

Purdue Musical Organizations Corporate Partner Proposal



Purdue Musical Organizations

OUR MISSION

"Rich in tradition and musical excellence, we will develop leadership skills in our students through service, dedication, discovery and a commitment to the future while inspiring audiences everywhere."

ABOUT US

For more than 75 years, Purdue Musical Organizations (PMO) has proudly served the Purdue University family as ambassadors of goodwill on campus, across the country, and around the world.

The ensembles that comprise PMO include:

- Purdue Varsity Glee Club
- Purduettes
- Purdue Bells
- University Choir
- Heart & Soul
- All Campus & Community Chorale
- PMO Specialties
- PMO Kids Choir

PMO maintains high academic standards and offers scholarships, grants, and tutoring assistance. Since its founding in 1933, PMO has strived to provide the highest quality musical entertainment for audiences. However, PMO's most important goal is to provide a program for students to learn, perform, and grow together.

While PMO is a department within Purdue University, less than 25 percent of our annual operating income is provided through the University. Therefore, PMO must rely heavily on earned income through performance and the generosity of individual and corporate donors.

Musical excellence without a School of Music...

Many marvel that Purdue provides so much in the field of musical education, as the University does not offer a degree in music.

PMO IN THE COMMUNITY

PMO strives to instill a commitment to community service in our students. Each year we participate in volunteer and outreach activities throughout our own community and the state. Highlights of this past year's accomplishments include:

- Providing more than 3,000 local children discounted tickets for the Purdue Christmas Show Matinee, and \$1,300 in additional complimentary tickets to campus organizations and local nonprofits
- Raising more than \$14,000 at the Purduettes 8th Annual Purdue Cancer Benefit
- 22 pro bono performances in the local community and beyond, including Friendship House, Caston Jr./Sr. H.S., Klondike M.S., the new Center for the Performing Arts in Carmel, and the Indiana Pacers



PMO CORPORATE PARTNER OPPORTUNITIES

PMO provides valuable learning and performance opportunities for those involved, none of which would be possible without the support of generous individual and corporate donors. PMO would be honored to add your company to our family of supporters.

Your involvement as a corporate partner will benefit the students of PMO in addition to providing your company with opportunities to:

- Demonstrate and celebrate your company's generous community spirit.
- Convey your key messages, values and brand imaging to the local community and to visitors from throughout the state and across the country.
- Draw new customers to your company and develop new business because of your relationship with PMO.

Your company's support will help alleviate the costs associated with our programs and ensure PMO continues to provide high-quality music education and performance opportunities for the students we serve. Please review the partnership opportunities presented below. If you would like more information or are ready to commit to a particular corporate partnership, please return the form on the final page of this packet.



What our corporate partners think...

PMO provides an opportunity for gifted students to showcase their talent, but more importantly they are engaged in a positive atmosphere learning important life skills such as teamwork, respect, hard work and dedication. There is a certain energy that can be felt when you are around PMO students; they are confident, kind and always professional. It is very rewarding to give back to students who have made the commitment to meet or exceed the high standards expected from PMO students.

—Leo Farrell, President, The National Group

Questions? Contact PMO at (765) 494-3941 for more information.



PERFORMANCE OPPORTUNITIES

VARSITY ENSEMBLE PERFORMANCE PARTNER

These performances highlight individual ensembles at the beginning and end of the school year. Each performance is held on campus or in the local community and attract large audiences of students, parents, donors, alumni and fans. Performances available for corporate partnership recognition include:

- Purduettes Spring Spectacular (April) \$2,500 **Fulfilled!**
- Purdue Varsity Glee Club End of Season (May) \$3,000 **Fulfilled!**
- Purdue Varsity Glee Club First Nighter (August) \$3,000
Confirm by June 1

All Performance Partners will receive the following benefits:

