

Music for Minors
2nd Annual Benefit Concert
featuring The Googler Orchestra 

Sunday, April 28, 2024
4:00 p.m.

Samuel Johnson, Jr. Performing Arts Center
Capuchino High School
1501 Magnolia Ave
(theater entrance on Millwood Dr)
San Bruno, CA 94066



music
for minors

Join us for an unforgettable evening of music at the 2nd Annual Benefit Concert presented by Music for Minors (MFM) featuring The Googler Orchestra.* By attending this event, you will not only enjoy a fantastic concert but also contribute to a great cause.

Your generous support will help MFM provide scholarships to under-resourced schools in the Bay Area, ensuring that thousands of children have access to music education. Our In-School Music Education Program focuses on the formative elementary years, building a strong foundation for students to pursue music programs in middle school and beyond.

In addition to our educational initiatives, we believe in enriching students' music experiences by partnering with industry professionals. By working with the Googler Orchestra, we expose our students to exceptional musical talent and inspire them with the possibilities of their own future careers.

Our inaugural concert was a tremendous success, reaching hundreds of students and families in our community. This year, we're aiming even higher with an event that offers a well-balanced blend of education, engagement, and entertainment.

By partnering with us as a sponsor for the MFM benefit concert, you can enjoy numerous benefits.

- We will include you in our media and public relations campaign, showcasing your commitment to education in our region.
- Additionally, by underwriting concert tickets for students, you have the opportunity to enhance your corporate branding and make a tangible impact on the lives of young musicians.
- We invite you to involve your colleagues, clients, customers, and staff in this immersive experience.

We sincerely invite you to join us as we bring together business leaders, community influencers, and the children we serve.

Through your support of the MFM benefit concert, we can ensure that underserved communities in the Bay Area receive quality, standards-based music education. *Together, we can make a difference and empower the next generation of musicians.*

*The Googler Orchestra is made up of Alphabet employees and contractors and is not affiliated with any business entities of Google.

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Music for Minors is dedicated to ensuring that every child has access to music education to enhance their learning and development. With over four decades of experience and partnerships with schools, we have made a significant impact on communities and the lives of hundreds of thousands of children.

The Need

Unfortunately, students in low-income communities are often left without arts education, unlike their peers in more affluent areas. This lack of access to arts education limits their ability to participate in advanced music programs as they progress.

Despite the proven benefits of music education, many California public schools still do not include it in their curriculum. However, we have seen firsthand the positive impact of high-quality music education programs on elementary school students, who outperform their peers in standardized tests of English and mathematics.

The Event

Family-friendly benefit concert featuring The Googler Orchestra.

The Reach

Nearly 24,000 students and families across 60 schools reached through event promotion and more than 500 guests, including business and community leaders, school district officials, MFM donors, and, of course, the children and families we serve. Core audience includes families with school-age children, strong connection to the San Mateo-Foster City community, and a love of the arts. Total students

Social Network

Facebook: 72% women; Ages 35-65 | 28% men; Ages 35-65
Instagram: 67% women; Ages 25-54 | 33% men; Ages 25-54
Top cities: San Jose, San Francisco, San Carlos, San Mateo, Redwood City, Los Altos
Quarterly electronic newsletter: 2,000 subscribers

Promotion

Inclusion in news releases, PR campaign, plus recognition in print, electronic, and social media.

Tickets

\$25 General Admission

Sponsorships¹

Premier: \$10,000; Gold: \$5,000; Silver: \$2,500; Bronze: \$1,500; School Partner: \$750; Community Partner: \$150

¹Each sponsorship package includes underwriting for donated tickets to MFM school partners and students to attend the concert for free.

More Information

Contact Michael Gomez at mgomez@mfm.org for more information.

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Benefits	Premier \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500	School Partner \$750	Community Partner \$150
VIP Seating <i>(Each sponsorship includes underwriting for donated tickets to MFM school partners and students)</i>	20 VIP Seats <i>(+40 school tickets)</i>	10 VIP Seats <i>(+20 school tickets)</i>	8 VIP Seats <i>(+16 school tickets)</i>	6 VIP Seats <i>(+12 school tickets)</i>	4 VIP Seats <i>(+10 school tickets)</i>	2 VIP Seats <i>(+10 school tickets)</i>
On-site event signage ¹	Logo	Logo	Logo	Logo	Name	Name
Special recognition from the stage	X	X	X	X		
Sponsorship level recognition included in digital event program ¹	Logo	Logo	Logo	Logo	Name	Name
Company recognition included on MFM's event website page ¹	Logo w/link	Logo w/link	Logo w/link	Name w/link	Name	Name
Company recognition on MFM Facebook page	Logo	Logo	Logo	Name	Name	Name
Company recognition in MFM X (Twitter) feed	Tag	Tag	Tag	Name	Name	Name
Company recognition in MFM e-mail blasts/newsletters ¹	Logo w/link	Logo w/link	Logo w/link	Name	Name	Name

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¹Deadlines: Event Program (digital) & Signage: April 17, 2024

Company Logos/Ads

High resolution images, at least 72 ppi, JPG or PNG, preferred
 Sizing can vary, but generally 1080 x 1920 pixels for vertical formats (mobile-friendly)

*To comply with current tax law, Music for Minors cannot provide advertising in exchange for your donation. It is, however, permitted to provide donor recognition for sponsorship and underwriting. **Therefore, your tribute in the event program should not be written to promote the purchase of any product or service.***

For more information, please contact Michael Gomez at mgomez@mfm.org



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Sponsorship Agreement

Sponsor Name _____ Contact Name _____
Address _____
City/State _____ Zip Code _____
Phone _____ Fax _____
E-mail _____

I/We agree to sponsor the MFM Benefit Concert as a (please check one):

- Premier \$10,000 Gold \$5,000 Silver \$2,500
 Bronze \$1,500 School Partner \$750 Community Partner \$150

Important: Please indicate your name/company listing to be used for recognition.

Payment Information: *Please print legibly*

Enclosed is a check made payable to the Music for Minors (MFM) for \$ _____
 Please charge \$ _____ to my Visa MasterCard American Express
Card Number _____ Expiration Date _____ CVC Code _____
Name on Card _____ Signature _____

Recognition Deadlines:

Email Blasts, Event Program (digital) & Signage:
April 17, 2024

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You may also mail this form to:
Music for Minors
200 Industrial Road, Suite 195
San Carlos, CA 94070

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