

Gershwin's Magic Key



**CORPORATE
SPONSORSHIP
OPPORTUNITIES.**

CLASSICAL KIDS MUSIC EDUCATION

PREMIERES APRIL 26, 2015
NATIONAL SYMPHONY ORCHESTRA
JOHN F KENNEDY CENTER
WASHINGTON, DC

PREVIEWS APRIL 17, 2015
PEORIA SYMPHONY ORCHESTRA
PEORIA CIVIC CENTER
PEORIA, ILLINOIS

ABOUT THE PRODUCTION.

Corporate Sponsorships are available for an exciting new Classical Kids Music Education production, Gershwin's Magic Key, which will premiere with the National Symphony Orchestra at the John F. Kennedy Center for the Performing Arts in Washington, DC on April 26, 2015. The production will then launch a North American Tour that begins in the Fall of 2015, collaborating with major orchestras in the US and Canada, reaching tens of thousands of children, parents, and teachers annually for years to come.

Classical Kids Music Education is an exceptional Chicago-based non-profit organization that understands the consistent and powerful correlation between substantive arts experiences and child achievement as well as significant contributions to community regeneration.

The organization is dedicated to enriching children's lives and the communities where they live through direct access to culturally significant venues, professional artists and organizations, and high-quality theatrical concert productions while fostering new appreciation for music history and the musical masterpieces of the great composers.

Endorsed by the Gershwin Family Interests and supported, in part, by the National Endowment for the Arts, **Gershwin's Magic Key** will be the first-ever, *educationally-entertaining* theatrical symphony concert exposing young people and adults alike to the extraordinary life and musical masterpieces of one of the greatest American composers of all time!

The story tells of a chance meeting on the streets of New York City between a poor newspaper boy and the great American composer, George Gershwin. The orchestra magically weaves Gershwin's greatest hits into the drama as the master composer shares historical anecdotes about his life and musical passion. Family and student audiences will be captivated by over twenty of Gershwin's most popular compositions from the great American songbook including; An American in Paris, I Got Rhythm, Porgy & Bess, The Man I Love, Cuban Overture, Strike up the Band, Fascinating Rhythm and Rhapsody in Blue.

We value and recognize your generous support. The cost to create this production for its Kennedy Center premiere is budgeted at \$85,000. An additional \$35,000 is needed to launch the North American tour. Corporate sponsorships can be customized to maximize your company's goals for brand awareness, visibility, client entertainment opportunities and civic support of the arts.

The following pages list a variety of dynamic, multi-year sponsorship levels and recognition benefits for corporate partnerships that help to support this world-class concert experience for diverse audiences and ensure that this production is part of the nation's cultural landscape for years to come.

Classical Kids Music Education is a 501(c)3 non-profit organization. All donations are tax-deductible to the full extent of the law.

AUDIENCE DEMOGRAPHICS.

Classical Kids concerts offer a unique opportunity to effectively reach highly sought-after demographic groups representing audiences with some of the most desirable age, education and income categories available in North America.

Family Concerts (Primary Opportunity): Middle-to upper-income parents and their children, ages 5-12 throughout the US and Canada.

School Concerts (Secondary Opportunity): Elementary school students and teachers including underserved children in large- and medium-sized cities throughout the US and Canada.

LEVELS OF SUPPORT RECOGNITION.

PRESENTING SPONSOR

\$250,000+ [BENEFITS LAST 4 YEARS AND INCLUDE THE KENNEDY CENTER PREMIER PERFORMANCE]

- “Above title” Recognition in printed and digital materials, including brochures, web pages, performance programs and/or lobby boards/monitors
- Pre-performance “curtain speech” audio recognition at performances
- Logo printed on audience member take-home memento at all performances (“Gershwin” sticker)
- Recognition on Classical Kids merchandise sold at performances
- Logo recognition on the Classical Kids Website (including hyperlink)
- Logo recognition in Classical Kids marketing materials
- Recognition in all Classical Kids press releases
- Complimentary Tickets, Backstage passes, Photo Ops, and other client entertainment opportunities
- Private Dinner with the Artists
- Promotional Merchandise Distribution Opportunities

MAJOR SPONSOR

\$100,000 [BENEFITS LAST 3 YEARS AND INCLUDE THE KENNEDY CENTER PREMIER PERFORMANCE]

- Logo recognition in performance programs and/or venue lobby boards/monitors
- Pre-performance “curtain speech” audio recognition at performances
- Logo recognition on Classical Kids merchandise sold at performances
- Logo recognition on the Classical Kids Website (including hyperlink)
- Recognition in Classical Kids marketing materials
- Recognition in all Classical Kids press releases

- Complimentary Tickets, Backstage passes, Photo Ops, and other client entertainment opportunities
- Private Dinner with the Artists
- Promotional Merchandise Distribution Opportunities

LEADING SPONSOR

\$50,000 [BENEFITS LAST 2 YEARS AND INCLUDE THE KENNEDY CENTER PREMIER PERFORMANCE]

- Logo recognition in performance programs and/or venue lobby boards/monitors
- Logo recognition on Classical Kids merchandise sold at performances
- Logo Recognition on the Classical Kids Website (including hyperlink)
- Logo recognition in Classical Kids marketing materials
- Complimentary Tickets, Backstage passes, Photo Ops, and other client entertainment opportunities
- Private Dinner with the Artists
- Promotional Merchandise Distribution Opportunities

SUPPORTING SPONSOR

\$25,000 [BENEFITS LAST 1 YEAR AND INCLUDE THE KENNEDY CENTER PREMIER PERFORMANCE]

- Recognition in performance programs and/or venue lobby boards/monitors
- Recognition on the Classical Kids website (including hyperlink)
- Recognition in Classical Kids marketing materials
- Recognition in all Classical Kids press releases
- Complimentary Tickets, Backstage passes, Meet the Artists & Photo Ops

PREMIER PERFORMANCE SPONSOR (SINGLE PERFORMANCE)

\$10,000 [NATIONAL SYMPHONY AT THE KENNEDY CENTER]

- Recognition in performance program and/or venue lobby board/monitor
- Recognition on the Classical Kids website (including hyperlink)
- Recognition in Classical Kids marketing materials
- Recognition in all Classical Kids press releases
- Complimentary Tickets, Backstage passes, Meet the Artists & Photo Ops

PREVIEW PERFORMANCE SPONSOR (SINGLE PERFORMANCE)

\$5,000 [PEORIA SYMPHONY AT CIVIC CENTER THEATER]

- Recognition in performance program and/or venue lobby board/monitor
- Recognition on the Classical Kids website (including hyperlink)
- Recognition in Classical Kids marketing materials
- Recognition in all Classical Kids press releases
- Complimentary Tickets, Backstage passes, Meet the Artists & Photo Ops

ADDITIONAL BENEFITS.

- Positive impact on children and families through the exposure of classical music, history, culture and the arts
- Acquiring and sharing knowledge, understanding and information
- Touching hearts, inspiring minds, changing lives and bettering the world
- Prestigious association with the world's premiere educational symphony concert producing organization
- Prestigious association with the nation's most distinguished orchestras & cultural institutions
- High-profile visibility as a corporate partner in major metropolitan cities in the US and Canada
- Exclusive access to world-class artists such as conductors, musicians, directors and actors
- Access to a diverse youth and family audience demographic
- Visibility in targeted advertising campaigns and specialized live marketing opportunities
- Invitations to exclusive events and VIP recognition

CONTACT INFORMATION.

For additional information about sponsorship opportunities for Gershwin's Magic Key, please contact:

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