

MUSIC & BEYOND

SPONSORSHIP OPPORTUNITIES

2018

JULY 4-17



Hebei Acrobatic Troupe
Photo: Rick Millette

1. MUSIC AND BEYOND PRESENTING SPONSOR

Presenting Sponsor: \$80,000
(only one available)

2. Festival Sponsorship Level Opportunities

Platinum: \$25,000
Gold: \$10,000
Silver: \$5,000

3. Sponsorships offering unique advertising opportunities:

Volunteer Sponsor: \$10,000
Production Sponsor: \$10,000
Ottawa Family Music Expo Sponsor: \$10,000
Wine Auction Sponsor: \$5,000

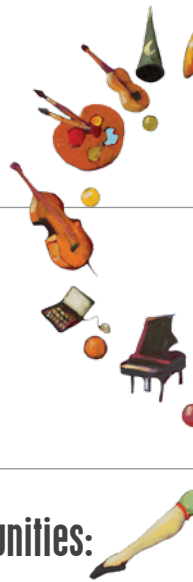
(only one per category available)

4. Individual Concert Sponsorship Opportunities

\$5,000–\$40,000

Only one individual sponsorship available for each concert

July 4-17 juillet 2017 | 613.241.0777 | www.musicandbeyond.ca



Shakespeare and Music
Photo: Michael Gauthier



Kathleen Battle



Ottawa Family Music Expo



MUSIC & BEYOND
MUSIQUE ET AUTRES MONDES

Les Violins du Roy
Photo: Michael Gauthier



Chanticleer

SPONSORSHIP BENEFITS:	Festival Platinum Level Sponsor \$25,000	Festival Gold Level Sponsor \$10,000	Festival Silver Level Sponsor \$5,000
Printed, E-flyer and Media Promotional Marketing Benefits			
Naming Rights / Logo Recognition on Printed Materials:			
Full colour A-Frame displayed in the heart of the ByWard market right outside our office at 51 William St. – the busiest tourist street in Ottawa	♪	♪	♪
Full Colour Posters (<i>Min. 1,000 copies</i>) (logo size commensurate with sponsorship level)	♪	♪	♪
Full Colour Rack cards to be distributed (<i>Min. 5,000 copies</i>) (logo size commensurate with sponsorship level)	♪	♪	♪
Full colour Music and Beyond online downloadable festival brochure (logo size commensurate with sponsorship level)	♪	♪	♪
Souvenir Program (<i>1,500 copies</i>) (logo size commensurate with sponsorship level)	+ full page colour ad	+ black & white half-page ad	+ black & white quarter-page ad
Sponsor and Logo Recognition in promotional e-flyers to a total contact list of +6,000 (and growing). <i>Your logo will include a link to your website.</i>	All eflyers	All eflyers	All eflyers
Media Promotion (Print, radio, online event)	Online & some print	Online & some print	Online & some print
Recognition on Festival Video	♪	♪	♪
Website and Social Media Recognition			
Sponsorship Recognition on Music and Beyond landing page	♪	♪	♪
Sponsor and Logo Recognition on Music and Beyond's main Facebook page which will include a link to your website	♪	♪	♪
Sponsor Recognition on Music and Beyond social media posts (twitter, facebook, Instagram) including a link to your website	Some events	Some events	Some events
Onsite Visibility and Recognition			
Sponsorship Recognition during Host Announcements	At 1 Festival-Plus event and 5 regular concerts	At 5 regular concerts	At 3 regular concerts
Opportunity to display your Signage and marketing materials at Festival Events	At 1 Festival-Plus event and 5 regular concerts	At 5 regular concerts	At 3 regular concerts
Opportunity for on-site activation prior to the concert/event and during intermission	At 1 Festival-Plus event and 5 regular concerts	At 5 regular concerts	At 3 regular concerts
Opportunity for your employees to volunteer as ushers and distribute your promotional materials	At 1 Festival-Plus event and 5 regular concerts	At 5 regular concerts	At 3 regular concerts
Festival Concert Tickets and Passes			
Reserved Level Seating Tickets	Total Value \$4,520	Total Value \$2,260	Total Value \$904
Adult, Student and Youth Festival Passes	Total Value \$5,537	Total Value \$2,769	Total Value \$1,311
Special Invitations			
Opportunity for guests to meet the artist(s)	At some events		
Opportunity for guests to attend a dress rehearsal	At some events		

Individual Concert Sponsorship

Individual Concert Sponsorship Opportunities: \$5,000 - \$40,000

BENEFITS:

