500 per concert)
- An **invitation to Music@Menlo's private season announcement brunch recital**, held in March—an opportunity to meet dedicated Music@Menlo donors and festival friends
- **A 10 percent discount on all Music@Menlo merchandise** during the summer festival. Bulk orders may be eligible for a larger discount—up to 25 percent

Summer Festival and Institute Corporate Sponsor Opportunities

Music@Menlo is an internationally acclaimed chamber music festival and institute founded by cellist David Finckel and pianist Wu Han. The festival annually features a thematic series of concerts performed by a cadre of the world's great chamber musicians, multimedia lectures exploring the featured music, a training institute for aspiring professional musicians, numerous free concerts featuring institute musicians, open-to-the-public master classes, and a daylong open house offering behind-the-scenes access for the entire community.

A vast opportunity for exposure, the summer festival is attended by a wide range of audiences and exemplifies education combined with professional excellence. Sponsors are more abundant for the summer festival and Institute than for the winter programs, and so are audiences.

THE \$5,000 SUMMER FESTIVAL AND INSTITUTE SPONSORSHIP INCLUDES THE FOLLOWING BENEFITS:

- **A concert dedication** for a mutually agreed upon concert date during the 2012 festival, with highlighted recognition on the summer festival program book page of your sponsored concert
- **Four complimentary tickets** to your dedicated concert, plus VIP **conciierge** ticket services for additional tickets purchased for you or your invited guests, including early access to ticket reservations—two weeks in advance of the general public
- **A quarter-page ad in the summer festival program book** (paper cir. 12,500+)
- **Recognition in the summer festival program book** donor listing
- **Recognition in the Winter Series program book** donor listings for all three Winter Series Concerts (paper cir. 1,500) and the Winter Residency program book (paper cir. 250)
- **Logo placement in the summer festival program book**, organized by donor level
- **Sponsor recognition, with logo, on Music@Menlo's website**
- **An invitation to a private post-concert dinner party** with the Artistic Directors and Music@Menlo musicians, exclusively for Music@Menlo donors at the \$5,000 and above level
- **An invitation to a private lunch and recital** by the students of the Chamber Music Institute, exclusively for Music@Menlo's closest friends
- **A 10 percent discount on all Music@Menlo merchandise** during the summer festival. Bulk orders may be eligible for a larger discount—up to 25 percent

THE \$10,000 SUMMER FESTIVAL AND INSTITUTE SPONSORSHIP INCLUDES

ALL THE BENEFITS OF THE \$5,000 SPONSORSHIP LEVEL PLUS THE FOLLOWING:

- The opportunity to **direct-email Music@Menlo's email list** (cir. 4,000 individuals) in conjunction with a Music@Menlo festival e-blast prior to or during the festival
- **Logo recognition in the season brochure**, Music@Menlo's primary marketing tool for the summer festival—a forty-page booklet including detailed descriptions of all programs, mailed to 15,000 past ticket buyers and future target audiences. This benefit requires early commitment (by mid-February for that year's summer season)
- **Logo recognition in the ticket-information mailer**, a half-sheet, four-page brochure sent with all ticket orders, also available at the will-call table throughout the summer
- Acknowledgement as a **Season Sponsor** through inclusion on **nightly concert-hall signage** and in the "**season dedication**" listing (the second page) of the summer festival program book
- An upgrade to a **half-page ad in the summer festival program book**
- **A dedicated intermission** on the evening of your dedicated concert. Music@Menlo will provide complimentary intermission snacks (rather than the standard snacks available for purchase) to all concert patrons, with signage at the reception as the evening's concert and intermission sponsor
- **Front-row ticket upgrades** for your four complimentary tickets to your dedicated concert and for any additional tickets you wish to purchase for this concert
- **Four additional complimentary tickets** for any other concerts during the summer (a total of eight complimentary tickets), based on availability at the time of your request
- **An opportunity to host a private post-concert reception** during the festival with Artistic Directors David Finckel and Wu Han, the evening's professional performing artists, your guests, and, if preferred, Music@Menlo top-level individual donors. (Food and beverage to be provided by your company. Logistical support and coordination services provided by Music@Menlo.)
- **An invitation to a private post-concert dinner party** with the Artistic Directors and Music@Menlo musicians, exclusively for Music@Menlo donors at the \$10,000 and above level
- An **autographed season poster**, signed by Music@Menlo's Artistic Directors and all festival musicians, with the option for complimentary framing

THE \$25,000 SUMMER FESTIVAL AND INSTITUTE SPONSORSHIP INCLUDES ALL THE BENEFITS OF THE \$10,000 SPONSORSHIP LEVEL PLUS THE FOLLOWING:

- **Increased logo size**, with top placement, in the summer festival program book and season brochure
- An upgrade to a **full-page ad in the summer festival program book**
- **Eight additional complimentary tickets** for any other concerts during the summer (a total of sixteen complimentary tickets), based on availability at the time of your request
- A **private, Music@Menlo hosted post-concert dinner reception** on a mutually agreed upon date. *Music@Menlo will coordinate and host* this dinner reception with festival Artistic Directors David Finckel and Wu Han, the evening's professional performing artists, individual donors at the top levels, and your invited guests and recognize your company as the evening's full sponsor
- A special **invitation to a private post-concert dinner party** with the Artistic Directors and Music@Menlo musicians, hosted by a Music@Menlo board member. This is a much anticipated annual event, exclusively for Music@Menlo's leadership supporters
- The opportunity for **cobranded merchandise** with your company and Music@Menlo

THE \$50,000 SUMMER FESTIVAL AND INSTITUTE SPONSORSHIP INCLUDES ALL THE BENEFITS OF THE \$25,000 SPONSORSHIP LEVEL PLUS THE FOLLOWING:

- An upgrade to a **full-page ad on the inside front cover** or back cover of the summer festival program book, based on availability
- A **program insert** on the evening of your dedicated concert. Music@Menlo will print and insert an acknowledgment recognizing your company as a "leadership supporter" of Music@Menlo
- **Eight additional complimentary tickets** for any other concerts during the summer (a total of twenty-four complimentary tickets), based on availability at the time of your request
- A **private concert at your corporate campus** or an agreed upon location for your important clients, special guests, and/or employees. Date selected by mutual arrangement with options at several times throughout the calendar year. (Any food and beverages desired are to be provided by the sponsor and a caterer of the sponsor's choosing. Full logistical support and coordination services provided by Music@Menlo.)

* Premium seating is located in the very front rows of the concert hall. For these seats, you must purchase a regular ticket and make an advance reservation for your upgrade.

** VIP ticket services include no-fee ticket exchanges and dedicated-staff assistance. VIP ticket orders are filled and VIP seats are assigned before those of Subscribers and the general public, according to level of giving.