

HISTORIC BOSTON-EDISON PRESENTS

Sounds of MUSIC

SEASON 8 | 2018 HOUSE CONCERT SERIES

Sponsorship and Advertising
Opportunities



Season 8 | 2018 Sounds of Music

Sponsorship Descriptions

Currently in its eighth year, the SOM concert event series has featured over 100 local musicians including GRAMMY-award nominees and winners. Further, the event has raised funds to support historic preservation efforts of the HBEA that celebrate the architecture and notable former residents who inhabited the neighborhood at the height of Detroit's golden age, many of whom were prominent musicians.

This year to enhance the unique intersection of artistic expression through distinct musical genres delivered in some of the most architectural significant homes in the city of Detroit, HBEA is extending its engagement of possible supporters for the 2018 series. Your company/organization is invited to be a part of this year's event as a sponsor and/or advertiser for the 2018 series.

SUBMISSION DEADLINE

Sponsorship agreement and payment are due by April 19, 2018.

Available Sponsorships

The House Concert Series offers premium marketing exposure through various sponsorship packages. Our premium packages offer priority reserved seating at all series concerts; all levels of support include prominent website and social media visibility, and prominent promotions in the annual concert series program book. Opportunities range from \$500 to \$3,000. Please contact Michelle May at mmay@historicbostonedison.org for more information.

Series Major Sponsor - \$3000

- Acknowledgement as major sponsor at all concerts
- (2) tickets to all three series concerts (Oct. includes Show House tour)
- Logo/name and link on HistoricBostonEdison.org
- Full-page color inside front or inside back cover ad in program book
- Recognition on sponsorship page in program
- Acknowledgement in all media releases and promotions
- Logo/name on tickets
- Note: October concert is in partnership with the 2018 Junior League of Detroit Designers' Show House

Concert Sponsor - \$1500 - May or August | \$2000 - October

- Acknowledgement as major sponsor at one concert
- (2) tickets to sponsored concert (Oct. includes Show House tour)
- Logo/name and link on HistoricBostonEdison.org
- Full-page ad in program book
- Recognition on sponsorship page in program
- Acknowledgement in all media releases and promotions
- Note: October concert is in partnership with the 2018 Junior League of Detroit Designers' Show House

Series Supporter - \$500

- Half-page ad in the series program
- Recognition on sponsorship page in program
- Logo/name and link on HistoricBostonEdison.org

Additional Opportunities on Next Page

Advertising Opportunities

The HBEA Sounds of Music Concert Series offers year-round marketing exposure at each featured concert. Three advertising promotion levels are available to interested advertisers. The year-round program book covers the May through August concert season.

Full Page (5.25" W x 8" H)	\$300
Half Page (5.25" W x 4" H)	\$200
Inside Front or Back Cover	\$500

Additional Information

All logos and/or ads must be received by April 23, 2018 for inclusion in the program book. This is a hard deadline. Standard text will be used if artwork is not received by deadline.

Program book is 5.5" x 8" and is printed in full color.

Please be sure to complete and submit the attached Sponsorship Agreement Form by April 19, 2018.

Thank you for your consideration!

On behalf of HBEA, we thank you for your consideration of this request for support.

Sincerely,

Michelle A. May

Chair and Music Director, Sounds of Music

Dianne Bostic-Robinson

President, Historic Boston Edison Association



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Ad & Sponsorship Agreement Form

SUBMISSION DEADLINE
Signed agreement and payment are due by April 19, 2018.

Ad Specifications and Cost

Please select one:

- Full Page (5.25" W x 8" H)\$300
- Half Page (5.25" W x 4" H)\$200
- Inside Front or Back Cover\$500
Call for availability

Payment Due Calculation

Cost of Ad	\$ _____
Cost of Sponsorship(s)	\$ _____
Additional Donation	\$ _____
Total Due	\$ _____

Available Sponsorships

Please select desired sponsorship(s):

- Series Major Sponsor \$3000
- Concert Sponsor - October \$2000
- Concert Sponsor - May or August \$1500
- Series Supporter \$750

*Please be sure to check with HBEA for current sponsorship availability before submitting form

Business / Contact Information

Business Name _____

Address _____

City _____ State _____ Zip Code _____

Contact Person _____

Phone Number _____

Email _____

Signature _____ Date ____/____/____

Important Notes

- All ads are printed in full color.
- Logos are preferred as vector files.
- Please provide a PDF or JPEG file format of ads
- Advertisement placement will be at the discretion of the program designer.
- Payment must be received by the submission deadline.
- There is a \$35 fee for returned checks.
- All logos and/or ads must be received by **April 23, 2018** for inclusion in the program book. This is a hard deadline. Standard text will be used if artwork is not received by deadline.

Submission Guidelines

Option 1:

Complete agreement and pay online:
www.historicbostonedison.org

Option 2:

Email artwork to: mmay@historicbostonedison.org
and mail signed agreement and check payable to:
Historic Boston-Edison Assoc.

Mail to: Boston-Edison Sounds of Music
PO Box 02100, Detroit, MI 48202

Learn more about us at
www.historicbostonedison.org