



 **VanderCook**
COLLEGE OF MUSIC

Sponsorship

PRESENTING SPONSORSHIP: \$50,000

- ❖ *Prominent listing and logo on the website through December, 2022*
- ❖ *Recognition by the Emcee/Host at major events*
- ❖ *Signage at virtual or in-person events through December, 2022*
- ❖ *Mention in any online or other event advertising*
- ❖ *1 private pre-concert reception at VanderCook for up to 12 people*
- ❖ *4 tickets to VanderCook's concert at the Midwest Clinic*
- ❖ *Premier 'table' for 8 at Pops 2022*
- ❖ *Foursome at VanderCook's annual golf outing in 2022*

PLATINUM SPONSORSHIP: \$25,000

- ❖ *Prominent listing and logo on the website through December, 2022*
- ❖ *Recognition by the Emcee/Host at major events*
- ❖ *Signage at virtual or in-person events through December, 2022*
- ❖ *Mention in any online or other event advertising*
- ❖ *Premier 'table' for 8 at Pops 2022*
- ❖ *Foursome at VanderCook's annual golf outing in 2022*

GOLD SPONSORSHIP: \$15,000

- ❖ *Listing and logo on the website through December, 2022*
- ❖ *Recognition by the Emcee/Host at major events*
- ❖ *Signage at virtual or in-person events through December, 2022*
- ❖ *Mention in any online or other event advertising*
- ❖ *Prominent 'table' for 6 at Pops 2022*
- ❖ *Twosome at VanderCook's annual golf outing in 2022*

SILVER SPONSOR-



Opportunities

SHIP: \$10,000

- ❖ Listing and logo on the website through December, 2022
- ❖ Recognition by the Emcee/Host at major events
- ❖ Signage at virtual or in-person events through December, 2022
- ❖ 'Table' for 6 at Pops 2022
- ❖ Twosome at VanderCook's annual golf outing in 2022

BRONZE SPONSORSHIP: \$5,000

- ❖ Listing and logo on the website through December, 2022
- ❖ Signage at virtual or in-person events through December, 2022
- ❖ 4 seats at Pops 2022
- ❖ 1 golf registration at VanderCook's annual golf outing in 2022

PARTNER SPONSORSHIP: \$2,500

- ❖ Listing and logo on the website through December, 2022
- ❖ Signage at virtual or in-person events through December, 2022
- ❖ 4 seats at Pops 2022

FRIEND SPONSORSHIP: \$1,000

- ❖ Listing and logo on the website through December, 2022
- ❖ Signage at virtual or in-person events through December, 2022
- ❖ 2 seats at Pops 2022



2022 Calendar

Date	Event	Estimated Promotion	Estimated audience or participants
Seasonal	~30 student junior & senior recitals	Posters, print programs, word of mouth	1800
Seasonal	Masterclass	~12 events per year; 25,000 email, social media	60
Seasonal	Concerts	~6 large ensemble concerts per year; 25,000 email, social media	150
MECA courses	MECA courses	60,000 multiple email advertisements 8 – 12 times per year	1000
Feb. 1	Audition & Open House	25,000 email, social media, print advertising	50
Feb. 12	Day of Percussion	40,000 email, social media, signage	200
Feb. 12*	Chamber Festival	25,000 email, social media	200
Feb. 25	Chamber Concert	posters	125
March 8	Audition & Open House	25,000 email, social media, print advertising	50
March 29	Choir & Orchestra Student Conductor Concert	5,000 email, social media	150
March 31	Band Student Conductor Concert	5,000 email, social media	150
April 1	Audition & Open House	40,000 email, social media, signage	50
April 5	Band, Choir, Orchestra Fest	5,000 email, social media	3500
April 8	Chamber Concert	posters	125
April 13	Chorale & Honors Chamber Ensemble Concert	5,000 email, social media	150
April 23*	Pops Concert	60,000 email, social media, print invitation, signage, announcements at the event	350
April 29 & 30*	Yamaha Artist Concert	60,000 email, social media, print invitation, signage, announcements at the event	200
May 14*	High School Honor Fest	40,000 email, social media, signage	2500
June 16	Annual Golf Outing	8,000 email, social media, signage at the event	100
Sept. 25	Prism Concert	8,000 email, social media, signage/ announcements at the event	250
Sept.*	Yamaha Artist Concert	60,000 email, social media, print invitation, signage, announcements at the event, print & digital programs	350
Nov. 15	VanderGiving Concert	Announcements at the event, print & digital programs	150 + streaming
Dec.	Holiday Concert	8,000 email, social media, announcements at the event, print & digital programs	250
Dec.	Midwest Band & Orchestra Clinic	Print & digital programs Programs	1500

*TO BE CONFIRMED