



1015 Philadelphia Avenue
Chambersburg, PA 17201

717-261-1220 www.cvsmusic.org

July 30, 2022

Your support is *instrumental* to our musical community! Cumberland Valley School of Music has a variety of sponsorship and advertising opportunities that will show your support of the arts in Franklin County, as well as introduce your business to our musical community.

Founded in 1990, CVSM is a non-profit organization and a member of the National Guild for Community Arts Education. CVSM offers classes, lessons, camps, workshops, and ensembles for all ages, from newborn to senior citizen, and for all stages, from beginners and hobbyists to professionals. We average 50 faculty members teaching over 600 students per semester. We have **pART**nerships with local community organizations such as the Boys and Girls Club, NETwork Ministries, and the YMCA, to provide free and low-cost music experiences. Many of our offerings can be delivered virtually using online platforms such as Zoom and YouTube, which has expanded our reach well beyond the Cumberland Valley.

We believe that the benefits of the study of music and the participation in musical activities extend beyond musical proficiency to academic and vocational performance, social skills, and enriching one's life experiences.

The included pages provide details on the opportunities available to you, from placing an ad in our annual Performance Ad Book to sponsoring specific events throughout the next year. You can mix and match to meet your marketing needs, including the option to be invoiced at the time that makes sense for your budget.

Thank you for joining the CVSM staff, faculty, and board of directors in fulfilling our mission.

Gratefully,

Heather McEndree
Executive Director

CVSM is providing high-quality, diverse musical instruction and related artistic experiences that enrich the creative lives of our community.

CVSM is a 501(c)3 non-profit organization.
Your contribution may be tax-deductible according to IRS regulations.

Ways to support CVSM



Performance Ad Book 2022 - 2023

(invoiced in September)

The performance ad book contains information and pictures from annual activities at CVSM, similar to a playbill at a theatre. The book is published in print and digital formats and debuts at our annual Gala Showcase Concert in the fall. It will be distributed at each of the 30-plus concerts and recitals held throughout the year. Ad prices range from \$125-\$750 and include tickets to our Gala Showcase Concert to be held on October 30, 2022 in Thomson Alumnae Chapel at Wilson College. Limited special placement options are available (inside front cover, back cover, etc.). All digital and special placement content is FULL COLOR. This is a wonderful way to support CVSM that lasts throughout our fiscal year.

CVSM Soirée Series

(invoiced 1 month prior to event)

Our soirée series are more intimate musical events held at various locations in the area and include food and beverages. Past events include: Old-ish Broads, Fireside Christmas, and Tri-Talent Musicale. Planned for this year: **Oktoberfest** on October 8, 2022, featuring Shippensburg Blaskapelle, a 20+ piece German band and **St. Patrick's Day** on March 17, 2023, featuring Across the Pond and Celtic Dancers, both to be held at the Barrel House. Limited to one \$1500 sponsor per event and includes 8 tickets to sponsored event (tickets may be declined to receive full value of sponsorship).



Performance Sponsorship

(invoiced in September)

This sponsorship covers the rental costs for recitals and accompanist fees for events held throughout the year. We hold 14-20 recitals per year, held in Thomson Chapel at CVSM. Additional opportunities include sponsorship of our IceFest and Memorial Day performances. Both include logo on all programs for performances, logo displayed at each performance and an opportunity to have a representative speak at each event. Both events are free to the public. \$1000-\$2400



Ways to support CVSM

Annual Dinner Dance & Auction

March 4, 2023

(invoiced in January)

A true gala event! Held at The Orchards, this annual black-tie event is traditionally the biggest fundraiser of the year for CVSM and has about 200 guests. This event features a prosecco welcome, appetizers, full dinner, beverages, a live band, and dancing, plus over 60 auction items. Sponsorship levels range from \$500-\$6500, with some levels including tickets to the event (tickets may be declined to receive full value of sponsorship). Our 2023 event theme is **A Haute Hippie Happening - Glam 60's event.**



Chefs Walk

June 3, 2023

(invoiced in April)

This event features multiple food stations, beer, wine and spirit tastings plus multiple stages of music along a few blocks of Alexander Avenue in Chambersburg. This family-friendly event attracts over 500 attendees. Sponsorship levels range from \$100-\$1000, with some levels including tickets to the event (tickets may be declined to receive full value of sponsorship).



Shirt Sponsor

(Performathon, invoiced in January
Summer Camp, invoiced in April)

Have your logo placed on commemorative shirts given to students and staff for our annual Performathon Fundraiser (held in March) and summer camps (held June through August).

Order Form

Ad Book 2022-2023 (respond by 9/15/22)

REPEAT LAST YEAR'S AD:

☐ YES ☐ NO, I will send a new ad for 2023

Each level below includes 2 tickets to our Gala Showcase Concert, October 30, 2022

☐ 1/8 page \$125

☐ 1/4 page \$210

☐ 1/2 page \$275

Print version: black & white;
covers & online: full color.

Each level below includes 4 tickets to our Gala Showcase Concert, October 30, 2022.

☐ Full page \$500

LIMITED QUANTITIES (first come, first served):

☐ Full page Special Placement \$525

☐ First page ☐ Center page ☐ Last page

☐ Inside Front OR ☐ Inside Back Cover \$550

☐ Back Cover \$750 **All covers & special placement ads are full color!**

ALL ADVERTISERS: Please send full color ads.

Performance Sponsorship 2022-2023 (respond by 9/1/22)

☐ \$1000 IceFest and Memorial Day Performance Sponsorship (logo on all advertising & programs)

☐ \$2400 Thomson Hall Performance Sponsorship (logo on all advertising & programs)

Soirée Series 2022-2023 (respond by 9/1/22)

☐ \$1500 Oktoberfest at The Barrel House Sponsorship 10/8/22 (includes 8 tickets to event)

☐ \$1500 St. Patrick's Day at The Barrel House Sponsorship 3/17/23 (includes 8 tickets to event)

Annual Dinner Dance & Silent Auction, March 4, 2023 (respond by 12/15/22)

☐ \$500 Sponsor (logo in program)

☐ \$2500 Sponsor (logo in program, 4 tickets to the event)

☐ \$4500 Sponsor (logo in program, 8 tickets to the event)

☐ \$6500 Lead Sponsor (LIMITED, logo on ALL press including invitations, 8 tickets to the event)

Chefs Walk, June 3, 2023 (respond by 5/1/23)

☐ \$100 Sponsor (program listing)

☐ \$250 Sponsor (2 tickets to the event)

☐ \$500 Sponsor (4 tickets to the event)

☐ \$1000 Stage Sponsor (LIMITED; Business banner at music stage, 8 tickets to the event)

Shirt Sponsor - Select One:

☐ \$200 Sponsor (Small logo on shirt)

☐ Performathon 2023

☐ \$400 Sponsor (Medium logo on shirt)

☐ Summer Camp 2023

☐ \$600 Sole Sponsorship (Large logo on shirt, no other sponsors)

COMPANY NAME: _____

CONTACT PERSON: _____

CONTACT EMAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

WEBSITE OR FACEBOOK FOR DIGITAL LINK _____

☐ Bill me later ☐ Payment Enclosed Please email FULL COLOR ads to the address below.

Questions? Please contact Stephanie Allee at steph@cvsmusic.org or 717-261-1220, ext. 3

Ad Book Sizes

1/8 page
4" x 2.5"
\$125

1/4 page
4" x 5"
\$210

1/2 page 8" x 5" \$275

Full page 8" x 10" \$500

Full page- Book Center 8" x 10" \$525

Full page - Inside front or back cover
\$550

Back Cover 8" x 10" \$750