



TIDEWATER WINDS  
CONCERT BAND

# SPONSORSHIP PACKET 2023-24

Michael Kerry Williams  
executive@tidewaterwinds.org  
757-214-4649 / 757-480-0953



# TIDEWATER WINDS CONCERT BAND

Dear Tidewater Winds Supporter,

It is with great respect that I thank you for considering support of Tidewater Winds' Concert Band. Since 1985, this military honor Concert Band has remained a treasure in Hampton Roads, and we are excited to share many updates on our work and opportunities to become further involved.

Tidewater Winds primary service is offering free summer concerts to communities throughout Hampton Roads. Thousands of audience members enjoy our free programming designed to enrich people's lives and offer quality entertainment to many who cannot afford the cost of a ticket. We recently enhanced our full concert band by offering small ensembles for community outreach, in-school education, and special projects. It is common to see our Big Band, Lil' Big Band, Woodwind Quartet, Brass Quintet and Jazz Trio performing in smaller local venues and representing our full Concert Band program.

We promote an ambitious education program supporting regional school districts. Our student intern program is praised as one of the most rigorous and fulfilling in Virginia. Students audition for up to 25 intern music positions and interview for up to 2 arts administration positions, to learn and grow with professional arts direction. Students receive master classes, private lessons, arts administration instruction and an opportunity to mentor with their assigned leader. The Education Department of the Winds also offers in-school music programs, band clinics, and the annual R.i.M.E. project, or Reading in Music Education. R.i.M.E. targets 3<sup>rd</sup> grade students with in-school literacy lesson plans based on our own published book of Pinocchio. Students then conclude their learning by experiencing the full on-stage production of Pinocchio with our Concert Band and theatrics by Rainbow Puppets. Future book related matinees will include Red Riding Hood, Arabian Knights, and Marco Polo. A fifth-grade version is being designed to incorporate The Little Prince in our first year.

We serve a vital role in the region, and I ask for your support to help maintain our many community offerings. There is no price you can place on the accessibility of music and the preservation of this unique American art-form. Please consider a meaningful donation, sponsorship or advertisement in our program guide to help us offset our expenses. Your funds will not only support the costs of operating our services but will strengthen our community in the process.

Enclosed, you'll find information on sponsorship levels, donations and advertising opportunities to help celebrate the Winds. I look forward to talking with you personally about your involvement and our long-term goals. I hope to hear from you soon!

Sincerely,

Michael Kerry Williams  
Executive Director  
757-214-4649  
[executive@tidewaterwinds.org](mailto:executive@tidewaterwinds.org)

## **10 Things to Know About Tidewater Winds**

1. Tidewater Winds is one of a few professional Americana Concert Bands in the country.
2. The Concert Band employs a roster of 65-musicians, 5 staff, 6 crew, and 45 volunteers.
3. Tidewater Winds outreach ensembles include the Woodwind Quartet, Brass Quintet, and The Little Big Band.
4. Incorporated by Maestro Sidney Berg in 1985, and we're still here.
5. Tours Hampton Roads each summer providing over 30 concerts free and open to the public.
6. Maintains an ambitious music education program including School performances, Master Classes, Band Clinics, Intern Program, the Band Together program, and the Reading in Music Education (R.i.M.E.) literacy initiative.
7. Annually awards one intern student a music scholarship to college.
8. Only 3 conductors over the last 39-years. We are proud of our direction.
9. Performed over 3,000 concerts since its inception.
10. Serves over 10,000 students annually.

## **Why a Free Summer Concert Season?**

1. Because nobody should have to choose between paying for groceries and filling your soul with music.
2. Because we want to make music accessible to our neighborhoods, so we travel to them.
3. Because our Veterans, Military Personnel and Military Families served us! So... we serve them.
4. Because tourists come to Virginia, and we want them to keep coming back!
5. Because music is an essential quality of life.

## **Why the Winds?**

Tidewater Winds draws audiences from the farthest regions of Hampton Roads and as far away as Richmond, DC and North Carolina. While many of our attendees are regular supporters, we also make a strong impact in the community by reaching out to the home-bound and their caregivers, at-risk students, Senior Living Centers, Retirement Facilities, Community Centers, Veterans Groups, Military Families, and Tourists. Additionally, we reach across all boundaries with our diverse musical offerings that include R&B, Broadway, Film, Beach Music, Jazz, the Classics and so much more. Our concerts are fun, interactive and casual. Join us in supporting this great organization.

