



CARMEL BACH FESTIVAL

2025 CORPORATE PARTNERSHIP



CORPORATE PARTNERSHIP WITH THE CARMEL BACH FESTIVAL

The Carmel Bach Festival is a cherished cultural tradition- dedicated to celebrating the transformative power of classical music. Nestled in the heart of Carmel-by-the-Sea, the Festival brings together world-class musicians and audiences to explore and appreciate the timeless works of J.S. Bach and other great composers. Since its founding in 1935, the Festival has aspired to be more than a concert series; it is a vibrant hub for musical discovery, connection, and inspiration.

The Corporate Partnership Program is essential to the Festival's success, providing critical support to sustain its artistic and educational initiatives. This collaboration with the business community enables the Festival to continue presenting extraordinary performances and engaging programs to audiences from around the world.

In appreciation of their generosity, Corporate Partners receive significant benefits and exclusive access to festival events, including complimentary tickets, private receptions, and advertising opportunities.

OUR STATISTICS

WEBSITE
9,000 Monthly Visitors

FACEBOOK
6,200+ Fans

INSTAGRAM
2,100+ Followers

EMAIL
16,000 Subscribers

GLOBAL REACH
We welcome Patrons yearly from Europe, Asia, Latin America, and all over the United States. 18% of all Patrons come from outside of California.



ABOUT OUR PATRONS

1,500 Yearly festival

14,000 Total Patrons

\$230,000

Average Household Income of a Festival

54% Reside in Monterey County

Reside in other parts of California 31%

71
Average Age

95%
Dine at a restaurant

30%
Stay overnight in a hotel during the festival

90%
College Grads

FRIENDS OF THE FESTIVAL

\$2,500

MARKETING & VISIBILITY

HALF-PAGE COLOR AD IN PROGRAM BOOK

Showcase your brand to a sophisticated and engaged audience with a vibrant half-page color advertisement in our festival's program book. This high-quality publication is distributed to thousands of attendees and serves as a keepsake for music lovers, ensuring your business remains top of mind.

ONLINE VISIBILITY WITH WEBSITE LOGO AND LINK

Boost your online presence by having your company's logo and website link prominently displayed on the Carmel Bach Festival website.

INVITATIONS & ACCESS

PREMIUM CONCERT EXPERIENCE

Enjoy two complimentary Section 1 tickets to any Festival concert of your choice (excluding Opening Night and Best of the Fest). Tickets are subject to availability, so early reservations are encouraged.

INVITATIONS TO VIP EVENTS

Mingle with our top donors, patrons, and performers at exclusive Carmel Bach Festival VIP events. These gatherings offer unparalleled networking opportunities and the chance to connect with the individuals who make the Festival extraordinary.

CORPORATE DISCOUNT PRICING FOR YOUR NETWORK

Extend the magic of the Carmel Bach Festival to your clients, coworkers, and friends with special discounted ticket pricing. Share the joy of music and build stronger connections with those who matter most to your business.

CHAMBER CONCERT SPONSOR

\$5,000

EVERYTHING INCLUDED IN "FRIENDS OF THE FESTIVAL" PLUS:

MARKETING & VISIBILITY

SPONSORSHIP OF ONE CHAMBER CONCERT

Sponsoring one chamber concert of your choice (pending availability). Your sponsorship directly supports the artistry and excellence of the Festival and aligns your brand with a world-class event.

SPECIAL RECOGNITION ON SPONSORED PERFORMANCE PAGE

Your support will be acknowledged with recognition on the program page for the performances you sponsor.

PROMINENT SIGNAGE AT SPONSORED PERFORMANCES

Receive additional visibility with signage displayed at the performances you sponsor.

ABOUT OUR CHAMBER

ABOUT

Chamber Concerts showcase a diverse array of programming in intimate venues across Carmel and the Monterey Peninsula. Featuring smaller ensembles of one to ten musicians, these performances offer a personal and dynamic concert experience. Each program is thoughtfully curated by the musicians themselves, highlighting their creativity and expertise.

ATTENDANCE

Chamber Concerts are attended by 50-100 Patrons.

