



The Continuo Arts Foundation Branding Association/Sponsorship Proposal

It is our hope that you will agree to become a sponsor for the Second Season of the **MINUETTO MUSIC FESTIVAL** to take place in Summit, New Jersey, June 23rd-29th, 2013. This association with the Minuetto Music Festival will reach a broad base of local communities in the Tri-State Area while bringing artists from around the world to our region.

Your participation will not only increase your market presence, it will further demonstrate your company's strong commitment to local charity and support for the foundational importance of the arts. As a title-sponsor, partner-sponsor, or patron-sponsor, you will be able to take advantage of a wide variety of unique branding opportunities that will reach an exclusive "tastemaker" audience not only at the events, but also through the publicity and online marketing that will proceed and follow.

The Program

- Combined Symphonic Chorus of local singers from across New Jersey & Tri-State Area
- The Minuetto Chamber Orchestra
- The Milton Cross Young Artist Program & Showcase Concert
- Canadian sensation DESTINO in concert
- Festival Finale Concert with chorus, orchestra & soloists featuring:
 - Opera scenes & choruses
 - Vaughn Williams' "Dona Nobis Pacem"
 - Young Artist Finalists
 - Conductors Candace Wicke & Beverley Coulter

*Program selections and artists are subject to change

Benefits of Branding through Sponsorship

- You will be recognized by past, current and future clients for supporting this artistic venture.
- Complete local marketing program to include title and partner sponsor logo, patron sponsor names, on all banners, posters, print & internet media and mention in all feature articles.
- Connect with the community in a positive and meaningful way



The Demographic

- Local residents from Central New Jersey and across the Tri-State Area
- Tourists
- National and International Artists
- Conductors & Directors from numerous organizations nationally & in the Tri-State Area
- Tastemakers, trendsetters
- International & Intergenerational
- Image conscious and brand aware
- Disposable income
- Cultured & sophisticated
- Invited political guests
- Philanthropic
- Patrons of the arts
- College educated & beyond

Title Sponsor: \$5,000

All marketing and program materials will include the title sponsor's logo and office contact information in addition to:

- Inside front cover or outside back cover for the 2013 Minuetto Music Festival program
- Presence and product placement at all Festival concerts
- Festival banners in local communities & your facilities
- Minuetto Music Festival Presented By _____
- Ad Series: Westfield Leader, Suburban News, Independent Press & online services
- Logo featured on The Continuo Arts Foundation website and linked on multiple websites, Facebook, Twitter, etc.
- Electronic newsletter with mention in feature articles with press partners and advertising
- Reserved VIP seating from 20 at all Festival Concerts
- Signage & 8 tickets: Meet-the-Artists Private Post-Concert Reception
- 4 tickets: Continuo Arts Foundation Annual Gala with VIP seating
- Acknowledgement in all annual fund publications
- Substantial visibility targeted to a highly-desirable demographic and a meaningful opportunity to further philanthropic goals



Partner Sponsorship: \$2,500

All marketing and program materials will include partner sponsor's logo and office contact information in addition to:

- Full page color ad in 2013 Minuetto Music Festival program
- Logo on festival banners in local communities
- Mention in all ad services: Westfield Leader, Suburban News, Independent Press & online services
- Logo on The Continuo Arts Foundation website and linked on multiple websites, Facebook, Twitter, etc.
- Electronic newsletter with mention in feature articles with press partners and advertising
- Reserved VIP seating for 10 at all Festival Concerts
- 4 tickets: Meet-the-Artists Private Post-Concert Reception
- 2 tickets: Continuo Arts Foundation Annual Gala with VIP seating
- Acknowledgement in all annual fund publications
- Substantial visibility targeted to a highly-desirable demographic and a meaningful opportunity to further philanthropic goals

Patron Sponsor: \$1,000

All marketing and program materials will include the partner sponsor's logo in addition to:

- Full page ad in the 2013 Minuetto Music Festival program
- Mention on festival banners in local communities
- Mention in ad series: Westfield Leader, Suburban News, Independent Press & online services
- Logo on The Continuo Arts Foundation website and linked on multiple websites, Facebook, Twitter, etc.
- Electronic newsletters with mention in feature articles with press partners and advertising
- Reserved VIP seating for 8 at all Festival Concerts
- 2 tickets: Meet-the-Artists Post-Concert Reception
- Acknowledgment in all annual fund publications
- Substantial visibility targeted to a highly-desirable demographic and a meaningful opportunity to further philanthropic goals

Custom Sponsorship

- We will create a sponsorship that best meets your needs