

emf

eastern music festival

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EASTERN MUSIC FESTIVAL SPONSOR & PARTNERSHIP OPPORTUNITIES



ABOUT EASTERN MUSIC FESTIVAL



2024 SEASON: June 22 through July 27

HISTORY:

Founded in 1961 by Sheldon Morgenstern, EMF is a story of perpetual improvement and dedication, all fueled by one unwavering goal: to establish a summer music camp that caters to students' needs, providing a truly unique experience. Fast forward to 2024, and we stand proud as a thriving annual community of more than 270 gifted young artists with an extensive network of alumni.

MISSION:

Eastern Music Festival's mission is to promote musical enrichment, excellence, professional collaboration, innovation, and diversity through a nationally recognized teaching program, music festival, concerts, and other programs that enhance the quality of life, health, and vitality of our region.

SUPPORTING EASTERN MUSIC FESTIVAL ENRICHES OUR COMMUNITY



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EDUCATION:

Every year, Eastern Music Festival offers an exceptional educational experience to more than 270 students who gather in Greensboro for a rigorous five-week program led by a distinguished faculty. Beyond educating just the students enrolled in the festival, EMF provides various opportunities for patrons and young artists alike to engage with its programs. For example, EMF partners with the Music Academy of North Carolina to provide space for them to host a summer program for aspiring young musicians on campus at the same time as the festival. Moreover, EMF organizes public masterclasses featuring internationally renowned guest artists who provide weekly instruction to EMF students, enriching the local community with valuable musical experiences. Additionally, the public can attend pre-concert lectures titled "Musically Speaking," held before each concert from Thursday to Saturday evenings, offering detailed insights into the repertoire performed each night.

ARTISTIC PROGRAMMING:

Eastern Music Festival offers exceptional orchestra and chamber music performances in the Greensboro area. Renowned musicians from around the globe gather for the five-week period to deliver unmatched musical experiences. Our well-rounded and distinctive programs feature a blend of classical masterpieces and contemporary works by modern composers.

OUTREACH:

Eastern Music Festival extends its impact beyond performance venues by actively engaging with the community through various outreach initiatives. For instance, our "Encircling the City" program involves EMF Fellows visiting local public libraries to conduct interactive performances for people of all ages. Each summer, a dedicated staff member reaches out to nursing homes, museums, galleries, and other programs to arrange performances and outreach activities by EMF students. Furthermore, the Chamber Crawl event hosted each June before the start of the festival, showcases local musicians performing chamber music in unexpected locations throughout Downtown Greensboro, such as restaurants and businesses, adding to the city's cultural vibrancy.

SPONSOR & PARTNERSHIP LEVELS & PACKAGES



MAESTRO (\$50,000+)

Presenter for the entire EMF season

2 Platinum Passes (4 tickets to all season performances + 2 backstage parking spaces), digital ad/links in EMF Digital Playbill, print recognition in the Festival's promotional materials, logo & media recognition in weekly season emails, acknowledgment in annual report, dedicated interview/editorial about your organization on EMF social media platforms, strategic logo placement and premier branding on entire season's materials

CONDUCTOR (\$20,000 - \$49,999)

Concert sponsor recognition for the opening or closing Saturday night of the season with the Eastern Festival Orchestra

2 Season Passes to EMF 2024 Festival, digital ad/links in EMF Digital Playbill, print recognition in the Festival's promotional materials, logo & media recognition in weekly season emails, acknowledgment in annual report, dedicated interview editorial about your organization on EMF social media platforms

CONCERTMASTER (\$10,000 - \$19,999)

Concert sponsor recognition for a mid-season Saturday night performance with the Eastern Festival Orchestra

10 complimentary tickets to featured concert night, digital ad/links in EMF Digital Playbill, print recognition in the Festival's promotional materials, logo & media recognition in weekly season emails, acknowledgment in annual report, dedicated interview/editorial about your organization on EMF social media platforms

SPONSOR & PARTNERSHIP LEVELS & PACKAGES CONTINUED



SOLOIST (\$4,999 - \$9,999)

Concert sponsor recognition for an EMF Signature Performance

5 complimentary tickets to featured concert night, digital ad/links in EMF Digital Playbill, print recognition in the Festival's promotional materials, logo & media recognition in weekly season emails, acknowledgment in annual report, dedicated interview/editorial about your organization on EMF social media platforms

PRINCIPAL (\$2,500 - \$4,999)

Concert sponsor recognition for a Thursday or Friday night student concert

5 complimentary tickets to featured concert night, digital ad/links in EMF Digital Playbill, print recognition in the Festival's promotional materials, logo & media recognition in weekly season emails, acknowledgment in annual report, dedicated interview/editorial about your organization on EMF social media platforms

MUSICIAN (\$1,000 - \$2,499)

Digital ad/links in EMF Digital Playbill, 2 complimentary tickets to a concert night, print recognition in the Festival's promotional materials, logo & media recognition in weekly season emails, acknowledgment in annual report

ADVERTISING IN THE EMF DIGITAL PLAYBILL



*In addition to the offerings outlined in our sponsorship packages, your organization has the option to buy an advertisement space in our digital playbill.

DIGITAL PLAYBILL ADVERTISING - \$750

(standard placement on front page)

Unlock unparalleled exposure for your organization by partnering with the Eastern Music Festival. Join us in captivating over 13,000 eager individuals in the Triad and beyond each summer through our inaugural EMF Digital Playbill.

Immerse your brand in a vibrant, full-color virtual experience that seamlessly integrates click-through links to your website, ticketing platform, and more. Enjoy sustained visibility for the entire 5-week festival as your ad remains accessible to patrons through a convenient link emailed to every ticket buyer throughout the season.

And that's not all! Our playbill extends its reach before and after the festival. It's perpetually accessible on our website and archived, ensuring your brand continues to shine year after year. Elevate your presence in the arts and let your message resonate with a dedicated audience by securing your spot in the digital playbill today!



AD SPECIFICATIONS

Size: 600 x 280 px

File Type: JPG, PNG, and GIF files. Including animated GIFs.

File Size: Maximum file size of 5 MB, but preferably under 1 MB for easy loading.

Resolution: Image resolution of 150 dpi.

*Premium ad placements can be negotiated upon inquiry.
(EMF can help with creatives upon request)



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THANK YOU

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