

The Peace Concert 2019: Rites of Devotion & Ecstasy

Partnership Options

About Fulcrum Point New Music: Fulcrum Point New Music Project (FPNMP) is a 501 (c) (3) non-profit creative community of musicians, composers, poets, choreographers, visual arts, and social activists whose work connects people of all generations and cultures through programs that inspire understanding, health, and common values. The organization welcomes and celebrates diverse, creative energies that enrich society and communication through the arts.

Education commitment: Through its education programming, students—who would not ordinarily have the opportunity for music enhancement due to financial limitations—are able to participate in workshops and programs to develop communication, socialization, and tolerance skills through music. This raises self-esteem and understanding.

About *The Peace Concert 2019: Rites of Devotion & Ecstasy*: Inspired by ecstatic ceremonies, songs of enlightenment and dances of devotion weave traditional Indian Classical Music with New Art Music to celebrate life. Featuring **MacArthur Genius Award** recipient **Vijay Iyer**, this new music concert inspires devotion incorporating the energy of Hindu rituals, connecting cultures with energy and spirit.

This is a **LIVE, one-night only** experience. For the first time in Chicago, **Iyer** will be performing the score he developed for the film ***Radhe Radhe: Rites of Holi*** while the movie is playing on a screen. The film, created by Chicago native **Prashant Bhargava**, with the music engages the audience in the convergence of Indian Classical Culture and New Art Music by **Vijay Iyer, Reena Esmail, and Sharish Korde**. Accompanying **Iyer** will be the **FPNMP Ensemble** conducted by **Stephen Burns**.

The venue for the experience is a new performance center at DePaul University. The center seats 500 people and is a state-of-the-art facility.

About the event marketing: Starting in October, the marketing of *The Peace Concert 2019* will escalate through diverse communication tools. These include social media, radio spots,

publications, partnerships, and art organizations. The marketing will also include reaching out

to diverse cultural communities in the Chicago area. More than 3,000 people are included in the FPNMP mailings. In addition, DePaul University is publicizing the event and spreading the word to its widespread community.

The level of inclusion of underwriters in the marketing depends on the level of the chosen partnership.

Purpose of partnership: The expectation of the partnerships with Fulcrum Point New Music Project is to engage the broader Indian Community in the new music possibilities and population. By bringing together Indian and classical music with music of diverse cultures, an experience will be developed to raise awareness and foster entrepreneurship opportunities. *The Peace Concert 2019: Rites of Devotion & Ecstasy* is a colorful start to a partnership.

**Note: Donations are tax deductible when allowed per government rules and regulations.*

PARTNERSHIP OPTIONS*

Connoisseur Level: \$65,000

This level is a full-program partnership. The partner would be recognized as the underwriter of the entire event.

Also included in this level:

- Exhibit table for the duration of the conference
- Individual signage at the concert
- 20 VIP tickets/VIP reserved seating
- Pre-concert cocktail event for VIP attendees
- Post-concert dinner for VIP attendees
- Private introduction to Vijay Iyer
- Organization logo or individual name(s) included on all communications regarding the concert
- Inclusion in all public relations pieces
- Thank you banner on the homepage of FPNM's website from October through the end of December 2019
- Inclusion in customized concert program as Connoisseur Underwriter
- On-site recognition at the program
- Recognition on a rolling slide presentation as attendees enter the auditorium
- One seat drop of promotional materials put out by FPNMP's staff
- Attendance at a rehearsal. Round table discussion with artistic director and performers after the rehearsal (Date TBD)

Conductor Level: \$55,000

- Recognition as sponsoring Vijay Iyer
- Individual signage at the conference
- 15 VIP tickets/VIP reserved seating
- Post-concert cocktail event with the performers for 15 VIP attendees

- Logo inclusion on e-blasts and social media communications about the event from October through December 2019

- Inclusion in a maximum of two public relations pieces
- Recognition on the Peace Concert Event area of the FP website including logo
- Inclusion in customized concert program as Virtuoso Level Underwriter
- Recognition on a rolling slide presentation as people walk into the event
- Invitation to private round table discussion with the artistic director and performers after a practice (Date TBD)

Maestro Level Partner: \$35,000

- Recognition as sponsoring the FPNMP Ensemble conductor, performers, and technology in the program
- Shared signage at the event
- 10 VIP tickets/VIP reserved seating
- Recognition with logo on the website in the Peace Concert area
- Shared recognition on a rolling slide presentation as people enter the auditorium
- Shared inclusion on the customized program
- Invitation to private round table discussion with the artistic director and performers after a practice (Date TBD)

Virtuoso Level: \$15,000

- Recognition as sponsor of a FPNMP student education program for 2020
- 5 VIP tickets/VIP reserved seating
- Inclusion on shared signage
- Shared recognition on a rolling-slide presentation as people enter the auditorium
- Shared page in customized program
- Story of sponsored education event in concert program
- Recognition with logo on website

Concert Master Level: \$10,000

- Recognition as the marketing and official customized program sponsor
- 2 VIP tickets/VIP Reserved Seating
- Shared recognition on a rolling slide presentation as people enter the auditorium
- Recognition with logo on website
- Visit to a practice for the concert (Date TBD)

Studio Level: \$5,000

- Recognition with logo on website and at event
- 2 VIP tickets/VIP Reserved Seating
- Practice studio sponsor
- Visit to a practice for the concert (Date TBD)

Friend Level: \$1,500

- Recognition with logo on website and at event
- 1 VIP ticket/VIP reserved seating

All support is appreciated. *If the preference is to sponsor at a different level, please state the amount. You will receive recognition on the website and at the event.*

Matching Gift Partnership Strategies: These are customized to reach any of the above underwriting levels. This option would be a commitment from the underwriter for a certain amount to be matched by a corporation or organization or individuals. The underwriter would handle obtaining the matching gifts and FPNMP would also do outreach.

Corporate matching gifts involve companies financially *matching* donations that employees make to nonprofit organizations. They match part or the entire donation amount that an employee makes depending on the rules of the drive. The underwriter would handle obtaining the matching gifts.

Revenue Share Opportunities: Partners of FPNMP sometimes have special foundations and education programs that they wish to support through revenue-share programming. **FPNMP will set up a revenue share for partners between the Connoisseur and Virtuoso levels** for approved foundations and organizations.

**Partnership options may be customized to fit the needs of the partner*

