



Sing Play 50k



Sing & Play 50k Business Sponsorship Benefits

May 19, 2018

7:04 am – 9 pm

A celebration of music-making in our community with 50,000 seconds of music

**Become a sponsor of Sing & Play 50k and support for a home for music education in the
Upper Valley**



Overview

What is Sing and Play 50k?

Sing and Play 50k is a day to celebrate music making in our community by singing and playing 50,000 seconds of music. In addition to giving us all a chance to make music with friends and neighbors, the event benefits the Upper Valley Music Center's Securing Our Future campaign.

What does the fundraising benefit?

Securing Our Future: A Home for Music Education is a campaign by the Upper Valley Music Center to purchase an historic building in downtown Lebanon and renovate it to become a music school serving the Upper Valley for generations to come. With an ideal facility located in the heart of a vibrant cultural community, UVMC will be able to provide and promote the best in music education through diverse programs and partnerships.

Business Sponsorship Levels

Event Sponsor	\$5,000 +
Main Stage Concert Sponsor	\$3,000
Session Sponsor	\$1,000
Instrument/Voice Part Sponsor	\$750
On the Town Sponsor	\$500
Supporter	\$250
Friend	\$100

In-kind donations will serve as incentives for individual fundraisers. For instance, we'll offer prizes for achieving certain individual fundraising goals, and offer special incentives for the individuals who reach the highest number of donors and the most money raised.

Preliminary Sing & Play 50k Schedule ****More performances & sessions to be announced****

<i>Time</i>	<i>Event</i>	<i>Location</i>
7:04-8 am	Recital Hour	UVMC Bach Room
8 - 9 am	Suzuki cello Group Class	UVMC Bach Room
9 – 10 am	Music Together, Suzuki Violin & viola	UMVC Elgar & Bach Rooms
10 -11am	Rhythm Kids, Suzuki violin	UMVC Elgar & Bach Rooms
11 am-12 pm	Suzuki Flute group class, Pick-up Jazz Jam	UMVC Elgar & Bach Rooms
12 - 1 pm	Pick-Up Chorus Sing-Along	First Congregational Church
1-2 pm	Recital Hour	UVMC Bach Room
2 – 3 pm	Suzuki Program Performance	Colburn Park
3-4 pm	Recital Hour	UVMC Bach Room
4-5 pm	Juneberry Community Chorus & Community Orchestra Performance	Colburn Park
5-6 pm	Recital Hour	UVMC Bach Room
6-7 pm	Voice Department Recital	Briggs Opera House
7-9 pm	Pub Jam	Salt Hill Lebanon



What is Upper Valley Music Center?

- The Upper Valley Music Center is a community music school based in Lebanon, NH, serving more than 850 students a year from across the Upper Valley region of Vermont and New Hampshire. UVMC's expert faculty work with beginning through advanced students and teach programs designed for ages birth through adulthood. UVMC is a 501(c)3 non-profit organization and relies on the generosity of individuals, foundations, and businesses to support music education activities.
- UVMC students come from a wide geographic area: as far south as Andover, NH and as far north as Ryegate, VT. The majority of students come from Lebanon, Hanover, Norwich, and nearby towns.
- UVMC has a strong early childhood program for infants through toddlers. Elementary, middle, and high school students take part in lessons, group classes, ensembles, summer camps and workshops. Adults, both working and retired, are a growing percentage of UVMC students in all areas of programming.
- In the 2016-17 school year, nearly 900 students enrolled in our lessons, classes, and workshops, and with the added visibility of our new home, enrollment is even higher this year. More than 2,000 friends, family and community members attend performances by our students and faculty members each year.

Why Securing Our Future?

- In 2017 UVMC launched a capital campaign to secure the purchase of 8 South Park Street in Lebanon, providing a permanent home for the music education programs.
- To date we have raised \$760,000 in 220 gifts out of our \$940,000 goal. Sing & Play 50k will get us closer to the remaining \$180,000 in the campaign and also help us reach our goal of 1,000 total gifts.
- Successfully completing the campaign will allow the organization to retire the mortgage, ensuring that all resources can be directed toward making programs accessible for everyone in the community.

What is Sing & Play 50k?

- Sing and Play 50k is a day to celebrate music making in our community by singing and playing 50,000 seconds of music. In addition to giving us all a chance to make music with friends and neighbors, the event benefits the Upper Valley Music Center's Securing Our Future campaign.
- UVMC students, faculty, and musical community members will perform in a series of concerts and participatory jam sessions throughout the day, from 7:04 am to 9 pm. UVMC ensembles, including the Upper Valley Chamber Orchestra, Juneberry Community Chorus, and the Suzuki and Voice programs will perform in our large concerts. Smaller recitals with soloists and small groups will take place throughout the day. Participatory sessions will offer everyone the chance to join in the fun, including sing-alongs, traditional music jams, and sight-reading sessions.



- Students will fundraise for their own participation in the event, collecting small donations from friends, families and neighbors to support the time they spend performing in the event. Community members who do not wish to fundraise will pay a participation fee.
- We expect at least 350 UVMC students to fundraise and 100 community members to be actively involved, amplifying the message to thousands in the Upper Valley. We expect at least 1000 in the audience for these performances throughout the day.

Why Sponsor Sing & Play 50k?

