

**BAY  
CHAMBER  
CONCERTS**

**BAY  
CHAMBER  
MUSIC  
SCHOOL**



*The Peking Acrobats (left)  
Chiara String Quartet (above)*

## SPONSORSHIP AND MARKETING OPPORTUNITIES 2018 - 2019

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 58th 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 reach:**

- ◆ **Thousands** of 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**
- ◆ Tens of thousands of listeners through Bay Chamber's radio broadcasts on Maine Public

**Your Sponsorship or Marketing Opportunity purchase will**

- ◆ **Enable** thousands of school children to attend free matinees annually
- ◆ **Offer** 16 free concerts annually to local music listeners
- ◆ **Award** over \$60,000 in financial aid to music school students of all ages and abilities
- ◆ **Build** community connections with the Teen Parents Program, Maine State Prison, Assisted Living facilities and more
- ◆ **Award** \$15,000 in prizes annually to aspiring young musicians across Maine, and the Andrew Wolf Memorial Prize
- ◆ **Present** over 40 world-class performances throughout Midcoast Maine each year

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 2018-2019 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 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 year-round 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



**Bay Chamber Music School  
Suzuki student performance**



**Rolston Quartet**

## Underwriting

In addition to all the benefits offered to Concert Sponsors and Honorary Sponsors, Underwriters Support 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 year-round 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 2018-2019 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: \_\_\_\_\_



**Vocalist, Becca Stevens**



**The Anderson Twins**

### Return Form to:

*Britta-Lena Lasko*

*Development Officer*

Bay Chamber Concerts and Music School

PO Box 599

Rockport, ME 04856

(207) 236-2823 x 106

[britt@baychamberconcerts.org](mailto:britt@baychamberconcerts.org)