

Gershwin's Magic Key



**DONATION
OPPORTUNITIES
FOR INDIVIDUALS.**

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.

Focused individual donor funding opportunities 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. The following page lists funding opportunities for individual donors that help to support the creation of 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.

- Donations of any size are welcomed and will be recognized on the Classical Kids website.
- **\$500 or more** also receives complimentary tickets to any Classical Kids concert.
- **\$1,000 or more** also receives backstage passes and photo ops.
- **\$3,000 or more** also receives a private dinner with the production's director and artists.
- **\$5,000 or more** also receives recognition in the performance program at the Kennedy Center premiere and a private dinner with the production's director and artists.
- For major gifts above \$5,000, please contact Paul Pement regarding Elite Donor opportunities.

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

OPPORTUNITIES FOR SUPPORT.

Donations may fund a particular production element in full or in part.

KENNEDY CENTER PREMIERE

BUDGETED COST: \$10,000

Actors, Featured Pianist, Director, Stage Manager and Music Supervisor will ensure the production launch success with its tour to Washington, DC for the prestigious premiere with the National Symphony Orchestra at the John F. Kennedy Center for the Performing Arts. Major donors contributing \$5,000 or more will receive complimentary tickets, backstage passes and photo ops as well as recognition in the performance program at the Kennedy Center premiere and a private dinner with the production's director and artists.

PRODUCTION MOUNT

BUDGETED COST: \$10,000

It all comes down to this remarkable process. A creative team including Director, Music Supervisor, Designers, Actors, and Stage Manager come together for a month-long rehearsal process in a production studio prior to our Kennedy Center debut. Fund \$2,500 or more and attend a rehearsal!

PREVIEW PERFORMANCE

BUDGETED COST: \$5,000

Preview performances will be performed in collaboration with the Peoria Symphony. The entire production team, as well as Conductor and Musicians, has the chance to tweak their individual production creation contributions for optimal audience reaction. Gifts of \$1,000 or more receive complimentary tickets and backstage passes!

STORY/SCRIPT CREATION

BUDGETED COST: \$10,000

Three professional writers, including a Gershwin scholar, a published children's fiction writer, and a concert production dramaturge, have been contracted to create an exciting and captivating original story entitled "Gershwin's Magic Key" - a theatrical symphony concert production introducing new generations to the life and music of the great American composer, George Gershwin. Fund \$2,500 or more and attend script rehearsal!

MUSICAL SCORE CREATION

BUDGETED COST: \$15,000

The original Gershwin music will be obtained by permission from the Gershwin Family Interests, licensed through European American Music, and specially arranged and produced for our unique production. A music supervisor, arranger, copyist and printer will be contracted to create the full conductor's score and all musician parts that will be played by major symphony orchestras throughout the United States and Canada. There will be 30 musical excerpts. Fund a particular Gershwin song or two, \$500 each!

COSTUME CREATION

BUDGETED COST: \$5,000

A professional costume designer will create and build a double set of original costumes specifically for the main characters in our story, George and "the Kid". These costumes will be used in the Kennedy Center premiere and then go on tour at culturally significant venues throughout North America. Fund George's costumes @ \$3,000!

SET/PROP/WIG CREATION

BUDGETED COST: \$5,000

Theatrical props, wigs and minor set pieces will be created that support the requirements of the characters and fulfill the physical property needs of the story helping to set the scene onstage as 1920s New York City.

EDUCATIONAL MATERIALS

BUDGETED COST: \$5,000

Teacher's Notes, complete with cross-curricular music and culture lessons and activities, will be created and printed for use by orchestral education directors and as a community outreach tool for teachers as they prepare students at the schools that will be attending the live concert event. Fund 1/2 of this important educational aspect @ \$2,500!

IMAGERY PROJECTION CREATION

BUDGETED COST: \$5,000

Pictures from George Gershwin's life and images that support scene location and other visual references in our story will be projected on a large screen onstage that will tour with the production and offer a sense of place, time and autobiographical history to our production.

LIGHTING DESIGN

BUDGETED COST: \$3,000

A colorful theatrical lighting plot, complete with hanging instrument focuses and detailed lighting cues, will be created that support the scenic time and place of our story as well as highlight the actors, featured pianist, orchestra musicians and conductor.

MARKETING & PUBLICITY

BUDGETED COST: \$7,000

Getting the word out about the new production is integral to its success. Advertisements, articles, interviews, special events, online presence and mailings ensure that our audience and orchestral collaborators are aware of our exciting offering.

LEGAL COUNSEL

BUDGETED COST: \$5,000

Permissions by the Gershwin Family as well as licensing rights granted by European American Music are secured through attorney counseling to allow for the legal creation of this first-ever educational symphony concert perpetuating the Gershwin legacy for new generations.

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 & venues
- High-profile visibility as an individual supporter in major metropolitan cities in the US and Canada
- Exclusive access to world-class artists; 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.

DONATION & CONTACT INFO.

Make your tax-deductible donation online now at www.classicalkidsnfp.org!

Or send a donation via mail to:
 Classical Kids Music Education
 5611 North Wayne Avenue
 Chicago, IL 60660

For more information, please contact Paul Pement, Classical Kids Executive and Artistic Director, by email at paul@classicalkidsnfp.org or via phone at (773) 828-4448.