



DePaul School of Music
invites you to join us as a sponsor
of our marquee events.

Find out what unique sponsorship
opportunities are available when your
organization partners with the
School of Music.



To learn more, please contact:
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ABOUT DEPAUL SCHOOL OF MUSIC

- Founded in 1912 and located in Lincoln Park, DePaul School of Music is dedicated to **excellence in music** instruction and performance.
- Each year, the School of Music presents more than **350 public performances** in a variety of musical styles in Lincoln Park and the Loop. Most performances are free.
- Alumni are currently working at the **Chicago Symphony Orchestra**, Lyric Opera, Berklee College of Music, Steppenwolf Theatre, NBC and Harpo Studios.
- Over **1,000 students** audition for entrance into DePaul School of Music. Only 100 students are admitted each year.

ABOUT DEPAUL UNIVERSITY

- DePaul University is the **8th-largest** private, not-for-profit university in the nation.
- With campuses in the Loop, Lincoln Park and suburbs, DePaul's enrollment is more than **24,000**, with students coming from all 50 states.
- DePaul's athletic teams compete in **NCAA Division I** as members of the Big East Conference.

WHY BECOME A SPONSOR?

By developing a **mutually beneficial** relationship with DePaul School of Music you will:

- Reach new, **targeted audiences** of DePaul students, faculty, staff, alumni and friends
- Support the **arts and higher education**
- **Elevate your brand** through recognition and hospitality benefits

DePaul representatives will work with your company to create a customized sponsorship program designed to meet your individual corporate goals and objectives.

SPRING CONCERT & GALA AT SYMPHONY CENTER

For more than 30 years, DePaul Symphony Orchestra has performed at Orchestra Hall, the home of the Chicago Symphony Orchestra. The annual event includes a Gala dinner with 250 guests in Symphony Center's Grainger Ballroom and a performance with nearly 2,500 people in attendance.

\$50,000 SPONSORSHIP BENEFITS

- On-air mention in WFMT ads – 24 thirty-second spots *reaching approximately 1.3 million listeners in four (4) states*
 - Announcement of sponsorship from the stage *2,500 impressions*
 - Check Presentation at the Gala *300 impressions*
 - Opportunity for company representative to display and provide product information in the lobby of Symphony Center, with approval *2,500 impressions and public view*
 - Opportunity to have a performance by students at your company event for employees and/or clients (annual meeting, holiday party, etc.)
 - Including all benefits listed at the \$25,000 level
- Posters displayed around DePaul's Loop and Lincoln Park Campuses
 - DePaul internal free ticket offer *3,000 impressions*
 - Save the Date letters *200 impressions*
 - Gala invitation *1,500 impressions*
 - Concert programs *2,500 impressions*
 - Signage prominently displayed at Symphony Center *2,500 impressions*
 - Community websites – Metromix, ChicagoClassicalMusic.org, WDCB, etc.
 - Press release
 - Opportunity for cross promotional initiative featuring company's status as proud sponsor of DePaul University School of Music

\$25,000 SPONSORSHIP BENEFITS

VISIBILITY AND MARKETING INITIATIVES

Company name/logo to appear on:

- Two Chicago Tribune display ads *over 1 million impressions*
- Event postcards *6,500 impressions*
- DePaul School of Music website *10,000 hits a month*
- Community concertgoers e-mail *2,500 impressions*

CORPORATE HOSPITALITY

- Table for ten (10) at the Gala and tickets to the post-concert champagne and dessert reception
- Ten (10) Premium Box Seats for the performance

DEPAUL OPERA THEATRE

Each year, DePaul Opera Theatre produces three performances of a fully-staged opera at the Merle Reskin Theatre in the South Loop. The opera, sung in English, is performed by members of DePaul's voice program and DePaul Symphony Orchestra. The sets, costumes and lighting are designed by professional artists working in Chicago theatre. Nearly 2,000 patrons attend this Marquee event.

\$25,000 SPONSORSHIP BENEFITS

- On-air mention in WFMT ads – 24 thirty-second spots *reaching approximately 1.3 million listeners in 4 states*
 - Announcement of sponsorship from the stage *2,000 impressions*
 - Check Presentation at the opera *2,000 impressions*
 - Opportunity for company representative to display and provide product information at the Merle Reskin Theatre, with approval *2,000 impressions*
 - Opportunity to have a performance by students at your company event for employees and/or clients (annual meeting, holiday party, etc.)
 - Including all benefits listed at the \$10,000 level
- Community concertgoers e-mail *2,500 impressions*
 - DePaulia Newspaper display ad *5,000 impressions*
 - Posters hung around DePaul's Loop and Lincoln Park Campuses
 - Concert programs *2,000 impressions*
 - Signage prominently displayed at Merle Reskin Theatre *2,000 impressions*
 - Community websites – Metromix, ChicagoClassicalMusic.org, WDCB, etc.
 - Press release
 - Opportunity for cross promotional initiative featuring company's status as proud sponsor of DePaul University School of Music

