

CARMEL BACH FESTIVAL

Bach and Beyond

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 15 days, 50+ 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

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BY THE NUMBERS

July 13-27, 2024

15 Days | 40+ Concerts

\$3MM+

in total local economic
impact*

THE FESTIVAL

Celebrating its 87th 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

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 2024.

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: Suzanne Mudge, Director of Development
831.624.1521 ext. 120 | sue@bachfestival.org

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

CARMEL BACH FESTIVAL

2024 Corporate Sponsorship Opportunities

Bach and Beyond

LEVELS & BENEFITS

The Carmel Bach Festival invites you to participate in our sponsorship program for the 2024 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 15, 2024
Payment DUE IN FULL: May 15, 2024
Program Book Artwork: June 1, 2024

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. 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 one 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.
- 10 complimentary section 1 tickets to any Festival concert. 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 one 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 section 1 tickets to any Festival concert, excluding Opening Night, Best of the Fest. All tickets based on availability.
- Corporate discount pricing for tickets purchased by clients, coworkers, and friends.

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 section 1 tickets to any Festival concert, excluding Opening Night and Best of the Fest. 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.

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87th Season:
July 13 - 27, 2024

2024 CORPORATE SPONSORSHIP CONTRACT

The Carmel Bach Festival is thrilled to welcome you as a 2024 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, 2024**.

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)
- \$2,500 Chamber Concert Sponsor

Name

Date

Name

Date



Thank you for your support!

CARMEL BACH FESTIVAL

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87th Season:
July 13 - 27, 2024

MAIN CONCERTS

programming subject to change

Saturdays

Saturdays, July 13 & 20, 7:30 PM

Grete Pedersen conducts Orchestra and Chorale

J.S. BACH, Saint John Passion

Sundays

Sundays, July 14 & 21, 7:30 PM

Grete Pederson conducts Orchestra, Chorale, and Chorus

BEETHOVEN, Symphony No. 9 in D Minor

Mondays

Mondays, July 15 & 22, 7:30 PM

Concertmaster Peter Hanson with Festival Orchestra

VIVALDI, Concerto in G for Two Violins and Two Cellos

RAMEAU, Opera Suite

J.S. BACH, Brandenburg Concerto No. 6 in B-flat Major

RICHTER, Recomposed Vivaldi – The Four Seasons

Tuesdays

Tuesdays, July 16 & 23, 7:30 PM

Grete Pedersen conducts Orchestra and Chorale

BERNSTEIN, “Somewhere” from *West Side Story*

BARBER, *Knoxville: Summer of 1915*, op. 24

HAYDEN, Symphony No. 49, Hob. I:49, F minor, “La Passione”

MOZART, Arias from *Die Zauberflöte*

Wednesdays at the Mission

Wednesdays, July 17 & 24, 8:30 PM

Andrew Megill conducts Chorale

VIVALDI, Kyrie, RV 587

LOTTI, Crucifixus

SHAW, *To the Hands*

ZELENKA, *Missa Dei Filii*, ZWV 20

Thursdays

Thursdays, July 18 & 25, 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 19 & 26, 7:30 PM

Grete Pedersen conducts the Festival Orchestra

GRIEG, Piano Concerto

MAZZOLI, *These Worlds In Us*

BEETHOVEN, Symphony no. 5 op. 67, C minor

Best of the Fest

Saturday, July 27, 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. -