- 20 complimentary tickets to performance (preferential seating provided if available)
- Recognition in the lobby during performance
- Recognition in performance programs (insert)
- Recognition in *Yours in Song* newsletter distributed to 5,000+ households
- Recognition in “thank-you” ad in the *Journal & Courier* to a circulation of more than 40,000 (year-end)
- Recognition on the PMO Website
- Recognition in the PMO Annual Report

VARSITY ENSEMBLE ANNUAL PRESENTING PARTNER

Confirm partnership by June 1

Support an entire year of musical excellence! Annual Presenting Partner support helps alleviate the day-to-day expenses of an ensemble such as sheet music, rehearsal room supplies, and concert attire. Ensembles available for presenting partnerships include:

- Purdue Varsity Glee Club \$20,000
- Purduettes \$15,000
- Purdue Bells \$10,000
- University Choir \$10,000

All Performance Partners will receive the following benefits:

- Recognition in the lobby during all performances, local and traveling
- Recognition printed in annual performance programs (subject to print deadline)
- Recognition in *Yours in Song* newsletter distributed to 5,000+ households
- Recognition in “thank-you” ad in the *Journal & Courier* to a circulation of more than 40,000 (year-end)
- Recognition on the PMO Website
- Recognition in the PMO Annual Report
- 20 complimentary tickets to the Purdue Christmas Show or ensemble performance of choice
- Full page ad in the Purdue Christmas Show souvenir program distributed to an estimated 15,000 patrons



PERFORMANCE OPPORTUNITIES

THE PURDUE CHRISTMAS SHOW

Confirm partnership by October 15

The nationally acclaimed Purdue Christmas Show is presented annually to a live crowd of thousands and reaches millions more through international broadcasts on public television and radio networks. The Purdue Christmas Show features more than 250 PMO student performers, the PMO Kids Choir comprised of local children, and a full orchestra. Hailed as a "Midwest tradition," audience members travel far and wide to attend the performances in the Elliott Hall of Music. The 79th Annual Purdue Christmas Show will be presented December 1 and 2, 2012 with three performances on Saturday at noon, 4 pm, and 8 pm, and one performance on Sunday at 2 pm.

The Purdue Christmas Show not only serves as a valuable learning and performance opportunity for those involved but is also one of PMO's most important sources of revenue. Your support will help alleviate the cost of producing the Purdue Christmas Show while ensuring PMO continues to provide this high-quality music education and performance opportunity for the students we serve.



What audience members think...

I don't know of a more special way to spend a Sunday before Christmas. You have rekindled and lit anew the spirit of Christmas in the thousands with whom you have shared your time, talents, and musical gifts. Your gift of song goes on and on.

—Richard Taylor, Director of Communications, Planning, and Administration, Walt Disney Attractions Entertainment

All Purdue Christmas Show Partners will receive the following benefits (see next page for detailed levels):

- Recognition in *Yours in Song* newsletter distributed to 5,000+ households
- Recognition in "thank-you" ad in the *Journal & Courier* to a circulation of more than 40,000 (year-end)
- Recognition on the PMO Website
- Recognition in the PMO Annual Report



PURDUE CHRISTMAS SHOW

CORPORATE PARTNER GIVING LEVELS

\$500 Ruby Partner (Cash and/or in-kind)

- 1/4 page ad in the Purdue Christmas Show souvenir program distributed to an estimated 15,000 patrons
- 2 complimentary tickets to the Purdue Christmas Show with preferential seating (Saturday evening 8 PM performance only)

\$1,000 Emerald Partner (Cash and/or in-kind)

- 1/2 page ad in the Purdue Christmas Show souvenir program distributed to an estimated 15,000 patrons
- 4 complimentary tickets to the Purdue Christmas Show with preferential seating (Saturday evening 8 PM performance only)

\$2,500 Silver Partner (Cash and/or in-kind)

- Full page ad in the Purdue Christmas Show souvenir program distributed to an estimated 15,000 patrons
- 8 complimentary tickets to the Purdue Christmas Show with preferential seating (Saturday evening 8 PM performance only)