\$10,000 SPONSORSHIP BENEFITS

VISIBILITY AND MARKETING INITIATIVES

Company name/logo to appear on:

- Two Chicago Tribune display ads *over 1 million impressions*
- Event Brochures *6,500 impressions*
- DePaul School of Music website *10,000 hits a month*

CORPORATE HOSPITALITY

- Premium seats for the performances
- Opportunity to host your own reception for employees and/or clients before or after a concert performance

DEPAUL JAZZ ENSEMBLE

DePaul Jazz Ensemble performs with a world renowned guest artist each year at an off-campus venue for nearly 1,000 patrons. Traditionally the ensemble stages 9 performances over 4 days (Thursday-Sunday) during one weekend each year.

\$10,000 SPONSORSHIP BENEFITS

- On-air mention in WDCB ads (Chicago's only 24-hour jazz radio station) – 24 thirty-second spots
- Announcement of sponsorship from the stage *1,000 impressions*
- Check Presentation at the concert
- Opportunity for company representative to display and provide product information at the jazz venue, with approval *1,000 impressions*
- Opportunity to have a performance by students at your company event for employees and/or clients (annual meeting, holiday party, etc.)
- Including all benefits listed at the \$5,000 level

\$5,000 SPONSORSHIP BENEFITS

VISIBILITY AND MARKETING INITIATIVES

Company name/logo to appear on:

- Event Postcards *6,500 impressions*
- DePaul School of Music website *10,000 hits a month*
- Concert programs *1,000 impressions*
- Signage prominently displayed at venue *1,000 impressions*
- Community websites – Metromix, ChicagoClassicalMusic.org, WDCB, etc.
- Press release
- Opportunity for cross promotional initiative featuring company's status as proud sponsor of DePaul University School of Music

CORPORATE HOSPITALITY

- Premium seats for the performance(s)
- Opportunity to host your own reception for employees and/or clients before or after a concert performance

COMMUNITY MUSIC DIVISION

DePaul University School of Music's Community Music Division provides the highest quality music instruction to all interested individuals regardless of age, ability, cultural or national origin, or financial circumstance. Established in 1988, the Community Music Division serves more than 650 students in the Chicago area with an outstanding professional faculty of over 60 artist-educators.



Our team will work with you to create a sponsorship package designed to meet your corporate goals and objectives.

VISIBILITY AND MARKETING INITIATIVES

Company name/logo to appear on:

- Community Music Brochure/Course Catalogue *1,000 impressions*
- Community Music general information postcards *2,500 impressions*
- Suzuki program postcards *2,000 impressions*
- Kindermusik postcards *7,500 impressions*
- Music Notes e-newsletter *650 impressions every other week, total 20,000 impressions a year*
- Community Music magazine newsletter *650 impressions three times a year, total of 1,950 impressions*
- DePaul School of Music website *10,000 hits a month*
- Announcement of sponsorship from the stage at various concerts throughout the year
- Press Releases
- Opportunity for cross promotional initiative featuring company's status as proud sponsor of DePaul University School of Music

CORPORATE HOSPITALITY

- Premium Seats for performances
- Opportunity to host your own reception for employees and/or clients before or after a concert performance

- Opportunity to have a performance by students at your company event for employees and/or clients (annual meeting, holiday party, etc.)

ADDITIONAL MARKETING EXPOSURE FOR SPECIAL EVENTS

Concerto Festival for Young Performers:

Now in its sixth year, students audition in January and then have a panel of judges select the winners, who have the opportunity to play with the Oistrach Symphony in February

- Concerto Festival for Young Performers Brochure *650 impressions*
- Concerto Festival for Young Performers Program *300 impressions*

Performathon:

Annual all-day fundraiser for student scholarships.

- Performathon brochures *500 attendees, over 650 performers, over 1,100 impressions*

Adult Chamber Music Workshop:

A six-day workshop held each summer that includes coaching sessions, faculty recitals, participant recitals and master classes.

- Brochures *2,000 impressions*

*“To you who believe in the School of Music,
we respond with our commitment to work for
academic and performance excellence.
Your gift does indeed make a difference.”*

-Donald E. Casey, Dean

DEPAUL
UNIVERSITY
SCHOOL OF MUSIC

