



The Great Big Piano Party Sponsorship Opportunities and Benefits September 23, 2017

Keys for the City is Music For Everyone's signature community building initiative. The objective of Keys is to provide access to music opportunities, foster creativity and build a sense of community among the public and in the process, raise awareness and resources for local music education programs. The revenue raised through Keys is applied directly to MFE's annual grant program. Since 2006, MFE has awarded over \$770,000 in grants to Lancaster County schools and community music programs to purchase and repair instruments.

This year, MFE is planning to leverage the history, visibility and community building power of Keys and the place it occupies in Lancaster's cultural arts scene through a campaign titled "Lancaster, PA: The Street Piano Capital of the World". The purpose of this fun, creative initiative is to further contribute to Lancaster's efforts to brand itself as a vibrant music community, arts destination and as a hip, funky and fun place to live and work.

To celebrate both the Keys for the City and the Street Piano Capital of the World campaign, MFE is planning a special first-of-its-kind event -- **The Great Big Piano Party**

The Great Big Piano Party will be held on Saturday, September 23, 2017 at the Spring House Brewery Hazel Street location, (209 Hazel Street) in downtown Lancaster. MFE will invade the Spring House with food, drinks, funky fun, and of course, some great piano music.

The following pages describe several event sponsorship opportunities. We hope that you will take a few minutes to review these opportunities and imagine your brand aligned with Music For Everyone and our other supporters at this event.

For more information regarding Music For Everyone's mission and impact in the community, please visit www.musicforeveryone.org. And for more information on the Keys For The City campaign or to sign up for one of the available sponsorships, please contact John Gerdy at 717-475-5659.

Thanks so much.



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Title Sponsor - \$2,500

Limited to one organization

The title sponsor of the THE GREAT BIG PIANO PARTY will receive exclusive, integrated brand exposure at this one-of-a-kind event and top-level exposure in all marketing, advertising, PR promotions through traditional, social and digital media channels.

The title sponsorship includes:

- Listing as Title Sponsorship (plus logo) on invitation mailed to over 2000 households (if secured by July 25th)
- Top level logo/brand inclusion on all advertising and promotion
- Top level branding exposure at the event
- Top level logo/brand inclusion on the event page of the MFE websites <www.musicforeveryone.org> & <www.keysforthecity.com>
- Top level logo/brand inclusion on all social media pages, events and posts
- Top level logo/brand inclusion on all MFE email marketing blasts promoting the event
- Top level logo inclusion on postcards and other printed promotional materials
- 8 tickets to the event (\$800+ value)

“Key” Sponsors - \$1000

Limited to no more than 3

Key sponsors receive integrated brand exposure through pre-event marketing, advertising and PR promotions through traditional, social and digital media channels as well as brand exposure at the event itself.

Key sponsors:

- Listing as “Key” sponsor on invitation mailed to over 2,000 households (if secured by July 25th)
- Logo/brand inclusion on all advertising and promotion
- Logo/brand exposure at the event
- Logo/brand inclusion on the event page of the MFE web site <www.musicforeveryone.org>
- Logo/brand inclusion on all social media pages, events and posts
- Logo/brand inclusion on all MFE email marketing blasts promoting the event
- Logo/brand on postcards and other printed promotional materials
- 4 tickets to the event (\$400 value)



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Other opportunities

For this special event, MFE is offering a number of other ways to participate and contribute the Great Big Piano Party. All of the sponsorships below include pre-event exposure in advertising and promotion of the event, signage and exposure at the event itself and two tickets to the event

Music Sponsor - \$500 (Limited to no more than 3)

Take center stage as a music sponsor and position your brand on stage with the performers at this one-of-a-kind music event

- Logo/brand inclusion in pre-event exposure and promotion
- Logo/brand inclusion at event
- 2 tickets to the event (\$200 value)

Beer Sponsors - \$400

Grab a highly visible and highly desirable spot at the bar as the event's exclusive beer sponsor

- Logo/brand inclusion in pre-event exposure and promotion
- Logo/brand inclusion at event
- 2 tickets to the event (\$200 value)

Food Sponsors \$400

Put your brand in front of our hungry audience and make a memorable impression as the event's food sponsor with signage and exposure in dining areas of the event space. Make your reservations now!

- Logo/brand inclusion in pre-event exposure and promotion
- Logo/brand inclusion at event
- 2 tickets to the event (\$200 value)

Piano Movers Sponsors - \$300

A vital part of the Piano Party – help our piano movers get the pianos to the event site and get brand exposure at the multiple piano locations throughout the venue

- Logo/brand inclusion in pre-event exposure and promotion
- Logo/brand inclusion at event
- 2 tickets to the event (\$200 value)

Campaign / Media Exposure:

Facebook reach: 3700 / week; post engagement: 500-1,000 week

Twitter reach: 1375 followers

Instagram reach: 730 followers

Web site impressions: 4,000+ / month

MFE Email Blast reach: over 2,000 subscribers

Event reach: 400-600 attendees