LOCATION

Chamber Concerts are held at one of the following locations: *Church in the Forest, All Saints' Episcopal Church, Carmel Presbyterian Church, Carmel Mission Basilica, or San Carlos Cathedral*

GALA SPONSOR

\$10,000

MARKETING & VISIBILITY

SPONSORSHIP OF THE ANNUAL GALA

Showcase your company's commitment to the arts by sponsoring the Carmel Bach Festival's exclusive Annual Gala, a signature event that celebrates music, culture, and community.

LOGO PLACEMENT ON GALA PRINT MATERIALS

Enjoy premium visibility with your company's logo featured on all print materials at the Gala, ensuring attendees recognize your generous support.

PROMINENT SIGNAGE AT THE GALA

Receive additional visibility with signage displayed at the Gala.

FULL-PAGE COLOR ADVERTISEMENT

Maximize your brand's visibility with a full-page color advertisement placed in a prime location in our program book, ensuring your business stands out to our audience

ONLINE VISIBILITY WITH WEBSITE LOGO AND LINK

Boost your online presence by having your company's logo and website link prominently displayed on the Carmel Bach Festival website.

SPONSOR LISTING AND LOGO ON FESTIVAL E-BLASTS

Strengthen your online presence by featuring your logo with a hyperlink to your website in all Festival-related e-blasts, connecting you with thousands of engaged recipients.

PROJECTED SCREEN AND VERBAL RECOGNITION AT OPENING NIGHT

Receive premium recognition before the Opening Night concert with your logo projected on screen and a personal acknowledgment by the President of the Board of Directors or Executive Director.

INVITATIONS & ACCESS

PREMIUM CONCERT EXPERIENCE

Enjoy four complimentary Section 1 tickets to any Festival concert of your choice (excluding Opening Night and Best of the Fest). Tickets are subject to availability, so early reservations are encouraged.

INVITATIONS TO VIP EVENTS

Enjoy exclusive access to VIP events throughout the year, where you can mingle with Carmel Bach Festival musicians, sponsors, board members, and donors, fostering valuable relationships and connections.

CORPORATE DISCOUNT PRICING FOR YOUR NETWORK

Extend the magic of the Carmel Bach Festival to your clients, coworkers, and friends with special discounted ticket pricing. Share the joy of music and build stronger connections with those who matter most to your business..

*Live Band at
the '23 Gala*

ABOUT THE GALA

ABOUT

The annual Gala is a celebration attended by the Festival's most loyal and generous patrons and their distinguished guests. This exclusive evening brings together an influential and supportive community from across Monterey County to enjoy fine dining, exceptional music, and festive camaraderie. Proceeds from the Gala directly support the Festival's mission, making it a cornerstone of our shared commitment to the arts.

ATTENDANCE

The Gala is attended by 150-200 patrons.



*Grete Pedersen,
Artistic Director*

ABOUT OUR MAIN CONCERTS

ABOUT

Main Concerts often feature the full orchestra and chorale, showcasing the festival's most expansive and inspiring performances. Curated by our artistic team, including Artistic Director Grete Pedersen, each program reflects the vision and expertise of its creators, who also perform or conduct the concert. These events bring together the largest audiences of the festival, offering pre-concert talks for added insight and post-concert receptions to connect with fellow music lovers.

ATTENDANCE

Main Concerts are attended by 500-700 patrons.

LOCATION

Main Concerts are held at either the Sunset Center or the Carmel Mission Basilica.

MAIN CONCERT SPONSOR

\$15,000

MARKETING & VISIBILITY

SPONSORSHIP OF ONE MAIN CONCERT

Take center stage by sponsoring one main concert of your choice (pending availability).

FULL-PAGE COLOR ADVERTISEMENT

Maximize your brand's visibility with a full-page color advertisement placed in a prime location in our program book.

SPECIAL RECOGNITION ON SPONSORED PERFORMANCE PAGE

Your support will be acknowledged with recognition on the program page for the performances you sponsor.

PROMINENT SIGNAGE AT SPONSORED PERFORMANCES

Receive additional visibility with signage displayed at the performances you sponsor.

ONLINE VISIBILITY WITH WEBSITE LOGO AND LINK

Boost your online presence by having your company's logo and website link prominently displayed on the Carmel Bach Festival website.

