

2/16/18

Greetings!

On June 21, 2018, Make Music Rochester will again join more than 750 cities in 120 countries around the world offering free concerts across the region in public spaces. As a member of the Rochester community, we want you to be part of this public celebration of music, a world-wide community-building and community-connecting event!

Make Music Rochester (a member of the Make Music Alliance) is modeled after a Parisian event that began in 1982 as a tribute to the Summer Solstice. Fête de la Musique is held each year on June 21, where it fills sidewalks, parks, gardens, parking lots, balconies, and lawns with all kinds of music for all to enjoy, at no cost. Since 1982, Fête de la Musique has spread across the globe. On June 21, 2016, in North America alone, people enjoyed 3,238 concerts at 1,078 locations in 38 cities!

Our excitement about Rochester joining this global celebration of music began in 2017, when our founding members brought it here. Thirty enthusiastic artists shared 36 performances in 18 locations. There were at least 10 additional pop-up performances on sidewalks and in parks and two mass appeal events: a ukulele jam organized by Bernunzio Uptown Music in Christ Church Garden that drew about 60 participants, and a harmonica lesson taught by Dick Storms at the Record Archive with over 30 participants. And this with only three months of planning and limited pre-event press coverage.

The feedback was overwhelmingly positive with one common refrain—everyone wished they'd known about it sooner. That's where you come in! We need your help to get the word out and to increase the number of musical performances, performers, and venues. We hope you will do what you can to help us grow this global celebration in Rochester, where we create and enjoy beautiful music together, and build community at the same time. Music everywhere—by anyone, for everyone. Sponsorship options and benefits are fully described on the next page.

I would love to speak with you about how you can help. Please contact me directly at (585) 271-0520 or maria@rrcdc.org. I hope to hear from you soon, and thank you in advance for your interest and generosity.

With warm regards,

Maria Furgiuele
Make Music Rochester

Our Team

Terri Conroy

Maria Furgiuele

Monika Reifenstein

Julie Schnepf

Maggie Symington



Levels of Sponsorship

Presenting Sponsor: \$5,000 (one available)

- Recognition on all advertising and promotional materials and on Make Music Day Rochester website, prominently displayed as PRESENTING SPONSOR for one year
- Speaking role in promotional video which will be shared on local and national website

Big Band: \$2,500

- Recognition on all advertising and promotional materials and on Make Music Rochester website sponsor page for one year
- Recognition in promotional video which will be shared on local and national website
- Sponsorship opportunity limited to one in each category (finance, legal, medical, developer, etc.)

Ensemble: \$1,000

- Recognition on all advertising and promotional materials and on Make Music Rochester website sponsor page for one year
- Recognition in promotional video which will be shared on local and national website

Quartet: \$400

- Small logo recognition with a link to your website on Make Music Rochester website sponsor page for one year
- Logo recognition on Make Music Rochester canopy signs

Duet: \$200

- Small logo recognition with a link to your website on Make Music Rochester website sponsor page for one year

Soloist: \$100

- Word recognition on Make Music Rochester website sponsor page for one year

