

CARMEL

BACH FESTIVAL

Corporate Sponsorship



MISSION

The Festival's mission is to celebrate the works, inspiration and ongoing influence of Johann Sebastian Bach worldwide by immersing audiences in a festival experience integrating music, education, and ideas.

The Carmel Bach Festival (CBF) began in 1935 as a four-day series of concerts at the Sunset School Auditorium and the Carmel Mission Basilica and now encompasses 22 days, 42 concerts, and eight venues in Carmel, Pebble Beach, Monterey, Seaside, and Salinas.

Under the leadership of Artistic Director and Principal Conductor Paul Goodwin, the organization offers innovative artistic programming across all concerts, off-season activities to expand access outside Carmel and the Monterey Peninsula, and is taking strategic risks to cultivate younger and more diverse participants.



Carmel Bach Festival Co-Founders Dene Denny and Hazel Watrous

CARMEL BACH FESTIVAL

July 18 - August 1, 2020

BY THE NUMBERS

JULY 18–AUGUST 1, 2020

15 Days | 41 Concerts

23,000 in attendance

\$3MM+

in total local economic impact*

THE FESTIVAL

Celebrating its 83rd year, the Carmel Bach Festival is a world class, 15-day celebration of music and ideas inspired by the historical and ongoing influence of J.S. Bach. The Festival brings music of the Baroque and beyond to communities of the Monterey Peninsula and music lovers from the United States and abroad.

OUR AUDIENCE

54% reside in Monterey County

31% reside elsewhere in CA

18% reside outside of CA
(includes international visitors)

23% have a household income of \$250K+

31% have a household income of \$100-\$250K

53% have attended the Festival for at least 6 years

90% are college graduates

(data taken from the CBF demographic profile)

SUPPORTING THE CARMEL BACH FESTIVAL MAKES GOOD BUSINESS SENSE

As a business owner, the decision to invest in the Festival must ultimately have a positive impact on your bottom line. While supporting the arts is often overlooked as an opportunity for a positive ROI, we invite you to take a closer look at what a sponsorship can do for you.

At the Carmel Bach Festival, we offer you a unique opportunity to reach our highly desirable, targeted audience demographic through a range of sponsorship opportunities, suited to match your business needs and budget. Whether you are looking to increase customer loyalty, connect with new customers, or keep your business on the minds of our discerning arts patrons, we invite you to join us in 2019.

WHY SUPPORT THE CARMEL BACH FESTIVAL?

- Benefit from affiliation with a highly-regarded arts organization
- Receive promotional access to our patrons and donors who:
 - Have college/graduate degrees
 - Have discretionary income
 - Value arts and culture
 - Enjoy travel, fine dining, shopping
 - Spend an additional \$1.3M in the community during the Festival*
- Create new relationships with local residents and visitors to the Monterey Peninsula
- Strengthen relationships with existing or casual customers
- Raise awareness of your company's brand and products/services



As a partner, promotion of your business starts well in advance of the Festival, with exposure in our season brochure, on our website, and more.

During the Festival, enjoy promotional opportunities both onsite and online, and deepen your connection with our audiences!

*Invest in the arts—
it's good for us,
good for the community, and
good for your **bottom line**.*

** from the Americans for the Arts Prosperity Calculator, adjusted for data specific to the Carmel Bach Festival.*

Contact:

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Development Coordinator

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LEVELS & BENEFITS

The Carmel Bach Festival invites you to participate in our sponsorship program for the 2020 Season. We look forward to working with you to identify a level that best suits the needs of your business.

THANK YOU FOR YOUR SUPPORT!**SEASON SPONSORSHIP - \$15,000**

The spotlight is on you! This is the most coveted level of support. Season sponsors are notably recognized throughout the year and explicitly at concerts and events (concert schedule attached). This level provides the greatest benefits during the Festival, highlighting your philanthropic business excellence and an additional exclusive perk of 10 complimentary section 1 tickets to any concert. Season sponsors receive multiple opportunities for branding, networking, and to make your mark on our loyal patrons. The sky is the limit, the Bach Festival will work with you to build the perfect Festival package including all the benefits below and more!

