



EVENT SPONSOR PACKET 2018-2019

MUSIC BRINGS PEOPLE TOGETHER

317 Main Community Music Center is looking for corporate and business partners who believe in the power of music to change lives. Through a relationship with 317 Main, **your business can help** expand access and raise funds for our music education and enrichment programs.

Every Year, 317 Main hosts a number of exciting and dynamic community events and programs, including several **big, one-time signature events**, as well as a number of **recurring events and community programs** which bring people together to play and listen to music throughout the year in Yarmouth and all around Southern Maine.



These unique and **memorable musical experiences** are ideal opportunities for you and your business to gain impactful visibility. By aligning your brand with 317 Main, you are showcasing your commitment to Maine's vibrant creative economy, and your investment in the community and the arts.

Please consider **joining our business partners**, including Dead River Company, Cribstone Capital, Norway Savings Bank, Systems Engineering, OTTO Pizza, Maine Beer Company, Revision Energy, and Attardo Pondellis Architecture, among others. **Your support can help make music for everyone.**

This packet includes information about this year's exciting events and how you can be involved. **I look forward to hearing from you**, and working together to host some fabulous community music events!



Sally Struever
Development Director

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Director of Community Relations

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WHAT IS 317 MAIN?

317 Main Community Music Center is a non-profit where community and music education come together in a welcoming and joyful environment. A historic building on Main Street in Yarmouth houses the bulk of our lessons and classes, and we delight in being an integral part of this small, walkable, and beautiful town on Maine's coast. Our partnership programs also take us to a wide variety of schools, community centers, and performance venues in nearby Portland and around Southern Maine.

Our offerings include:

Private & Semi-Private Lessons

Group Classes, Ensembles & Jams for all ages

Little Root Programs (for young musicians up to age seven and their families)

Deep Roots Programs (for music lovers and makers aged 55+)

Summer Camps and Lessons



MUSIC IS FOR EVERYONE

Last year, thanks to generous community support, we expanded access and diversified our programs and partnerships. **Contributions from people like you enabled us to:**

- Serve 1500+ student musicians in Yarmouth and 40 communities **around Southern Maine**, including more than 600 students who participated for free through our partnership programs.
- Add new Little Roots classes, **more than doubling** the reach of our program for our youngest musicians.
- Expand our Deep Roots program with new ensembles and robust programming for **musicians and music lovers age 55 and over**.
- Increase the number of students receiving financial aid for lessons and summer camps by 30%.

317 SIGNATURE EVENTS



HENRYFEST 2019

15TH ANNUAL HENRYFEST

September 7 2019 • Approx 1000 guests of all ages

HenryFest is **317 Main's annual family-friendly outdoor music and dance festival**. It occurs at Skyline Farm in North Yarmouth, a beautiful venue with trails, fields, and a natural amphitheater. The music includes national and regional artists in a variety of genres. Other offerings include local vendors selling food & beer, a children's area, workshops, instrument discovery tent, and other activities for young and old.

Promotion includes: Poster with wide distribution, Ads in regional publications, Email and Social Media campaigns targeted broadly at music-lovers and families



317 HOUSE PARTY

TBD 2019 • Approx 300 guests

The 317 House Party is our **annual fundraiser and live auction** to celebrate and support our community programs.

Promotion includes: Poster, Printed invitations, Ads in regional publications, Email and Social Media campaigns targeted at our donors.

Deadline for Sponsorship for 2019 event: TBD



MAINE ACOUSTIC FESTIVAL

April 7 2019 • Approx 300 guests

The Maine Acoustic Festival celebrates traditional acoustic music styles that have shaped Maine's culture. The festival brings together talented middle school and high school student musicians from across the state for rehearsals, workshops, and a showcase concert at USM's Hanford Hall. Students are selected through an audition process. Presented by 317 Main and North Yarmouth Academy.

Promotion includes: Poster with wide distribution for each performance, Email and Social Media campaigns distributed statewide.

Deadline for Sponsorship for 2019 event: February 15, 2019



RECURRING AND COMMUNITY EVENTS

YARMOUTH FARMERS MARKET

Thursdays, June – October 2019 • Approx 300 guests weekly

317 Main hosts the weekly Yarmouth Farmers' Market featuring local vendors and live music by our teaching artists, students, and campers.

Promotion includes: Poster, Email and Social Media campaigns targeted at our community, Flyers at local restaurants.

Deadline for Sponsorship for 2019 event series: April 15, 2019



317 STUDENT SHOWCASE

Early June (Date TBD), 2019

Approx 200 guests of all ages

317 Main presents a community concert featuring students in our private, semi-private and group classes, as well as ensembles. Hosted at First Parish Congregational Church in Yarmouth.

Promotion includes: Poster with wide distribution for each performance, Email and Social Media campaigns targeted locally.

Deadline for Sponsorship: May 1, 2018

CONCERT SERIES AT FIRST PARISH

Approx 200-400 guests for each performance

317 Main and First Parish Congregational Church partner to present a series of concerts. The series features regional touring artists performing at the First Parish Congregational Church in Yarmouth.