Naming Rights:

“Concert” presented by your company

Printed, Eflyer, Media, Website and Social Media Recognition and Marketing Benefits:

Full colour A-Frame displayed in the heart of the ByWard market right outside our office at 51 William St. – the busiest tourist street in Ottawa	Displayed on a rotational basis
Presenting concert recognition on full colour posters (See sample for design of poster: Presenting Concert Rights would be added)	Minimum 500 distributed
Presenting concert recognition on full colour rack cards to be distributed	Minimum 2,000 distributed
Presenting concert recognition in full colour Music and Beyond festival Brochure	225,000 distributed
Presenting concert recognition on all 3 concert pages in the Music and Beyond festival Souvenir Program	1,500 printed
Presenting Concert sponsor <u>and</u> logo recognition in numerous promotional e-flyers to a total contact list of 6,000+ (and growing). <i>Your logo will include a link to your website.</i>	♪
Media Promotion: online postings on event sites & radio promotion	♪
Recognition on 2016 Festival Video	♪
Presenting Sponsor and Logo Recognition on the Music and Beyond website. Your logo will include a link to your website.	♪
Presenting Sponsor and Logo Recognition on Festival Facebook concert event page(s)	♪
Presenting Sponsor Recognition on Music and Beyond social media posts (Twitter, Facebook, Instagram)	♪

Onsite Visibility:

Presenting Sponsorship Recognition during Host Announcements	♪
Opportunity to display your Signage and marketing materials at the following concerts:	♪
Opportunity for on-site activation prior to the concert/event and during intermission at the following concerts:	♪
Opportunity for your employees to volunteer as ushers and distribute your promotional materials at the following concerts:	♪

Concert Tickets, Festival Passes, Special Invitations:

Reserved Level Seating Tickets	♪
Adult, Student and Youth Festival Passes	♪

Special Invitations:

Opportunity for guests to meet the artist(s)	Following a concert or dress rehearsal
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2017 - A GREAT YEAR!

THIS YEAR:

According to the surveys of Music and Beyond 98.5% expressed a high level of satisfaction with the 2017 festival

99.2% said they would be returning in 2018

97.7% said they would recommend Music and Beyond to others

94.6% said that Music and Beyond greatly enhanced their image of Ottawa-Gatineau

Our web site received more than 180,000 page views from 143 different countries!



**Je ne cache pas, depuis quelques années, que je tiens
Musique et autres mondes pour le festival classique le plus
créatif et intéressant au pays.**

(I do not hide that, in recent years, I have considered Music and Beyond the most creative and interesting classical festival in the country.)

Christophe Huss, Le Devoir

This is the most wonderful festival in Ottawa.

The best Music and Beyond festival yet!

Love the festival. THANKS!!!

Merci! C'est un festival extraordinaire! Bonne continuation!

Another great year!

Thanks to Julian and staff for a job well done! **Keep up the excellent work!**
As usual, it was a marvelous experience. Have really enjoyed the diversity of concerts.

Great Fest, my fav! Great job! Many thanks – thoroughly enjoyable

Outstanding quality of musicians!

Inclusion of younger performers was good this year.

Thank you!! This year's program was top notch!

Keep up the varied and broad programming including top artists.

Excellent variety and quality of artists. **Best programming in several years.**

Bravo on some excellent artists and programming. Thanks – see you next year!

Once again, great choices and great value for money!

Wonderful festival – national / provincial / municipal TREASURE.

Un festival merveilleux! Bravo! Well done!

We look forward to M&B each summer and make a point of staying in Ottawa..

This year, there were phenomenal highlights!

Bravo à toute l'équipe & un immense merci aux bénévoles.

Keep up the great festival!

**I have enjoyed all the concerts that I attended and have met interesting people.
It is a wonderful festival.**

I was very pleased with the variety of artists. **Best summer music festival!**

Great programming, lovely artists. Keep up the excellent work. Thanks, Julian.

Wonderful programming. Thanks Julian et al! THANK YOU!!

Love it. It's a delight. **You have spoiled me for other festivals.**

Merci beaucoup. Continuez le magnifique travail.

Another tour de force, Julian.

It has been even better than usual.

Excellent festival. **Continuez le bon travail.**

Excellent festival! Appreciate the daily e-mails – great idea!

Excellent site web! Excellent! Lots of choice!

Well done!

Music and Beyond is a treat. This was one of the best ever!

Love the variety...

Thank you for another excellent festival.

The festival is great! Thank you to all!