# SUMMER CORPORATE SPONSOR AND ADVERTISER FORM

***SUPPORT OUR PROFESSIONAL CONCERT BAND BY PURCHASING A  
PROGRAM ADVERTISEMENT*** Please complete the questions below:

Company Name

Contact Name

Title

Street Address

City/State/Zip

Telephone email

Website

\_\_\_\_/\_\_\_\_/\_\_\_\_  
Date

\$ \_\_\_\_\_  
Amount of Summer Concert Sponsorship

\$ \_\_\_\_\_  
Other

Advertisers please circle one choice below: \_\_\_\_\_

## **SUMMER PROGRAM ADS DUE BY April 15**

Full Back Ad (4.5 x 7.5) (1 spot) \$1,000  
(VIP Guests, 10 comp tickets, link to website, stage promo, ad banner)

Full Page Ad (4.5 x 7.5) \$500 (6 comp tickets, link to website)

Half Page Ad (4.5 x 3.75) \$250 (4 comp tickets)

Quarter Page Ad (2.25 x 3.75) \$100 (2 comp tickets)

Business Card Ad \$50

**Ads must be in a pdf. file and sent to:**  
Michael Kerry Williams, [executive@tidewaterwinds.org](mailto:executive@tidewaterwinds.org)

### **Make checks payable to:**

Tidewater Winds  
PO Box 62000  
Virginia Beach, VA 23466



# TIDEWATER WINDS CONCERT BAND

## ANNUAL SPONSORSHIP LEVELS

### MARCHERS - \$20,000

Digital advertising monthly updated impressions  
Full sized banner displayed at all concerts throughout the season.  
Large logo with prominent placement on TW website with hyperlink to your website  
Showcase on Social Media pages--to include weekly sponsorship recognition posts  
VIP Member at Special Event, prominent program placement

### EDUCATORS - \$12,000

Digital advertising monthly updated impressions  
Full sized banner displayed at all concerts throughout the season.  
Large logo with prominent placement on TW website with hyperlink to your website  
Showcase on Social Media pages--to include weekly sponsorship recognition posts.  
VIP Member at Special Event, prominent program placement. Named Education Sponsor on all education materials.

### TRUMPETERS - \$10,000

Full sized banner displayed at debut of all concerts.  
Digital advertising monthly impressions  
Large logo with prominent placement on TW website with hyperlink to your website  
Showcase on Social Media pages--to include weekly sponsorship recognition posts.

### DRUMMERS - \$5000

Digital advertising monthly impressions  
Large logo with prominent placement on TW website with hyperlink to your website  
Showcase on Social Media pages--to include weekly sponsorship recognition posts, e-newsletter

### CONDUCTORS - \$2,500

Digital advertising monthly impressions  
Large logo with prominent placement on TW website and monthly e-newsletter with hyperlink to your website

### COMPOSERS (Corporate) - \$1,000

Digital advertising monthly impressions, program acknowledgment  
Large logo on TW website with hyperlink to your website

### SOLOISTS (Individual)- \$750

Acknowledgement in program and on TW website

# SPECIAL EVENT SPONSORSHIP LEVELS

**Concert Sponsor** **\$5,000 per concert (20 available)**

Offering free summer programs is an expensive and ambitious endeavor. But we see the importance and the necessity as did our founder Sydney Berg. Enriching communities through music is nothing new but partnering that enrichment with the preservation of the Big Band American art form is critical. Play a major role in keeping the art alive and enjoyed by all with a meaningful gift.

**R.i.M.E. Sponsor** **5,000**

Support literacy learning through music education with a concert sponsorship of \$5,000, a student book sponsorship at \$5 per book, times the number of students, or a classroom docent lessons for \$1,000.

**Annual Golf Tournament** **\$5,000 / \$2,500 / \$1,000**

A fun and energetic golf tournament designed for everyone to join in supporting our summer concert series and student intern education program. Your sponsorship helps us build our community, provide seats at venues for underserved populations and explore new repertoire to inspire our audiences. Let's make music available to everyone.

**Truck Sponsor** **\$2,500 / \$1,000**

Sponsor this event with plenty of visibility as Tidewater Winds partners with you and Top Golf to help support our educational initiatives. This is a fun Sunday afternoon for family and friends to get involved and play for several prizes including a chance to win a \$10,000 hole in one prize!

