



# Music and Kids Singers Concert Series & Tour with Child Safety Network Sponsorship Opportunities

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## Music and Kids Singers Concert Series

Music and Kids will be presenting a Concert Series featuring the Music and Kids Singers, students currently enrolled with Music and Kids who have shown progress and promise in their performance skills. Concert Series performances will include 10 events in the Antelope Valley Mall and in local parks throughout the Antelope Valley of California beginning in April of 2019. Music and Kids Singers also perform at Chamber of Commerce events, Business of the Month events sponsored by California Senator Scott Wilk, Local Business Grand Openings, local sporting events, and other private corporate events.

## Music and Kids Singers Tour with Child Safety Network

Child Safety Network (CSN) is a national organization dedicated to the promotion of child safety. In honor of the partnership being formed between the two organizations and in celebration of **CSN's 30<sup>th</sup> anniversary** in 2019, the organization is joining forces with Music and Kids.

Music and Kids Singers will perform at multiple events throughout Southern California in 2019, where CSN will be introducing the new **Safer Together app** and touring the Country Music Truck to garner more star power and collect more signatures for the project.

Since 1989, Child Safety Network ([www.csn.org](http://www.csn.org)) has been a national leader in the delivery of free resources and programs designed to protect children. CSN founder and director, Ward Leber, has provided leadership on child safety and school bus safety initiatives to Congress and the President for 30 years.

## Sponsorship Opportunities

Your business or organization can provide support to fund the concert series and the Music and Kids program, to allow more students to receive music education from paid, qualified teachers. Your sponsorship will be recognized through marketing and promotional efforts that will bring more attention to your business.

# Sponsorship Levels

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## Platinum Sponsorship (\$10,000 or more):

- Exclusive Banner Signage on Front of Event Stage or Adjacent to Performance Space
- Company logo on advertising in lead up to the events
- Company logo on the Music and Kids website as a Platinum Sponsor (Main page)
- Company logo on the Music and Kids website as a Platinum Sponsor (Sponsor page) \*
- Company name included with event advertising sent out by social media
- Announcements of sponsorship from the stage
- Your donation will pay for 235 lessons

## Gold Sponsorship (\$5,000):

- Logo on Banner on Event Stage or Adjacent to Performance Space
- Company logo on advertising in lead up to the events
- Company logo on the Music and Kids website as Gold Sponsor (Sponsor page) \*
- Company name included with event advertising sent out by social media
- Announcements of sponsorship from the stage
- Your donation will pay for 117 lessons

## Silver Sponsorship (\$2,500):

- Company logo on advertising in lead up to the events
- Company logo on the Music and Kids website as Silver Sponsor (Sponsor page) \*
- Company name included with event advertising sent out by social media
- Announcements of sponsorship from the stage
- Your donation will pay for 58 lessons

## Bronze Sponsorship (\$1,000):

- Company logo on the Music and Kids website as a Bronze Sponsor (Sponsor page) \*
- Company name included with event advertising sent out by social media
- Announcements of sponsorship from the stage
- Your donation will pay for 23 lessons

## Copper Sponsorship (\$500):

- Company logo on the Music and Kids website as a Copper Sponsor (Sponsor page) \*
- Company name included with event advertising sent out by social media
- Announcements of sponsorship from the stage
- Your donation will pay for 11 lessons

# Return on Investment

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## **Event Banner Signage & Stage Announcements**

Platinum sponsors will have an exclusive banner on the front of the stage, or adjacent to the performance space when no stage is available, and parade floats during performances by Music and Kids singers. All other sponsorship levels will have logos on shared banners on stage, or adjacent to the performance space when no stage is available, and parade floats during performances by Music and Kids. This includes 10 Music and Kids Concert Series Events, no less than 20 additional local events, and at least 2 local Christmas Parades (approximately 50,000 impressions), as well as 25 performances at events by Music and Kids Singers while touring with the Child Safety Network (approximately 250,000 impressions).

## **Event Advertising**

Music and Kids Concert Series Events and Child Safety Network Tour Dates will be advertised in local and regional newspapers and featured on local and regional radio and TV programming, as the performances are announced and promoted by both Music and Kids and Child Safety Network.

Antelope Valley Press Readership: 11,000 daily; 18,000 Sunday

Regional Radio Listenership: 500,000

## **Music and Kids Website, Google Ad Grant, Newsletter, and YouTube**

Music and Kids Concert Series Events and Child Safety Network Tour Dates will be advertised on the Music and Kids Website, the Chuck Murphy Website, and the Music and Kids Newsletter.

Music and Kids has received a Google Ad Grant providing \$120,000 per year in Google Search Advertisements for the Music and Kids website.

The Music and Kids Newsletter is sent to over 1,250 people on a weekly basis.

Music and Kids will be promoting YouTube videos of the Music and Kids Singers with plans to reach 1M views per video (approximately 10M impressions).

## **Social Media Advertising**

Music and Kids Concert Series Events and Child Safety Network Tour Dates will be advertised on the Facebook, Instagram and Twitter Accounts for Music and Kids (~1,300), Chuck Murphy (~29,000), Big Coyote Band (~10,000), ACR Management (~2,700), and Child Safety Network (~1,300); totally over 44,000 followers.

## **Community Impact**

Music and Kids is a 501(c)(3) non-profit organization established to bridge the growing gap between government-funded educational programs and private funding. As we see less and less funding allocated from state and federal budgets for Music and Arts education, the shortfall needs to be picked up by private funding. Our goal is to enroll 10,000 kids in the Antelope Valley of California and beyond in one-on-one, after school music lessons with qualified teachers. **Music and Kids is bringing money into the economy** of the Antelope Valley by providing funding for AV teachers to work with talented AV students allowing the students to develop their vocal and instrumental talents, as well as their knowledge of music theory and performance skills.

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### **Music and Kids**

A California 501(c)(3)

Nonprofit Organization

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