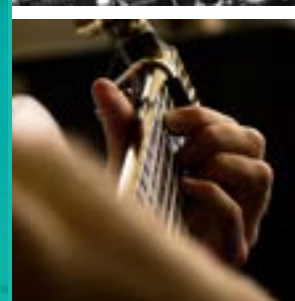
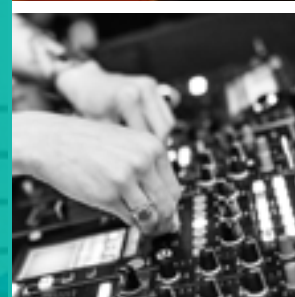


APRIL 2024



CONCORD COMMUNITY MUSIC SCHOOL

SPONSORSHIP OPPORTUNITIES



SPONSORSHIPS THAT MAKE A DIFFERENCE



At Concord Community Music School, people of all ages and musical abilities come together to celebrate the joy of music. **Our sponsors help make this possible.**

Your sponsorship helps CCMS reach goals we can't accomplish on our own. We offer a number of opportunities, so you can select those that resonate with – and further – your business' dedication to community involvement. For example, sponsorships can enable those with limited financial means to learn how to play a musical instrument. They help make possible our summer camps and allow us to continue offering well-attended concerts by outstanding performers. Corporate support allows us to reach out into the greater Concord community via special programs and events.

We understand that companies of all sizes contribute financially in many different ways to the causes and organizations in which they believe. We also acknowledge the distinction between sponsorship and philanthropy, so we want to make sure you get something of value back from your relationship with us.

As a sponsor, your organization's name will be connected closely with ours, showing your customers how generously you support the Capital City's arts and culture sector. This public recognition will also help your company achieve specific publicity and marketing outcomes. We look forward to partnering with you.



BECOMING A CCMS SPONSOR IS EASY AS 1-2-3!

1

Select one or more programs to sponsor (or work with us to design a custom sponsorship).

2

Determine the amount of your sponsorship.

3

Receive marketing and promotional benefits according to the amount of your sponsorship, as well as know that your generosity has made a meaningful impact in the community.



FINANCIAL AID FUND SPONSORSHIPS

Concord Community Music School is dedicated to ensuring that everyone – regardless of resources – can learn music, participate in recitals and performances, and share in the joy of music. While our prices are competitive, we also understand that they can be beyond the reach of some. Our financial aid fund helps make up the difference between the program cost and what a family is able to pay.

“Without financial aid, none of [my four children] would experience music to this level.”
- financial aid recipient

Approximately 15% of our budget – more than \$200,000 per year – is dedicated to scholarships and financial aid, both for students studying at the School itself and also to enable families and students from community partner organizations to participate. The average scholarship given is about \$1,000 and is based on family size, income, and federal poverty guidelines.

YOUR IMPACT: Your Financial Aid Fund sponsorship allows us to provide financial assistance to more students and helps ensure that finances are not a barrier to music education.

“I love playing fiddle for my family, even if my cats meow along with it.”
- financial aid recipient

SUMMER YOUTH PROGRAM SPONSORSHIPS

Music and Movement: A wide range of classes - from Bouncing Babies to Singers, Stompers, and Drummers - keep our youngest musical learners busy!

Creative Arts Camp: Three age-based cohorts rotate through daily arts activity periods, learning skills and creating musical, dance, and visual art pieces.

Summer String Camp: Open to all string players in the classical and folk traditions.

Movement Therapy: come explore movement and play in our new sensory room! Each session will include others in the same age range to enhance social-emotional learning.

YOUR IMPACT: Your Summer Youth Program sponsorship helps us attract qualified instructors and defray other program-related costs. To learn more, visit ccmusic-school.org/summer-programs/

Instant Folk Ensembles: Open to all string players with at least a year of experience, this camp builds musical skills, knowledge of folk traditions, and more.

Piano Dynamos Camp Attendees enjoy the company of their fellow pianists as they expand their musicianship skills.

Jam Camp: This camp invites instrumentalists and singers to come together for a week of jamming in many styles,

Puppetry Arts Camp: Build and perform a variety of puppet styles, from 2D creatures and characters to a giant parade-style group puppet.



INDIVIDUAL CONCERT SPONSORSHIPS

Part of CCMS's mission *"to provide the widest array of music education, performance, and engagement opportunities to people of all ages, and to ensure that everyone can access these opportunities regardless of financial ability, ethnic or cultural heritage, age, physical ability, or other barriers to engaging in music"* is to offer quality concerts, lectures, and other performances to the public, at low or no cost.

YOUR IMPACT: Your sponsorship helps defray the production and presentation costs of such events.



WORKSHOP SPONSORSHIPS

Help musicians of all levels hone their skills and become better performing artists

CCMS is known for the high-quality of its workshops, including the annual David Surette Mandolin Festival and Fall Fiddle Fest.

