



You Gotta Hear This! Sponsorship Programs

July 2007 - July 2008 Season

(Exposure includes 4 concerts, 2 family concerts & annual gala)



You Gotta Hear This! Presents Inc. Mission Statement

You Gotta Hear This! Presents Inc. is a non profit organization with a mission to bring quality musical presentations to Hoosick and the surrounding area, thus enriching the cultural lives of the audience and the participants and enhancing the economic and cultural growth of the entire community.

You Gotta Hear This! uses suggested donations rather than ticket prices for all regulars season concerts, so the entire community is welcome, regardless of financial means. The organization features local talent in its Steven Marking and Friends concert series, and brings in professional musicians to work side by side with the students, helping them advance to a new level of performing.

You Gotta Hear This! focuses on educational outreach, bringing informative performances into area schools, retirement homes and for community events where there is often no monetary compensation.

Activities:

You Gotta Hear This! presents four regular season concerts a year that incorporate students, amateurs, and professionals in a community event that helps musicians grow as they practice their art with others.

You Gotta Hear This! presents two family concerts per year where voice class students and private students perform along side professionals in a family setting, teaching younger students to become responsible audience members.

You Gotta Hear This! produces one fund raising event per year (Gala Concert).

You Gotta Hear This! hosts classes in voice and musicianship that are affordable for community members.

You Gotta Hear This! takes each of the concerts it produces to retirement homes and community events, providing community performances where there is usually no monetary compensation.

How do You Address Cultural Diversity and Inclusiveness?

We live in a community with little variation of culture, and we have presented programs that are from very diverse cultures, such as Italian, German, and French Opera and art songs, American Jazz, Show Tunes, Spirituals, and Folk Music, as well as the music of contemporary American Composers.

We present artists of all age groups, from nine year olds to men and women in their 70's, that work with each other to learn and grow in the process of creating live entertainment.

We include the entire community by using suggested donations rather than ticket prices. We are adding two "Family Day" concerts in the 2007-2008 season, to encourage young people to attend, and teach them to be an audience member.

Membership Demographics

(Approx. 800 Members)

Locale - YGHT! Members come from throughout the tri-state region including Albany, Columbia, Rensselaer, Schenectady, Warren, and Washington counties in New York, Bennington and Rutland counties in Vermont as well as Berkshire county in Massachusetts.

Age - YGHT! Members are between 25-75 years old

Sex - female (60%), male (40%)

Income - \$75,000+ (35%) ~ \$50,000 - \$74,999 (40%) ~ Under \$50,000 (25%)

Press Coverage

The YGHT press list included over 250 media outlets covers over 150 local and regional print publications (Times Union, Post Star, Metroland, The Record, Homestyle Magazine, etc.), over 50 broadcast outlets (News 9, WAMC, WEQX, WNYT, WBTN, etc.) as well as regional and national websites (AlbanyJazz.com, Broadway.com, etc.).



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Platinum Sponsorship - \$2500

Total Value - \$4070

Logo on front of Membership cards

(value - \$750)

Logo on all advertising

(value - \$500)

Logo on posters/event signage

(value - \$250)

Logo & Thank you in event programs

(value - \$500)

Logo/web link on website home page

(value - \$500)

On stage mentions at each event

(value - \$400)

Web links on all membership emailings

(value - \$500)

Mention in all press releases

(value - \$350)

4 Memberships

(value - \$320)

Gold Sponsorship - \$1000

Total Value - \$2060

Logo on back of Membership cards

(value - \$450)

Logo on Banner/poster/event signage

(value - \$250)

Thank you in all event programs

(value - \$250)

Logo/link on sponsor page of website

(value - \$350)

Mention in all membership emailings

(value - \$250)

Mention in all press releases

(value - \$350)

2 Memberships

(value - \$160)

Silver Sponsorship - \$500

Total Value - \$1005

Name mention on back of Membership cards

(value - \$225)

Thank you in all event programs

(value - \$250)

Name mention on sponsor page of website

(value - \$200)

Mention in all membership emailings

(value - \$250)

1 Membership

(value - \$80)

Bronze Sponsorship - \$250

Total Value - \$530

Thank you in all event programs

(value - \$250)

Name mention on sponsor page of website

(value - \$200)

1 Membership

(value - \$80)

In Kind Sponsors

Value - TBD

Food Sponsor

Tent/Venue Sponsor

Printing Sponsor

Tech (Web) Sponsor

Media Sponsor

Personal Sponsorship - \$100

Total Value - \$330

Thank you in all event programs

(value - \$250)

1 Membership

(value - \$80)

Member - \$50

Total Value - \$80

1 Membership

(value - \$80)

Provides admission to four series concerts and two family concerts.