- Business sponsors of Sing & Play 50k will receive visibility throughout the Upper Valley for the weeks leading up to the event.
- Your contribution will help us motivate the community to support the campaign. One goal is to reach a total of 1000 donors to the campaign, demonstrating the breadth of support for music education in the Upper Valley.
- At certain levels UVMC will facilitate a performance on location for business sponsors, bringing a piece of the celebration, with accompanying publicity and audience, to your doorstep.
- The Upper Valley is known as an area with strong arts participation levels and a wealth of musical opportunities for musicians and music appreciators. Supporting Sing & Play 50k will demonstrate to the community your support for the arts, and help sustain this culture for future generations.

Business Sponsorship Benefits

Event Sponsor

\$5,000 +

- Event Day Publicity:
 - Acknowledgement at the beginning and end of each hour's program
 - Prominent placement on thank-you signs at Upper Valley Music Center and at performances
- Event-apparel Branding:
 - Prominent logo placement on Sing & Play 50k t-shirt, water bottle, and tote bag
- Social Media:
 - A posting on the UVMC Facebook page
- Print Media:
 - Prominent logo placement in printed map and concert programs
 - Prominent logo placement in postcards that will be distributed to UVMC's postal mailing list of more than 3,000 students and supporters
 - Company name in full-page Thank-You Ad in newspaper



- Web and E-mail:
 - Your company logo and link will be included in all e-mails about the event to our mailing list of more than 3,000
 - Business logo on the Sing & Play 50k website homepage
 - Prominent business logo, link on the UVMC website
- Your company will be listed on the permanent donor thank you wall at 8 South Park Street

Main Stage Concert Sponsor \$3,000

- Event Day Publicity:
 - Acknowledgement at the beginning and end of one of our anchor concerts during the day
 - Prominent placement on thank-you signs at Upper Valley Music Center and at the performance site
- Event-apparel Branding:
 - Prominent logo placement on Sing & Play 50k t-shirt & water bottle
- Social Media:
 - A posting on the UVMC Facebook page
- Print Media:
 - Prominent logo placement in printed map and concert programs
 - Logo included on postcards that will be distributed to UVMC's postal mailing list of more than 3,000 students and supporters
 - Company logo in full-page Thank-You Ad in newspaper
- Web and E-mail:
 - Your company logo and link will be included in all e-mails about the event to our mailing list of more than 3,000
 - business logo on the Sing & Play 50k website homepage
 - Business logo, link on the UVMC website
- Your company will be listed on the permanent donor thank you wall at 8 South Park Street

Session Sponsor \$1,000

- Event Day Publicity:
 - Acknowledgement at the beginning and end of one of our recital hours or Participatory sessions during the day
 - Prominent placement on thank-you signs at Upper Valley Music Center and at the performance site.
- Event-apparel Branding:
 - Logo placement on Sing & Play 50k t-shirt & water bottle.
- Social Media:
 - A posting on the UVMC Facebook page



- Print Media:
 - Prominent logo placement in printed map and concert programs
 - Logo included on postcards that will be distributed to UVMC's postal mailing list of more than 3,000 students and supporters
 - Company logo in full-page Thank-You Ad in newspaper
- Web and E-mail:
 - Your company logo and link will be included in all e-mails about the event to our mailing list of more than 3,000
 - Business logo on the Sing & Play 50k website homepage
 - Business logo, link on the UVMC website
- Your company will be listed on the permanent donor thank you wall at 8 South Park Street

Instrument/Voice Part Sponsor \$750

- Event Day Publicity:
 - Choose the instrument or voice part you want to sponsor (cellos, altos, etc.)! Each participating musician of that part will wear a button or sticker with your logo.
 - Name listed on thank-you signs at Upper Valley Music Center and at the performance site
- Event-apparel Branding:
 - Logo on Sing & Play 50k t-shirt
- Print Media:
 - Logo in printed map and concert programs
 - Company logo in full-page Thank-You Ad in newspaper
- Web and E-mail:
 - Business logo on the Sing & Play 50k website homepage
- Your company will be listed on the permanent donor thank you wall at 8 South Park Street

On the Town Sponsor \$500

- Event Day Publicity:
 - UVMC will bring musicians to perform a 15-minute mini-concert in your business (or at another site to be mutually determined) during the Sing & Play 50k day. This "On the Town" performance will be included our publicity, printed schedules and event map.
 - Name listed on thank-you signs at Upper Valley Music Center and at the performance site
- Event-apparel Branding:
 - Name listed on Sing & Play 50k t-shirt



- Print Media:
 - Logo in printed map and concert programs.
 - The site of your “On the Town” concert will be prominently featured on the printed map.
 - Company logo in full-page Thank-You Ad in newspaper
- Web and E-mail:
 - Business logo on the Sing & Play 50k website homepage
- Your company will be listed on the permanent donor thank you wall at 8 South Park Street

Supporter **\$250**

- Event Day Publicity:
 - Name listed on thank-you signs at Upper Valley Music Center and at the performance sites
- Print Media:
 - Name listed in printed concert programs
 - Company logo in full-page Thank-You Ad in newspaper
- Web and E-mail:
 - Company name on the Sing & Play 50k website homepage
- Your company will be listed on the permanent donor thank you wall at 8 South Park Street

Friend **\$100**

- Event Day Publicity:
 - Name listed on thank-you signs at Upper Valley Music Center and at the performance sites
- Print Media:
 - Name listed in printed concert programs
 - Company logo in full-page Thank-You Ad in newspaper
- Web and E-mail:
 - Company name on the Sing & Play 50k website homepage
- Your company will be listed on the permanent donor thank you wall at 8 South Park Street