

**BAY
CHAMBER
CONCERTS**

**BAY
CHAMBER
MUSIC
SCHOOL**



Yamato Drummers of Japan at Strom Auditorium (top) and Hip Hop and Classical crossover artist Daniel Bernard Romain (right)

SPONSORSHIP AND MARKETING OPPORTUNITIES 2017 - 2018

If your marketing strategy seeks a target audience of individuals with ample financial resources who are positioned to purchase hospitality and goods throughout Maine's Midcoast, then Bay Chamber's 56th Annual Summer Concert Season has just the audience for you!

Whether you decide to be a Sponsor or purchase a Marketing Opportunity your support will be seen by

- ◆ More than **10,000** concert goers with average household incomes of **\$75,000 - \$100,000**;
- ◆ Patrons looking for things to do, to see and to purchase:
 - **40%** of Bay Chamber audiences come from out-of-state;
 - For every \$1 spent on concert tickets, arts patrons spend an average of **\$3 at local businesses**.
- ◆ Annual audiences of over **24,000** participating and collaborating with Bay Chamber programs.

Your Sponsorship or Marketing Opportunity purchase will

- ◆ **Enable** thousands of school children to attend free matinees annually
- ◆ **Offer** 12 free concerts annually to local music listeners
- ◆ **Award** over \$50,000 in financial aid to music school students of all ages and abilities
- ◆ **Provide** scholarships to more than 40% students enrolled at Bay Chamber
- ◆ **Build** community connections with the Teen Parents Program, Maine State Prison, Assisted Living facilities and more
- ◆ **Award** \$15,000 in prizes to aspiring young musicians across Maine, and the Andrew Wolf Memorial Award
- ◆ **Help** present over 40 world-class performances throughout Midcoast Maine

We invite you to join in a partnership that transforms lives through exceptional performances, music education and innovative community engagement projects. Your alliance with Bay Chamber Concerts and Music School will provide you with unique opportunities for product visibility while bringing inspiration and music to thousands across Midcoast Maine.

Please turn the page to see 2017-2018 Sponsorship and Marketing Opportunities.



[Year-Round Marketing Opportunities](#)

Bay Chamber Concerts' Marketing Opportunities offer year-round marketing exposure at all ticketed concerts. Five promotion levels offer select marketing premiums. We offer a variety of packages to fit your budget.

| | | |
|--|---------|--------------------------|
| Full Page Promotion in year-round program book | \$1,250 | <input type="checkbox"/> |
| ½ Page Promotion | \$750 | <input type="checkbox"/> |
| ¼ Page Promotion | \$500 | <input type="checkbox"/> |
| Logo placement in group Promotion | \$250 | <input type="checkbox"/> |
| Concert program listing | \$150 | <input type="checkbox"/> |

The year-round program book covers the July through June concert season. With a full, ½ or ¼ page promotion, you will also receive logo placement on the website and in the e-newsletter.



[Honorary Concert Sponsorship](#)

Honorary Sponsors select a specific concert and receive the following benefits:

- ◆ Full-Page Promotion in Bay Chamber's annual program book
- ◆ Reserved complimentary seating (up to four tickets per sponsor)
- ◆ Verbal recognition from the concert stage at the event
- ◆ Logo/name placement in marketing materials

Honorary Sponsorships can be shared between two businesses or individuals.

| | | |
|------------------------------|---------|--------------------------|
| Honorary Concert Sponsorship | \$2,000 | <input type="checkbox"/> |
|------------------------------|---------|--------------------------|



**Bay Chamber Musical
Instrument "Petting Zoo"**



Free concert on Lake Megunticook

[Underwriting](#)

In addition to all the benefits offered to Concert Sponsors and Honorary Sponsors, Underwriters receive a concert series package that offers premium marketing exposure to multiple audiences including complimentary reserved seating at all series concerts, prominent website and social media visibility, and a full-page promotion (back cover, inside front or back cover, center or other prominent locations) in Bay Chamber's annual program book. We offer a range of underwriting opportunities from \$1,500 to \$10,000. Please contact Britta-Lena Lasko (britt@baychamberconcerts.org) for more information.

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Payment Information

Yes! I wish to support Bay Chamber Concerts & Music School with my 2017-2018 Sponsorship.

Name/Business: _____

Contact: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

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| Concert program listing | \$150 | <input type="checkbox"/> |

Please make checks payable to: Bay Chamber Concerts

Payment Method:

Check Enclosed VISA Master Card

Bill Me Call Me

Card Number: _____

Exp. Date: _____ CID: _____

Signature: _____



***Gerald Steichen conducts for
the Bay Chamber's Screen
Door Festival***



Rebecca Fischer of the Chiara Quartet

Return Form to:

Britta-Lena Lasko,

Development and Communications Officer

Bay Chamber Concerts

PO Box 599

Rockport, ME 04856

(207) 236-2823 x 106

britt@baychamberconcerts.org