



2015/16 Season

Dear Friend and Supporter:

As one who is interested in youth development, you are likely aware of the immense value that music has on the development of youth – and, particularly youth from undeserved backgrounds.

Unfortunately, scientists who research the beneficial effects of music on the brain, point to a disturbing trend of a decline in music education as part of the standard curriculum. Fewer and fewer schools give students an opportunity to learn an instrument. Music City Youth Orchestra (MCYO) would like to ensure that every child is afforded such opportunities.

MCYO is a nonprofit 501(c)(3) organization dedicated to attracting and educating the youth of our community about the life importance of music.

MCYO provides a dynamic atmosphere for young musicians in Middle Tennessee to explore a diverse repertoire for string ensembles. We believe that learning about and making music should be a joyful activity, both in rehearsal and performance.

We employ a disciplined approach and strive for high standards of accomplishment while at the same time creating an enjoyable experience for student musicians. Each season our students have the unique opportunity to evaluate and take ownership of the program, which greatly contributes to the direction and success of the organization.

Striving to meet the needs of all youth in our community, MCYO is expanding to include the addition of the Harmony Project to our programming. The Harmony Project will be an exemplary program for low-income and minority youth to learn about and perform live music. Harmony Project will be Nashville's first El Sistema-inspired program that will create opportunities for social transformation of underserved youth through the creative power of music.

The need for community programming like what MCYO offers is critical to developing our youth. ***We invite you to support musical arts for youth by becoming a Corporate Sponsor.***

Beyond supporting music education for youth, your sponsorship provides your company with visibility before a broad audience of students, parents, community professionals, corporations, media, and other supporters of the arts. MCYO is distinctive in the field of youth arts programming – your support similarly distinguishes your business as one that invests in the community and today's youth.

Please review the enclosed levels of sponsorship and choose an option that works for your organization's needs. We look forward to hearing from you at info@musiccityyo.org or 615-200-MCYO (6296). More information is available on the web at www.musiccityyo.org. Thank you for your gracious consideration!

Sincerely,

Mark

Mark McCaw
Board President

LeAnn

LeAnn Austin
Executive Director



Corporate Sponsorship Opportunities

Season Sponsor: \$5,000

Exclusive season naming rights

Opportunity to introduce concerts and events

Mentioned in all advertising campaigns (radio, print, etc.)

Most advantageous visibility:

- Featured banner at all shows and events
- Logo featured online with link to website
- Full page advertisement featured in all concert programs

10 complimentary tickets with priority seating at public concerts

Platinum Sponsor: \$2,500

Visibility:

- Logo included on banner at all shows and events
- Logo online with link to website
- ½ page advertisement featured in all concert programs

10 complimentary tickets with priority seating at public concerts

Gold Sponsor: \$1,250

Visibility:

- Logo online with link to website
- ¼ page advertisement featured in all concert programs

5 complimentary tickets with priority seating at public concerts

Silver Sponsor: \$500

Visibility:

- Listed online with link to website
- Business card size advertisement featured in all concert programs

4 complimentary tickets with priority seating at public concerts

Bronze Sponsor: \$250

Visibility:

- Listed online with link to website
- Business card size advertisement featured in all concert programs

2 complimentary tickets with priority seating at public concerts



Corporate Sponsorship Pledge Form

Please select sponsorship level:

- _____ Season Sponsor: \$5,000
- _____ Platinum Sponsor: \$2,500
- _____ Gold Sponsor: \$1,250
- _____ Silver Sponsor: \$500
- _____ Bronze Sponsor: \$250
- _____ Other Amount: \$_____

_____ In-Kind Donation (*please describe*) _____

Checks may be payable to Music City Youth Orchestra and sent with this form to:

Music City Youth Orchestra
P.O. Box 120502
Nashville, TN 37212

Please print your contact information:

Business Name _____ Date _____

Contact Name _____ Contact Title _____

Business Address _____ City/State/Zip _____

Phone (_____) _____ - _____ E-mail _____

Please list the names and roles of VIPs we should recognize either in a thank you note or at any public events:

Music City Youth Orchestra is a 501(c)(3) nonprofit organization, a partner of The Nashville Symphony, and a member of the League of American Orchestras.