\$5,000 Gold Partner (Cash and/or in-kind)

- Full page ad on the inside or outside of the back cover of the Purdue Christmas Show souvenir program distributed to an estimated 15,000 patrons
- 16 complimentary tickets to the Purdue Christmas Show with preferential seating
- 2 complimentary parking passes for a lot near Elliott Hall for the Purdue Christmas Show
- Complimentary access for company guests at PMO Club post-performance receptions

\$10,000 Purdue Christmas Show Presenting Partner (Cash and/or in-kind)

- Exclusive Title Partner benefits including company name and/or logo recognition on front cover of souvenir program book, all pre-performance advertisements and press releases (subject to timing), and ticket stock
- Prominent recognition in the lobby of Elliott Hall during performances
- Full page ad on the inside cover of the Purdue Christmas Show program distributed to an estimated 15,000 patrons
- 32 complimentary tickets to the Purdue Christmas Show with preferential seating
- 4 complimentary parking passes for a lot near Elliott Hall for the Purdue Christmas Show
- Complimentary access for company guests at PMO Club post-performance receptions
- Opportunity to include materials or promotional items to donors and VIPs attending post-performance receptions (subject to PMO's approval)
- Opportunity to host a PMO ensemble performance for your company event (subject to scheduling availability)



SPECIAL OPPORTUNITIES

PMO CAMP PRESENTING PARTNER

Before the start of the school year, the Purdue Varsity Glee Club and the Purduettes travel to camp to prepare for the coming year. Camp includes an orientation for new members and an end-of-camp concert open to the general public.

Cash partnership of \$25,000

PMO Camp Partner will receive the following benefits:

- Opportunity to present promotional materials or a seminar to PMO student performers
- Recognition during end-of-camp performance
- Recognition in performance programs (insert)
- Recognition in *Yours in Song* newsletter distributed to 5,000+ households
- Recognition in “thank-you” ad in the Journal & Courier to a circulation of more than 40,000 (year-end)
- Recognition on the PMO Website
- Recognition in the PMO Annual Report

SPRING STUDENT AND STAFF APPRECIATION DAY PARTNER

Confirm partnership by March 24

Cash partnership of \$5,000 or In-Kind partnership

Each spring, PMO takes a moment to recognize the hard work and dedication demonstrated by our students and staff. The event typically includes a meal and recreational activity. Partners are needed to provide food and/or sponsor the recreational activity (i.e. bowling, roller-skating, rock climbing).

All Appreciation Day Partners will receive the following benefits:

- Opportunity to present promotional materials to PMO student performers
- Recognition during event
- Recognition in *Yours in Song* newsletter distributed to 5,000+ households
- Recognition in “thank-you” ad in the Journal & Courier to a circulation of more than 40,000 (year-end)
- Recognition on the PMO Website
- Recognition in the PMO Annual Report

Questions? Contact PMO at (765) 494-3941 for more information.



PURDUE MUSICAL ORGANIZATIONS CORPORATE PARTNER INTEREST FORM

Company Name: _____

Company Contact First and Last Name: _____

Mailing Address: _____

Billing Address: _____

Company Contact Telephone: _____

Company Contact Email Address: _____

My company is interested in serving as a PMO Corporate Partner. Please contact me regarding the following opportunities:

- Varsity Ensemble Individual Performances
- Varsity Ensemble Annual Presenting Partners
- Purdue Christmas Show
- Camp
- Spring Student and Staff Appreciation
- Undecided, please contact me to schedule an in-person meeting

Please return this form:

By Mail:
Purdue Musical Organizations
Attn: Corporate Partners
712 Third Street
West Lafayette, IN 47907

By Fax: (765) 496-1215

Questions? Call (765) 494-3941.

Thank you for your interest in Purdue Musical Organizations!