David Surette Mandolin Festival: David Surette, who passed in 2021, started the festival more than 20 years ago as a Saturday of workshops. It has since grown into a two-day event, with four teachers offering workshops, jam sessions, a Q & A roundtable, and one or more concerts. Over the years, this celebration has become a fun and supportive community of players. A collaborative spirit — between performers, Music School staff, participants and volunteers — has always pervaded the festival, inspired by David's example.

Fall Fiddle Fest: Every year, fiddlers from Scottish, Irish, and New England contradance traditions join forces at CCMS for a day packed with workshops and group playing for fiddlers (and violinists who are interested in learning to fiddle!). The Festival is open to teens and adults, and includes workshops on a variety of topics at the novice, intermediate, and advanced levels. In the evening, the fiddle faculty members, often along with their musical collaborators, present a toe-tapping evening concert of fiddle music open to the public.

YOUR IMPACT: Your sponsorship helps keep workshop and concert attendee costs affordable. It also helps us retain top-notch workshop faculty and concert musicians.



CHORUS & BAND SPONSORSHIPS

A variety of options for all ages and abilities

The following is a representative sampling of the many programs we offer. For a full list, visit ccmusicsschool.org/classes-choruses-ensembles/

Songweavers: is NH's original women's community chorus, open without audition to women and teens. Based on the belief that everyone can sing, Songweavers is a coming-together of spirit and heart through music. Begun 30+ years ago for women who were afraid to sing, it has grown into a joyous chorus of kindred souls.

Purple Finches: has three divisions to allow for age-appropriate musical development. Participants learn basic music elements through rhythm, solfège, ear-training, memory development, and hand signs. For children also learning an instrument, it strengthens sight-reading, ear-training, and rhythmic security.

New Horizons Band: is for anyone who's wished they could revisit their high school band days, play for fun in a band at a relaxed pace, and have fun making music with new friends. Participants can choose from refresher/beginner and community band options.

Sunset Singers: sing in small groups of 2-3 singers for the terminally ill and those going through serious health challenges, offering calm and comfort through music.

Sunflower Singers: brings adults with developmental disabilities and their care providers together from across central New Hampshire each week to sing familiar songs, accompanied by spontaneous harmonica and percussion playing.

YOUR IMPACT: Your sponsorship helps defray the costs of offering these programs and producing their onsite and offsite performances.



MUSIC IN THE COMMUNITY INITIATIVE (MICI) PROGRAM SPONSORSHIPS

Music Therapy, Dance Movement Therapy, Music in the Schools, Off-site Performances

CCMS partners with schools and organizations throughout the state, bringing music performances, music and dance therapy, and the creative arts to people of all ages.

These programs, known collectively as **Music in the Community Initiatives (MICI)**, help children deal with trauma, assist New Americans by giving them voice through music, and enable people suffering from Parkinson's disease to find healthy ways to keep moving. They provide K-12 teachers with creative tools to help manage students struggling with mental health issues, enable foster children to find joy through music, and provide retirement and nursing home residents with creative ways to stay engaged and active.

YOUR IMPACT: Your sponsorship helps defray the cost of these programs and helps our partner organizations offer robust and meaningful therapeutic programs to their constituents.

“Concord Community Music School has enriched the lives of hundreds of Concord’s young children through their involvement in The Concord Developmental Preschool and Merrimack Valley Day Care, as well as scholarship programs for Concord youth to participate in Concord Community Music School classes. Over the past few years, we have been able to deepen and expand our work together. More opportunities for young children and families to experience music and movement with Miss Heather and Miss Heidi has been wonderful and well-received by families.”
- Concord School District



COMMUNITY EVENT SPONSORSHIPS

Community service is in our DNA: the Concord Community Music School was modeled after the Settlement House tradition, in which highly-regarded artists and community members came together to provide access to education, music, and the arts for people in under-served communities.

Maintaining visibility and remaining active in community events is key to educating the public about who we are and what we do. CCMS participates in a wide variety of area events throughout the year, including:

Concord Market Days: a three-day annual event that brings the community together via vendors, live entertainment, and organization exhibit booths.

Concord Multicultural Festival: a day-long celebration of the cultural diversity in the Capital Region, featuring art, music, dance, and more,

Friends-a-Palooza: an annual event coordinated by the Friends Program, is a family-friendly party with games, music, crafts, snacks, stories and dance.

NH Caregivers Conference: an annual, day-long event for caregivers of all types. It includes a keynote presentation, care giving workshops, and exhibitors. In 2023, CCMS faculty led workshops and exhibited.

CCMS Community Music Fest and Open Houses: free, full-day all-ages jam sessions, workshops, performances, and other musical activities held on site.

YOUR IMPACT: Your sponsorship helps defray our participation costs, allows us to build community goodwill, and increases awareness / interest in our programs.



IN 2024, CCMS CELEBRATES 40 YEARS OF QUALITY MUSIC EDUCATION



Concord Community Music School was founded in 1984 in Concord, New Hampshire by Peggy Senter. Senter, who calls CCMS "the honor of [her] life" and who served as its Executive Director until 2021, identified and met the need for quality music education in the Granite State.