MAIN CONCERT SPONSORSHIP - \$5,000

Sponsorship of a Main Concert includes recognition at our most highly-attended major evening performances at the Sunset Center (concert schedule attached). Sponsorship benefits include:

- Sponsorship of a main concert of your choice.
- Projected screen and verbal recognition by the President of the Board of Directors or Managing Director before your concert.
- Full page color advertisement in our program book (circulation 7,000).
- Signage and marketing in the Sunset Center Lobby on the nights of your concert.
- Company logo in program book and ticket brochure, and recognition on the program page for your concert, as well as listing in select CBF marketing print pieces.
- Sponsor listing and placement of logo on CBF's website with hyperlink to company website, as well as recognition on social media, and email blasts to 10,000+ subscribers.
- Special invitations to attend VIP events throughout the year with CBF musicians, sponsors, board members, and donors.
- 6 complimentary tickets to any Festival concert (excluding Opening Night, Best of the Fest, section 1 seating, all tickets based on availability).
- Corporate discount pricing for tickets purchased by clients, coworkers, and friends.

IMPORTANT DEADLINES**Program Book Inclusion: May 1, 2020****Program Book Artwork: May 15, 2020****Payment DUE IN FULL: May 15, 2020****Olivia Colombo***Development Coordinator*

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CHAMBER CONCERT SPONSORSHIP - \$2,500

Chamber Concerts offer a wide variety of programming in more intimate venues throughout Carmel and the wider Monterey Peninsula (concert schedule attached). Benefits include:

- Standard half-page color ad in the program book
- 2 complimentary tickets to any Festival concerts (excluding Opening Night and Best of the Fest, section 1 seating—all tickets based on availability).
- Recognition on the program page for your sponsored performances.
- Signage at sponsored performances.
- Logo and link on the Carmel Bach Festival website.
- Invitations to Carmel Bach Festival VIP events.
- Corporate discount pricing for tickets purchased by clients, coworkers, and friends.



2020 CORPORATE SPONSORSHIP CONTRACT

The Carmel Bach Festival is thrilled to welcome you as a 2020 Corporate Sponsor.

Your partnership with the Carmel Bach Festival is appreciated and integral to our continued success. This Corporate Sponsorship Contract confirms your acceptance of the terms and conditions from the attached Corporate Sponsorship. This official Corporate Sponsorship between _____ and the Carmel Bach Festival is effective as of _____.

I _____ agree to the following level of support paid by check or credit card by May 15, 2020.

Please check the following level:

- \$15,000 Season Sponsor
- \$5,000 Main Concert Sponsor—Please indicate which concert _____
(CBF will choose a concert for you, if none is indicated)
- \$2,500 Chamber Concert Sponsor—Please indicate which concert _____
(CBF will choose a concert for you, if none is indicated)

Name

Date

Name

Date

Thank you for your support!

CARMEL BACH FESTIVAL

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MAIN CONCERTS

programming subject to change

Bach and Rossini

Saturdays, July 18 & 25, 7:30 PM

Orchestra, Chorale, Chorus and Soloists

J.S. Bach, *Magnificat*, BWV 243

Gioachino Rossini, *Stabat Mater*

St. John Passion

Sundays, July 19 & 26, 4:00 PM

Orchestra, Chorale and Soloists

J.S. Bach, *St. John Passion*, BWV 245

Brandenburgs

Mondays, July 20 & 27, 7:30 PM

Concertmaster Peter Hanson with members of the Festival Orchestra

J.S. Bach, Brandenburg Concerto No. 1 in F Major, BWV 1046

Antonio Vivaldi, Concerto in A Minor for Two Violins, RV 522

J.S. Bach, Brandenburg Concerto No. 6 in Bb Major, BWV 1051

J.S. Bach, Brandenburg Concerto No. 5 in D Major, BWV 1050

Antonio Vivaldi, Concerto in B Minor for Four Violins, RV 580

J.S. Bach, Brandenburg Concerto No. 3 in G Major, BWV 1048

Mozart and Mahler

Tuesdays, July 21 & 28, 7:30 PM

Orchestra, Mhairi Lawson, soprano

Wolfgang Amadeus Mozart, Symphony No. 40 in G Minor, K. 550

Gustav Mahler, Symphony No. 4 in G Major

Seven Last Words

Wednesdays, July 22 & 29, 8:30 PM

Carmel Mission Basilica

Andrew Megill conductor, Orchestra and Chorale

James MacMillan, *Seven Last Words from the Cross*

Thomas Tallis, *Lamentations of Jeremiah 1*

William Byrd, *Ne irascaris Domine (Part 1)*

Alberto Ginastera, *Lamentations of Jeremiah 2*

Randall Thompson, *Alleluia*



“The 2020 Carmel Bach Festival will surprise and delight you, presenting concerts of breathtaking beauty and stunning variety!”

**— Artistic Director and
Principal Conductor Paul Goodwin**

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Carmel Bach Festival Presents: The Spirit of Spain

Thursdays, July 23 & 30, 7:30 PM

Edwin Huizinga, violin and William Coulter, guitar return after their wildly popular sold-out performances in 2017, 2018 and 2019. The duo is joined by Spanish guest stars along with Festival vocalists and instrumentalists.

