

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 as many as 22 days, 42 concerts, and eight venues in Carmel, Pebble Beach, Monterey, Seaside, and Salinas.

Under the leadership of Artistic Director and Principal Conductor Grete Pedersen and Executive Director Stephen Friedlander, 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

Supporting the Carmel Bach Festival

BY THE NUMBERS

July 15-29, 2023
15 Days | 50+ Events
\$3MM+
in total local economic
impact*

THE FESTIVAL

Celebrating its 86th 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 2023.

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

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!

Contact: Lisa Kincaid, Development Coordinator
831.624.1521 ext. 120 | lisa@bachfestival.org
BACHFESTIVAL.ORG

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

LEVELS & BENEFITS

The Carmel Bach Festival invites you to participate in our sponsorship program for the 2023 Season. We look forward to working with you to identify a level that best suits the needs of your business. **Thank you for your generous support!**

IMPORTANT DEADLINES

Program Book Inclusion: May 1, 2023
Payment DUE IN FULL: May 1, 2023
Program Book Artwork: May 15, 2023

SEASON SPONSORSHIP - \$20,000

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!**

- 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.
- 8 complimentary tickets to any Festival concert (section 1). All tickets based on availability.
- Corporate discount pricing for tickets purchased by clients, coworkers, and friends.



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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.

CHAMBER CONCERT SPONSORSHIP - \$2,500

Sponsorship of a Chamber Concert of your choice. 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.

86th Season: July 15 - 29, 2023

The Carmel Bach Festival is thrilled to welcome you as a 2023 Corporate Sponsor.

I _____ agree to the following level of support paid by
check or credit card by **May 1, 2023**.

Please check the following level:

- ☐ \$20,000 Season Sponsor
- ☐ \$5,000 Main Concert Sponsor — Please indicate which concert _____
(CBF will choose a concert for you, if none is indicated)

Date



CARMEL BACH FESTIVAL

86th Season:
July 15 - 29, 2023

MAIN CONCERTS

programming subject to change

Saturdays

Saturdays, July 15 & 22, 7:30 PM

Grete Pedersen conducts Orchestra, Chorale, and Chorus

HAYDN, *The Creation*

Sundays

Sundays, July 16 & 23, 7:30 PM

Andrew Megill conducts Orchestra and Chorale

C.P.E. Bach, *Magnificat*

HANDEL, "I Know that My Redeemer Liveth" from *Messiah*

J.S. Bach, Introduction to Credo

J.S. Bach, Credo from Mass in B Minor

Mondays

Mondays, July 17 & 24, 3:00 PM

Concertmaster Peter Hanson with Festival Orchestra musicians

VIVALDI, Concerto for Two Trumpets in C Major

HANDEL, Organ Concerto, performed by Andrew Arthur

J.S. BACH, *Schweigst stille, plaudert nicht* (Coffee Cantata)

J.S. BACH, Brandenburg Concerto No. 4 in G Major

Tuesdays

Tuesdays, July 18 & 25, 7:30 PM

Grete Pedersen conducts Orchestra and Chorale

GUSTAV MAHLER / Arr. CLYTUS GOTTWALD, "Ich bin der Welt abhanden gekommen" ("I am lost to the World") from Rückert Lieder

HELMUT FRIEDRICH LACHENMANN, Consolation II

J.S. BACH, Magnificat in D Major, BWV 243

FRANZ SCHUBERT, Gesang der Geister über den Wassern (Song of the Spirits over the Waters)

ZELENKA, Miserere, ZWV 57, C Minor

J.S. BACH, Gloria in excelsis Deo

Wednesdays at the Mission

Wednesdays, July 19 & 26, 7:30 PM

Carmel Mission Basilica

Andrew Megill conducts Chorale

COPLAND, *In The Beginning*

And other American choral favorites

Thursdays

Thursdays, July 20 & 27, 7:30 PM

Fire & Grace

EDWIN HUIZINGA, violin, and **WILLIAM COULTER**, guitar, (Fire & Grace) return with special guest artists from their musical family

Fridays

Fridays, July 21 & 28, 7:30 PM

Grete Pedersen conducts the Festival Orchestra

W.A. MOZART, Overture from *The Marriage of Figaro*, K. 492

KARIN REHNQVIST, "Breaking the Ice" from *ARKTIS* *ARKTIS!*

GUSTAV MAHLER, *Blumine*

GUSTAV MAHLER, Symphony No. 4 in G Major

Best of the Fest

Saturday, July 29, 7:30 PM

Orchestra playing the best of the season conducted by Grete Pedersen

- See [BachFestival.org](https://bachfestival.org) for up-to-date concert information. -

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