

There are many ways to advertise your business. But do your marketing efforts also help:

- provide tuition assistance to students who want to take music lessons?
- sponsor free concerts and performances?
- support a community chorus and symphony orchestra that welcomes your employees?



For 30 years, Upper Valley Music Center has offered the best in music education and ensemble opportunities in the Upper Valley. This includes individual lessons, group classes (including summer camps), ensembles, and workshops/master classes. Students of all ages can find one-on-one instruction, learn to play in a relaxed social setting, and make lifelong musical friends.



By supporting the Upper Valley Music Center, your business will be a key partner to providing music education — and all of its health and well-being benefits — to your friends, families, employees, and neighbors. Strong arts mean a strong community, and you'll be ensuring your business is located in — and supporting — a thriving community.

Interested? Here's how you can participate:

ADVERTISE IN THE PROGRAM BOOK

Our Program Book is one of UVMC's primary publications, given to all participants, donors, and concert/event audience members throughout the year (September 2024 to August 2025). You'll reach more than 9,000 people across the Upper Valley. Your organization will be listed on our website as a sponsor and you can opt in to an email newsletter to hear of events first.

Program Book Deadline: Friday, August 9, 2024

Ad Size	Dimensions	Cost
Full page	5 by 8	\$375
Half Page	5 by 3.9	\$225
Quarter Page	2.4 by 3.9	\$135
Business Card	3.5 by 2	\$75



SPONSOR AN EVENT

As a sponsor of one of our events, your organization will be included in marketing materials, such as posters and signage, newsletters, social media, email, direct mail, advertisements, to name a few. Depending on the level selected, you'll also receive print materials and event invitations to share with employees, news of programming first, and an opportunity to bring music to your employees as part of your wellness programming.

Sponsorship levels:

- **\$500:** website and printed program listing, email promotion, thank you on social media
- **\$1,000:** logo on all print marketing materials, website and printed program listing, thank you on social media, email newsletter to hear of events first
- **\$2,000:** website and printed program listing, thank you on social media before and after the event, email newsletter, discounts and invitations, an on-site music class or concert for employees

Opportunities:

Holiday Music Celebration: December 7, 2024

UVMC hosts caroling, performances, and other activities as part of the City of Lebanon's celebration and tree lighting.

NEW 30th Anniversary Celebration Concert: Spring 2025

This concert will kick off UVMC's 30th anniversary festivities. More details to follow.

Sing & Play Festival: May 17 and 18, 2025

Performances, workshops, jam sessions, and sing-alongs in a weekend festival celebrating the 30th anniversary.

NEW Colburn Park Traditional Music Festival: July 25 and 26, 2025

A new weekend program offering an immersion into traditional music for youth and adults on a variety of instruments. The festival includes a faculty performance and community dance, open to the public.

Choose your event: You could also sponsor the Upper Valley Symphony Orchestra, the Community Chorus, or summer programs, like our Rhythm Kids Camp or the new Summer Band. We'll work with you to develop the sponsorship of your choice!

CONTACT

Ready to become a sponsor and share the music? Contact Laura Jean Whitcomb, Marketing and Development Manager, at laurajean.whitcomb@uvmusic.org or (603) 448-1642.