SPONSOR LISTING AND LOGO ON FESTIVAL E-BLASTS

Strengthen your online presence by featuring your logo with a hyperlink to your website in all Festival-related e-blasts, connecting you with thousands of engaged recipients.

PROJECTED SCREEN AND VERBAL RECOGNITION

Receive premium recognition before your sponsored concert with your logo projected on screen and a personal acknowledgment by the President of the Board of Directors or Executive Director.

INVITATIONS & ACCESS

PREMIUM CONCERT EXPERIENCE

Enjoy six complimentary Section 1 tickets to any Festival concert of your choice (excluding Opening Night and Best of the Fest). Tickets are subject to availability, so early reservations are encouraged.

INVITATIONS TO VIP EVENTS

Enjoy exclusive access to VIP events throughout the year, where you can mingle with Carmel Bach Festival musicians, sponsors, board members, and donors, fostering valuable relationships and connections.

CORPORATE DISCOUNT PRICING FOR YOUR NETWORK

Extend the magic of the Carmel Bach Festival to your clients, coworkers, and friends with special discounted ticket pricing. Share the joy of music and build stronger connections with those who matter most to your business.

SEASON SPONSOR

\$25,000

MARKETING & VISIBILITY

MAIN FESTIVAL SPONSOR

Be recognized as one of the Festival's premier supporters. Your company will be prominently listed as one of the primary sponsors on all print and digital marketing materials, ensuring maximum visibility and alignment with the Carmel Bach Festival's prestigious reputation.

SPONSORSHIP OF ONE MAIN CONCERT

Take center stage by sponsoring one main concert of your choice (pending availability). Your sponsorship directly supports the artistry and excellence of the Festival.

LOGO PLACEMENT ON GALA PRINT MATERIALS

Enjoy premium visibility with your company's logo featured on all print materials at the Gala, ensuring attendees recognize your generous support.

FULL-PAGE COLOR ADVERTISEMENT

Maximize your brand's visibility with a full-page color advertisement placed in a prime location in our program book, ensuring your business stands out to our audience.

PROJECTED SCREEN AND VERBAL RECOGNITION

Receive premium recognition before your sponsored concert with your logo projected on screen and a personal acknowledgment by the President of the Board of Directors or Executive Director.

SOCIAL MEDIA FEATURE

Your sponsorship will be highlighted with a dedicated social media post, showcasing your commitment to supporting the Festival.

SPECIAL RECOGNITION ON SPONSORED PERFORMANCE PAGE

Your support will be acknowledged with recognition on the program page for the performances you sponsor.

PROMINENT SIGNAGE AT ALL CONCERTS

Receive additional visibility with signage displayed at the all concerts throughout the festival.

ONLINE VISIBILITY WITH WEBSITE LOGO AND LINK

Boost your online presence by having your company's logo and website link prominently displayed on the Carmel Bach Festival website. Connect with our audience, who share a love for art, culture, and fine experiences, and strengthen your brand recognition.

SPONSOR LISTING AND LOGO ON FESTIVAL E-BLASTS

Strengthen your online presence by featuring your logo with a hyperlink to your website in all Festival-related e-blasts, connecting you with thousands of engaged recipients.

INVITATIONS & ACCESS

PREMIUM CONCERT EXPERIENCE

Enjoy ten complimentary Section 1 tickets to any Festival concert of your choice (excluding Opening Night and Best of the Fest). Tickets are subject to availability, so early reservations are encouraged.

INVITATIONS TO VIP EVENTS

Enjoy exclusive access to VIP events throughout the year, where you can mingle with Carmel Bach Festival musicians, sponsors, board members, and donors, fostering valuable relationships and connections.

CORPORATE DISCOUNT PRICING FOR YOUR NETWORK

Extend the magic of the Carmel Bach Festival to your clients, coworkers, and friends with special discounted ticket pricing. Share the joy of music and build stronger connections with those who matter most to



*Best of the Fest
at Sunset Center*

TAX DEDUCTIONS

A major portion of your Corporate Partnership contribution is tax deductible to the fullest extent allowed by law. To request a breakdown of the value of goods and services you will receive, please contact our office.

CONTACT

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