


SOBE INSTITUTE OF THE ARTS

A 501 (C) (3) NOT-FOR-PROFIT ARTS PERFORMANCE AND EDUCATION ORGANIZATION

American Masterworks String Festival **Event Sponsorship Information**

Our Mission:

SoBe Institute of the Arts promotes excellence, creativity and accessibility of the arts through performance events and instruction of the highest quality, in music and related artistic disciplines.

Timing:

December 5 – 10, 2011 (*immediately following Art Basel*)

Target Audience:

Advanced string students and contemporary classical music enthusiasts from across the country

Estimated Attendance:

1000+

Objectives:

To further establish SoBe Arts as a seminal force for distinctive high-quality arts education and extraordinary cutting-edge performances, and Miami-Dade County as a vibrant cultural destination for outstanding entertainment

Event Summary:

The week-long festival will feature a full schedule of events - master classes for advanced students, demonstrations, lectures, residencies and six concerts featuring top-name American string artist Superstars (Kim Kashkashian, Anastasia Khitruk, Lara St. John and Matt Haimovitz) and iconic contemporary American composer John Corigliano. These will include lectures, demonstrations and concerts for the general public; and a final ticketed culminating Saturday evening preconcert talk by the composer-in-residence and the "American Masterworks Concert" by the entire ensemble at the Colony Theater.

Sponsorship Levels:

Presenting Sponsor: \$25,000

Event Sponsor: \$10,000

Artist Sponsor: \$2,500

Supporting Sponsor: \$1,000



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American Masterworks String Festival
Event Sponsorship Opportunities

Presenting Sponsor Benefits

- Exclusivity by business sector
- Dedicated press release
- Premiere logo inclusion on all printed materials
- Premiere inclusion in all paid advertising (radio, newspaper, television)
- Premiere logo inclusion in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Inclusion in all press releases (event editorial coverage)
- Premiere event presence, including banner placement, mentions at events, and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Invitations for sponsors and eight guests to attend the VIP reception and “Meet the Artist” buffet on Monday evening, December 5th
- Ten VIP tickets to the December 10th American Masterworks String Concert and “Meet the Composer and Artists” reception

Event Sponsor Benefits

- Logo inclusion on all printed materials
- Inclusion in select paid advertising (radio, newspaper, television)
- Logo inclusion in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Inclusion in all press releases
- Event presence, including mentions at events and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Invitations for sponsors and two guests to attend the VIP reception and “Meet the Artist” buffet on Monday evening, December 5th
- Four VIP tickets to the December 10th American Masterworks String Concert and “Meet the Composer and Artists” reception

Artist Sponsor Benefits

- Company/sponsor name included in all program materials
- Company/sponsor name in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Special recognition at the weeknight concert and reception for that artist, and product placement (if applicable)
- Six tickets to the weeknight artist concert
- TBD cross-promotional opportunities and other special benefits

Carl Fisher Clubhouse / Little Stage Theater Complex
2100 Washington Avenue - Miami Beach, FL 33139 - Tel: 305-674-9220
info@sobearts.org - www.sobearts.org



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- Invitations for sponsor and a guest to attend the VIP reception and “Meet the Artist” buffet on Monday evening, December 5th
- Two VIP tickets to the December 10th American Masterworks String Concert and “Meet the Composer and Artists” reception

Supporting Sponsor Benefits

- Company name included in all program materials
- Company name in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Event presence, including mentions at events and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Invitations for sponsor and a guest to attend the VIP reception and “Meet the Artist” buffet on Monday evening, December 5th
- Two VIP tickets to the December 10th American Masterworks String Concert and “Meet the Composer and Artists” reception



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American Masterworks String Festival Event Sponsorship Commitment

Please indicate the level at which you wish to sponsor.

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____

Email: _____

_____ My check is enclosed.

_____ Please bill me.

_____ Please charge my credit card.

Circle one: MC / Visa #: _____

Exp. ____ / ____

Security Code: _____

**Please return this form to:
SoBe Institute of the Arts
2100 Washington Avenue
Miami Beach, FL 33139**

Thank you for your support!