At that time, there was no precedent in the state for a philanthropy-funded and sponsor-supported music organization. In the decades that followed, the Music School grew and prospered. It became an integral part

of the Concord arts and culture community through the support and talent of donors, sponsors, students, faculty, staff and the community at large.

Mid-1984 marks the 40th anniversary of the Music School's debut and CCMS will celebrate this achievement for the full calendar year. **A number of sponsorship opportunities specifically related to this landmark event - including a special "CCMS at 40" commemorative magazine and our 40th Anniversary Gala in November- are available**



"We try to eliminate the barrier that people think that only other people can make music. We think everyone is a musician."

- CCMS Founder Peggy Senter



CUSTOM CORPORATE SPONSORSHIPS AND CORPORATE GIVING

Your company is unique, your corporate sponsorship should be, too. There are many ways you can support CCMS throughout the year:

Financial - Decide on a sum that works for your company's budget and we'll recognize you in print, online, and onsite.

In Kind - Donate your goods or services for a CCMS event or project. This could take the form of catering services for a CCMS event, prizes for a raffle or fundraiser, We'll make sure people know about your generosity.

Media - Is your business a radio station, TV outlet, newspaper, magazine or Internet content provider? Help us promote our upcoming events and we'll promote you back.

Corporate/Employee Giving - Beyond typical corporate sponsorships, there are other forms of corporate giving that can help CCMS These include automatic payroll deductions, volunteer programs, and corporate matching gifts.

Let's create a mutually beneficial, one-of-a-kind relationship. Tell us more about your company's offering and what you're trying to accomplish; we'll help create a custom proposal for your consideration.

“I have been going [to CCMS] for nine years as a student and have gotten to know the faculty and staff. In addition to music therapy, I have been wanting take piano lessons. Recently, I was able to begin that with a teacher I met at the CCMS Open House. I also enjoy volunteering at music school events and helping the staff with special projects. Finally, I am proud to be a donor. I enjoy being a part of this organization and sharing my love of music with others.”



SPONSORSHIP LEVELS

Sponsorships start at just \$250, to make it affordable for businesses and organizations of all sizes to meaningfully participate and be recognized for their generosity. This means that CCMS may accept multiple sponsorships per program in order to more fully fund it. Sponsorships run for 12 months from the date of executed sponsorship contact. You will be sent a renewal notice approximately 60 days prior to end of annual contract.

Founder's Sponsor (\$10,000+)

May split between up to eight programs or direct us to apply to areas of greatest need.

Platinum Sponsor (\$5,00-\$9,999)

May split between up to six programs or direct us to apply to areas of greatest need.

Gold Sponsor (\$2,500-\$4,999)

May split between up to four programs or direct us to apply to areas of greatest need.

Silver Sponsor (\$500- \$2,499)

May split between two programs or direct us to apply to areas of greatest need.

Bronze Sponsor (\$250- \$499)

Select one program or direct us to apply to area of greatest need.

BENEFITS BY SPONSORSHIP LEVEL

Benefits are per organization, not per sponsored program.

Your Bronze Sponsorship includes:

- 25% discount on CCMS ticketed concerts
- Inclusion on CCMS Sponsor web page
- Inclusion on any CCMS press releases for the program(s) you sponsor
- Mention as a sponsor in opening remarks of any sponsored event(s)/performance(s)

Your Silver Sponsorship includes:

All the benefits of a Bronze Sponsorship, plus:

- Invitation for two to CCMS' Donor and Sponsor Receptions

Your Gold Sponsorship includes:

All the benefits of a Silver Sponsorship, plus:

- Dedicated post on our Facebook, Instagram, and Linked In pages, thanking you for your sponsorship
- Footer web banner on one weekly CCMS e-newsletter (4,000+ subscribers)
- 2 free tickets for ticketed performance of your choice (up to \$100 value; does not apply to workshop or special event registrations)

Your Platinum Sponsorship includes:

All the benefits of a Gold Sponsorship, plus:

- Footer web banner on one monthly CCMS e-newsletter (4,000+ subscribers)
- Sponsor name /logo on displayed year 'round on posters in CCMS Community Room, Recital Hall, and at select community events

Your Founders Sponsorship includes:

All the benefits of a Platinum Sponsorship, plus:

- Sponsor name /logo on bottom of CCMS web site
- One free room rental of Community Room or Recital at CCMS, on a space available (occupancy and duration limits apply; contact us for details).
- Bonus distribution of your company/organization's flyer or brochure at our Open Houses.

BUILDING MUSICAL FRIENDSHIPS

We transcend barriers by making connections through sound



Click image above to watch video or visit vimeo.com/935029720

Variety is what makes music rich and textured. No matter who you are, where you come from, or how you identify, CCMS want to be the place where you belong; the place where you feel respected, understood, valued, and welcome.

Just as each instrument in an orchestra has the opportunity to make a unique and individual contribution to the music played, so does each member of the CCMS family. Come join us!

To learn more about CCMS sponsorships or begin your partnership with us, contact 603-228-1196, x-106 or Lsabean@ccmusicsschool.org

