



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 the universal language of 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 past year, AMS moved into its long-term home in West Asheville. This new facility 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.

For the new facility to reach its full potential, more work needs to be done on sound treatment and soundproofing. Further building out the new AMS Sound Lab will enable teaching recording techniques, sound synthesis, production and music technology.

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 as part of the Sound Education Outreach program throughout the community
- Summer camps, group classes, workshops and more

ashevillemusicschool.org



Sound Effects

Asheville Music School's
Annual Benefit Concert

Thursday, May 18, 8 pm **Salvage Station**



Now in its ninth year, *Sound Effects* is Asheville Music School's primary fundraising event. This year, we are bringing the live dance party band **Royal Suits** to the stage, along with special guests and our flagship student band Minør, for our first ever **Time Machine Dance Party**. Expect energetic throwback classics and current dance hits. 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

Diva Sponsorship

\$5,000 (*limit one*)

Sponsor is entitled to be the **sole** presenting sponsor of Sound Effects series.

NEW THIS YEAR: Diva Sponsor will be a presenting sponsor of **all AMS 2023 events**, including Sunday Funday (April 16) and Sound Effects (May 18) at Salvage Station.

- **Company name to be part of the headline of Sound Effects Benefit Concert**
- Speaking opportunity at all events (optional)
- **Company logo prominently displayed** and included in all print and marketing materials
- Placement of company marketing materials at hospitality tables
- **Inclusion in all press releases**
- Company banner prominently displayed at events
- **Company spotlight** in AMS e-newsletter (reach: 2,600)
- Live acknowledgment from the stage
- Option to have a table at Sound Effects benefit concert and Sunday Funday at Salvage Station
- Complimentary AMS merchandise
- **Social media links, likes, and plugs** leading up to and after all events
- **Company logo and website link** on event pages and blogs 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

2,000
facebook
followers

750
instagram
followers

2,600
newsletter
subscribers

**Year-long
Sponsor**



Sponsorship Opportunities & Benefits

Soprano Sponsorship

\$3,000 (*limit 3*)

Sponsor is entitled to be a presenting sponsor of Sound Effects series.

NEW THIS YEAR: Soprano Sponsor will be a presenting sponsor of **3 AMS events** in 2023, including Sunday Funday (April 16) and Sound Effects (May 18) at Salvage Station.

- **Company logo prominently displayed** and included in all print and marketing materials
- Speaking opportunity at all events (optional)
- Company logo prominently displayed and included in all print and marketing materials
- Placement of company marketing materials at hospitality tables
- **Inclusion in all press releases**
- Company banner prominently displayed at events
- **Company spotlight** in AMS e-newsletter (reach: 2,600)
- Live acknowledgment from the stage
- Option to have a table at Sound Effects benefit concert and Sunday Funday at Salvage Station
- Complimentary AMS merchandise
- **Social media** links, likes, and plugs leading up to and after all events
- **Company logo and website link** on event pages and blogs on AMS website
- Company name on signage displayed event
- Premium color **full page ad** in Sound Effects program
- **6 tickets** and reserved seating (optional) at Sound Effects benefit concert

**Sponsor
3 Events**

2,000
facebook
followers

750
instagram
followers

2,600
newsletter
subscribers



Sponsorship Opportunities & Benefits

Alto Sponsorship

\$1,250 (*limit 10*)

**Sponsor
1 Event**

- **Inclusion in all press releases**
- Company banner displayed at Sound Effects benefit concert
- **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
- 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 at event
- Premium color **½ page ad** in Sound Effects program
- **4 tickets** and reserved seating (optional) at Sound Effects benefit concert

2,000
facebook
followers

750
instagram
followers

2,600
newsletter
subscribers



Sponsorship Opportunities & Benefits

Tenor Sponsorship

\$850 (unlimited)

**Sponsor
1 Event**

- Company logo displayed in marketing materials
- **Company logo & link** in AMS e-newsletter (reach: 2,600)
- **Social media links, likes, and plugs**
- Company logo on event page on AMS website
- Company name/logo on signage displayed at event
- Full color **¼ page ad** in Sound Effects program
- **2 tickets** to Sound Effects benefit concert at Salvage Station

2,000
facebook
followers

750
instagram
followers

2,600
newsletter
subscribers

Bass Sponsorship

\$600 (unlimited)

**Sponsor
1 Event**

- Company **logo on event page** on AMS website
- Company name on signage displayed at event
- Full color **¼ page 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 **\$200 and \$599**, you can become a Friend of AMS. Your name will be recognized in the Sound Effects program and the AMS annual report. For questions, email ryan@ashevillemusicschool.org.



Sponsorship Agreement

Sponsor Name (as it will appear on printed materials)

Contact Name

Address

City, State, Zip

Phone

Email Address

Website URL

SPONSORSHIP LEVEL

☐ Diva \$5,000 ☐ Soprano \$3,000 ☐ Alto \$1,250 ☐ Tenor \$850 ☐ Bass \$600 ☐ Other \$_____

Signature of Authorized Company Representative

Date

Please email this form to ryan@ashevilmusicschool.org. Online payment arrangements will then be made.
Or, return this form with your check made payable to:

Asheville Music School
10 Ridgelawn Rd. Asheville, NC 28806

Email your company logo in high-resolution png or jpg format for inclusion on the AMS website to:
ryan@ashevilmusicschool.org

Sponsorship Advertisement Information (width x height):

Diva and Soprano: Full Page: 4.83" x 7.83"

Alto: 1/2 Page: 4.83" x 3.86"

Tenor and Bass: 1/4 Page: 2.36" x 3.86"

If you are providing your own ad, please send a high-resolution PDF (Press Quality) to: ryan@ashevilmusicschool.org

ALL ADS/AD MATERIAL DUE BY MAY 2, 2023

Questions? Please call AMS at 828-252-6244
or email ryan@ashevilmusicschool.org

Thank you for sponsoring the 2023 Sound Effects benefit concert!

