

Pennsylvania Academy of Music Sponsorship Opportunities



Virtuoso Fund



Music Naturally Summer Festival



Summer - a time for summer camp, a time for enjoying the weather, a time for fine music! The Academy's annual summer festival, *Music Naturally*, combines all of these into one intensive educational opportunity. For two weeks each June, approximately 45 advanced string, voice, piano and wind students come to the Academy for a concentrated program of daily coaching sessions, structured ensemble rehearsals, master classes, and public concerts.

Essentially an arts camp, *Music Naturally* focuses on individual attention and learning by performing. Early in the festival, concerts feature festival faculty and guest artists. By the end of the festival, students are joining their mentors on stage in vocal, chamber, and full-orchestra performances. Concerts are open to the public with low admission costs, and are held in a variety of unique venues across Lancaster County and beyond, including churches, public gardens, barns, restaurants, hotel lobbies, and college campuses. In 2005 *Music Naturally* presented 20 concerts in 15 days, with audience attendance of approximately 5,500.

Music Naturally affords students many benefits, including: increased musical skill and knowledge of repertoire; valuable performance experience in a variety of settings; and contact with some of today's top chamber musicians. To the greater community, *Music Naturally* gives a unique, high-quality musical experience at an affordable price. In recent years, *Music Naturally* has also helped build bridges on an international level, as students and teachers from China - many of them never having traveled to the U.S. before - visiting Lancaster to study and perform alongside their American counterparts.

By partnering with the Academy to produce *Music Naturally*, your company can become part of a Lancaster tradition, easily reaching a growing and diverse body of patrons. Audiences are comprised of the community's musicians and lovers of the arts, parents of students, and some of Lancaster's key business leaders and decision makers. Past festival sponsors include Anesthesia Associates of Lancaster, Bank of Lancaster County, Core Source, R.R. Donnelley, Dutch Gold Honey, Fulton Bank, Hershey Foods, Rolex, Susquehanna Pfaltzgraff, UGI, Warfel Construction and Wohlsen Construction.

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Should your company be on that list? Please consider partnering with the Academy to support the concert series at one of the following levels - you will be investing not only in the Academy but also in your company's visibility, and the good of the greater community!

Sponsor Level	Benefits to Your Company
\$15,000 Title Sponsor of Festival	[all benefits below, with 100 tickets OR 20 Patron Passes] + your company's name/logo appear on playbill cover + mention in all Festival materials
\$10,000 General Sponsor of one program (<i>piano, strings, etc.</i>)	[all benefits below, with 50 tickets OR 10 Patron Passes] + press release detailing your involvement sent to media of your choice + invitation to a master class within your sponsored program
\$ 5,000 Sponsor of one guest artist	[all benefits below] + 20 single-night Festival tickets to use or donate + opportunity to host pre-concert reception at the Academy (<i>you share catering costs</i>)
\$ 2,000 "Buy" one concert of your choice	[all benefits below] + verbal acknowledgement in curtain speech
Up to \$2,000 <i>General contribution to Music Naturally</i>	Acknowledgement in Festival playbills, <i>Soundpost</i> newsletter, poster in PAM lobby 2nd semester + weblink on PAM website + invitation to all-donor thanks event