



GET SCHOOLED

AMS believes in the inherent power of music to transform lives, and believes that connecting individuals from diverse age groups and socio-economic backgrounds through music heals, builds, and strengthens community. AMS serves a constituency of nearly 500 members, providing affordable and accessible music lessons, workshops, tutoring, mentoring, coaching and outreach music performances to youth, families, seniors, and people in need of financial and social assistance.

This year, AMS is in the midst of a capital campaign, Play It Forward, to raise funds to renovate its new facility in West Asheville. This new, long-term home will help AMS bring music education into the modern era with a multi-use rehearsal studio, a sound lab for teaching recording, engineering, composition production techniques, and more.

Since its inception as a nonprofit, AMS has awarded more than \$30,000 in need-based scholarships to those unable to afford private music lessons. The Sound Education Outreach Program connects AMS students with our communities in need.

AMS core programs include:

- Private music lessons for all ages and skill levels
- A need-based scholarship program, providing financial assistance to low income families
- The Sound Education Outreach program, providing free music performances and classes for thousands of seniors, veterans, the homeless, people in recovery, and those living with chronic illness or disabilities
- Student bands that rehearse regularly and perform throughout the community
- Summer camps, group classes, workshops

ashevillemusicschool.org



Sound Effects

Asheville Music School's Benefit Concert

Showcasing The Beatles' *White Album*

Thursday, May 19, 6-10 pm | **Salvage Station**



Sound Effects Benefit Concert presents Asheville Music School's tradition of performing iconic Beatles albums. **In 2022, the Asheville Beatles Band will bring a live performance of The Beatles' *White Album* to the stage.** The showcase at Salvage Station will include AMS student bands and a raffle, including a guitar signed by jazz legend Pat Metheny.

Now in its eighth year, Sound Effects is Asheville Music School's primary fundraising event. We rely on event revenue to keep our programs accessible, and to help teaching artists maintain a viable living. Our goal is to raise \$35,000 to support AMS operations and the Paul Thorpe Music Education Fund, which funds the scholarship and outreach programs.

By sponsoring Sound Effects, your company is co-branding with a respected, family-centric organization with deep roots in our community. **Through exposure at AMS events, on our website, in our newsletter, print and social media, your brand will be seen by some 7,000 local arts patrons.** Given that event expenses are minimal, your sponsorship dollars go directly toward supporting AMS programs and operations.

Sponsorship Opportunities & Benefits

Soprano Sponsorship

\$2,500 (*limit one*)

Sponsor is entitled to be the Presenting Sponsor of Sound Effects

- Company name to be part of the event title
- Speaking opportunity at the event (optional)
- Company logo prominently displayed and included in all print and radio ads and marketing materials
- Placement of company marketing materials at hospitality table
- Inclusion in all press releases
- Company banner prominently displayed at Sound Effects
- Company spotlight in AMS e-newsletter (reach: 2,600)
- Live acknowledgment from the stage
- Option to have a table at Sound Effects benefit concert at Salvage Station
- Complimentary AMS merchandise
- Social media links, likes, and plugs
- Company logo and website link on event page on AMS website
- Company name on signage displayed event
- Premium color back cover ad in Sound Effects program
- 8 tickets and reserved seating (optional) at Sound Effects benefit concert

Alto Sponsorship

\$1,000

- Inclusion in all press releases
- Company banner displayed at Sound Effects benefit concert at Salvage Station
- Company logo and link in AMS e-newsletter (reach: 2,600)
- Live acknowledgment from the stage
- Option to have a table at Sound Effects benefit concert at Salvage Station
- Complimentary AMS merchandise
- Company logo prominently displayed in all print ads and marketing materials
- Social media links, likes, and plugs
- Company logo and website link on event page on AMS website
- Company name on signage displayed at event
- Full page full color ad in Sound Effects program
- 6 tickets and reserved seating (optional) at Sound Effects benefit concert

Tenor Sponsorship

\$750

- Company logo displayed in print ads and marketing materials
- Company logo in AMS e-newsletter (reach: 2,600)
- Social media links, likes, and plugs
- Company logo and website link on event page on AMS website
- Company name/logo on signage displayed at event
- Half page full color ad in Sound Effects program
- 4 tickets to Sound Effects benefit concert at Salvage Station

Bass Sponsorship

\$500

- Company logo on event page on AMS website
- Company name on signage displayed at event
- Quarter page full color ad in Sound Effects program
- 2 tickets to Sound Effects benefit concert at Salvage Station

Friends of AMS

Any donation amount is appreciated. For donations between \$100 and \$499 you can become a Friend of AMS. Your name will be recognized in the Sound Effects program and in the AMS annual report. For questions, email ryan@ashevillemusicschool.org.