Friday, October 26, 2018, 7:00PM / \$15

I Lift My Lamp - Vintage Songs and Dances of Immigrant America
Jacqueline Schwab, piano (with 317 student performers)

Friday, December 14, 2018 7:00PM / \$15

317 Main Presents Songs of the Season
317 Main Vocal Teaching Artists (with 317 student performers)

Friday, April 12, 2019, 7:00PM / \$15

Coming of Age in the Greenwich Village Folk Revival and the Woodstock Scene
Happy Traum, guitar & vocals (with 317 student performers)

Promotion includes: Poster with wide distribution, Email and Social Media campaigns.

Deadline for Sponsorship: one month before concert



EVENT SPONSORSHIP FORM

Thank you for supporting the 317 Main Community Music Center with a sponsorship. In exchange for your support we offer these unique opportunities to promote your business, organization or group.

PRESENTING SPONSOR

Available for Signature events only – all benefits of VIP Sponsor *plus*

- Use of 317's facility for a company event, including 2 hours of live music
- Inclusion in press release
- Opportunity to address the audience on behalf of 317
- 8 event tickets of your choice

\$5000

- ☐ HenryFest
- ☐ 317 House Party
- ☐ Maine Acoustic Festival

VIP SPONSOR

- Logo on poster, web site, and email announcement
- Logo on event signage and/or banner
- Verbal recognition during the event/program
- 6 event tickets of your choice

\$1000

- ☐ Little Roots Around the World
- ☐ Yarmouth Farmers Market
- ☐ First Parish Concert
- ☐ 317 Student Showcase

\$2500

- ☐ HenryFest
- ☐ 317 House Party
- ☐ Maine Acoustic Festival

MAJOR SPONSOR

- Logo on poster, web site, and email announcement
- Logo on event signage and/or banner
- 4 event tickets of your choice

\$500

- ☐ Little Roots Around the World
- ☐ Yarmouth Farmers Market
- ☐ First Parish Concert
- ☐ 317 Student Showcase

\$1000

- ☐ HenryFest
- ☐ 317 House Party
- ☐ Maine Acoustic Festival

HENRYFEST AREA SPONSOR

- Signage at HenryFest Kid's Area or Discovery Tent (limited to one sponsor per area)
- Logo on web site, poster and email announcements
- 4 HenryFest tickets

\$750 choose one location:

- ☐ Instrument Discovery Tent
- ☐ Little Roots Tent
- ☐ Workshop Tent

SUPPORTING SPONSOR

- Logo on web site and poster
- 2 event tickets of your choice

\$250

- ☐ Little Roots Around the World
- ☐ Yarmouth Farmers Market
- ☐ First Parish Concert
- ☐ 317 Student Showcase

\$500

- ☐ HenryFest
- ☐ 317 House Party
- ☐ Maine Acoustic Festival

Contact Information (as you wish it to appear in promotional materials)

Organization Name: _____
Address: _____
Contact Person: _____ Phone: _____
Email: _____ Website: _____

Payment Information

Sponsorship Total \$ _____
☐ Check enclosed
☐ Please send invoice
☐ N/A (in-kind sponsorship)

Please fill out and return form to: Sally Struever • sally@317main.org • (207) 253-9943 • Int Director of Development
317 Main Community Music Center • 317 Main Street, Yarmouth, ME 04096

317 Main Community Music Center is a 501(c)3 nonprofit organization. Your gift is tax deductible to the full extent allowed by law.

HENRYFEST 2019

SATURDAY SEPTEMBER 7 2019



HenryFest is **317 Main's annual family-friendly outdoor music and dance festival.**

It draws **1,000 people** to Skyline Farm in North Yarmouth, a beautiful venue with trails, fields, and a natural amphitheater. The music includes national and regional artists in a variety of genres who play alongside 317 Main's teaching artists and student ensembles. Other offerings include local vendors selling food & beer, a children's area, workshops, instrument discovery tent, a costume corner, face-painting and other activities.

HenryFest offers unique sponsorship opportunities including 3 activity areas that can be specifically sponsored with signage and branding from your organization.

SPONSORSHIP DEADLINE IS AUGUST 2 2019



IN KIND DONATION FORM

Thank you for supporting the 317 Main Community Music Center with an in kind donation!

Contact Information:

Date: _____

Name: _____

Organization Name: _____

Address: _____

Contact Person: _____ Phone: _____

Email: _____ Website: _____

Preferred Donor Listing: _____

☐ I prefer to remain anonymous

DONATION

VALUE

TOTAL VALUE	

Please fill out and return form to:

Sally Struever • sally@317main.org • (207) 253-9943 • Director of Development

317 Main Community Music Center • 317 Main Street, Yarmouth, ME 04096

317 Main Community Music Center is a 501(c)3 nonprofit organization. Your gift is tax deductible to the full extent allowed by law. ALL values are assigned by donor. Please keep a copy of this form for your records.