Fire & Grace continue the tradition of bringing a unique blend of Baroque and Folk music to the Carmel Bach Festival. The Spirit of Spain is a journey into the music, song and dance traditions from the Iberian peninsula.

Angel Blue

Fridays, July 24 & 31, 7:30 PM

Orchestra, Chorale, Chorus, Angel Blue, soprano

Henry Purcell, Excerpts from Dido and Aeneas

Overture

Music for a While

The Triumphant Dance

Recitative and Aria: Thy hand Belinda and Dido's Lament (When I am laid in earth)

Chorus: With drooping Wings Cupids come

Georg Frideric Handel, Excerpts from Serse

Overture and Gigue

Recitative and Aria: Fronde Tenere / Ombra mai fu

Wolfgang Amadeus Mozart, Ave verum corpus, K.618

Wolfgang Amadeus Mozart, The Marriage of Figaro, K. 492

Recitative and Aria: e Susanna non vien! / Dove Sono i bei momenti

George Gershwin, Excerpts from Porgy and Bess

Overture

Summertime

Duet : Bess you is my woman now

Giuseppe Verdi, Un giorno di regno: Overture

Giuseppe Verdi, La Traviata: Aria – Di Provenza il Mar

Giuseppe Verdi, Ave Maria (from Quattro Pezzi Sacri)

Giuseppe Verdi, Requiem: Libera me

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CHAMBER CONCERTS

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Sunset Center Foyer Concerts

Bach and the Lute

Mondays, July 20 & 27, 1:00 PM
Daniel Swenberg, lute; Edwin Huizinga, violin,
Dongsok Shin, lautenwerk

Bach and the Cello

Tuesdays, July 21 & 28, 1:00 PM
Paul Dwyer, cello

Bach and the Violin

Wednesdays, July 22 & 29, 1:00 PM
Christina Zacharias, violin

Bach and the Voice

Thursdays, July 23 & 30, 1:00 PM
Jennifer Paulino, Melanie Russell, soprano;
Virginia Warnken Kelsey, mezzo-soprano, Timothy
Hodges, Owen McIntosh, tenor; Jonathan Woody,
bass; Daniel Swenberg, lute

Bach and the Harp

Fridays, July 24 & 31, 1:00 PM
Dan Levitan, harp

Other Chamber Concerts

The Kings Trumpeter

Monday, July 13, 7:30 PM
Organ and Trumpet Recital
St. Dunstan's, Carmel Valley

All Bach Organ Recital

Mondays, July 20 & 27, 11:00 AM
Carmel Mission Basilica, Carmel-by-the Sea

Bach Cantatas

Mondays, July 20 & 27, 2:30 PM
All Saints' Church, Carmel-by-the Sea

Carmina Latina

Tuesdays, July 21 & 28, 2:30 PM
All Saints' Church, Carmel-by-the Sea

Twilight and Candelight Concerts

Beethoven Quartets in the Forest

Wednesdays, July 22 & 29, 5:00 PM
Church in the Forest, Pebble Beach

Bach in the Cathedral

Thursdays, July 23 & 30, 5:00 PM
San Carlos Cathedral, Monterey

Harmoniemusik - Woodwind Octet

Sunday, July 19, 8:30 PM
All Saints' Church, Carmel-by-the Sea

Monteverdi Songs of Love and War

Sunday, July 21, 8:30 PM
All Saints' Church, Carmel-by-the Sea

Women of the Baroque

Wednesdays, July 22 & 29, 2:30 PM
All Saints' Church, Carmel-by-the Sea

Quintessential Mozart

Fridays, July 24 & 31, 2:30 PM
All Saints' Church, Carmel-by-the Sea

Family Concert

Saturday, July 25, 11:00 AM
The Epic Adventures of Leonard and Rasmus:
Sunset Center, Carmel-by-the Sea

Viennese Matinee

Saturday, August 1, 11:00 AM
Sunset Center, Carmel-by-the Sea

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Education and Masterclass Programs

Baroque and Classical Academy Showcase

Thursday, July 30, 4:00 PM

Church of the Wayfarer

Virginia Best Adams Masterclass Showcase

Saturday, August 1, 1:30

All Saints' Church

Young Artists' Showcase

Saturday, July 25, 2:30

Sunset Center

Youth Chorale in Concert

Thursday, July 30

Church of the Wayfarer



Virginia Best Adams Masterclass Vocalists - 2020