**Crew Sponsor** **\$2,500**

Support the crew of Tidewater Winds who arrive first and leave last. They load our trucks, unload our trucks. They set our stage, repair our equipment, and do all the heavy lifting behind the scenes.

**Brews with Brewington** **\$2,000**

Sponsor an outing with the Winds at one of our many local brewery partners and have your name associated with an evening of friendly beer themed music and many jazz standards. These outreach opportunities help build awareness and community participation!

**Friends of the Winds** **\$1,500 Annual Sponsorship**

Our newly organized support base "Friends of the Winds" emphasizes support for the Winds with newsletters, summer music learning, presence at community events and liaisons to the musicians. Help train them to become docents and provide them with the materials they need to build audiences.

**Open Rehearsal Nights** **\$1,000 (10 total sponsors)**

Our rehearsals are now turned into a special meet and greet review open to donors, community leaders and volunteers. Part of the working rehearsal is viewed by attendees and then we leave to gather for a meet and greet session with notes from the Maestro on the upcoming program. Get intimate with the Winds and see how we operate.

**"Meet and Greets"** **\$500**

Consider sponsoring a pre-concert meet and greet that helps communicate our work, impact and mission to individuals and prospective partners in our community.

**Intern Program** **\$250 per student (25 total)**

Support our educational impact by sponsoring a high school intern. A limited number of students receive the opportunity to perform with the Winds, side-by-side with professional musicians, for an experience that will pave their futures.

**Docent Program** **\$250 per docent (10 total)**

Support our community outreach program with a small donation to underwrite the cost of our community forum and pre-program education. Our docents are trained to visit libraries, museums, and community centers to introduce upcoming programs educating on the music, history and theme of the concert.

**Tidewater Winds Golf Tournament**  
**May (Date TBA), 2024**

**Ocean View Golf Club, 9610 Norfolk Ave, Norfolk, VA 23503**  
**Registration begins at 7 am, Shotgun Start at 8 am!**

**Presenting Sponsor \$2,500**

- **Banner with brand in prominent location**
- **Two foursomes at the event**
- **Company listed on our website.**

**Lunch Sponsor \$500**

- **Banner with Company brand in prominent location.**
- **Company listed on our website.**

**Event Sponsors \$1,500**

- **Banner with Company brand in prominent location.**
- **One foursome at the event.**
- **Company listed on our website.**

**Beverage Sponsors (2) \$500**

- **Sign on beverage cart.**
- **Company listed on our website.**

**Longest Drive Sponsor \$200**

- **Sign on Longest drive hole**

**Hole in one Sponsor \$250**

- **Sign on one hole**

**Closest to the Pin Sponsor (4) \$200**

- **Sign on one par 3 hole**

**Hole Sponsor \$150**

- **Sign on one hole**

**Team Sponsor \$500**

- **One foursome**

**Golf Ball Sponsor \$500**

- **Sign at driving range**

**Individual Golfer \$125**

***For more information, please contact Tidewater Winds Office 757-480-0953***

**Tidewater Winds Golf Tournament**  
**May (Date TBA), 2024**  
**Ocean View Golf Club, 9610 Norfolk Ave, Norfolk, VA 23503**  
**Registration begins at 7 am, Shotgun Start at 8 am!**

**Tidewater Winds Golf Tournament Registration 757-480-0953**

**NAME**

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**COMPANY**

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**ADDRESS**

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**CITY**

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**STATE**

**ZIP**

**PHONE**

**EMAIL**

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Player 2 \_\_\_\_\_ Player 3 \_\_\_\_\_ Player 4 \_\_\_\_\_

- Enclosed is a check made payable to Tidewater Winds
- Credit Card
- Name on Card

Card Number

Card Expiration Date (MM/YY)

CVV

Signature \_\_\_\_\_ Date \_\_\_\_\_

***Tidewater Winds is a 501©(3) non-profit organization.***  
***All contributions are exempt from federal income tax under***  
***Section 501©(3) of the Internal Revenue Code***  
***Tidewater Winds Office 757-480-0953***

Tidewater Winds thanks you for your contribution. We appreciate your support as we continue our mission of providing free entertainment throughout Hampton Roads in a family safe environment for all.



# Tidewater Winds Silent Auction-Acquisition Form

Please return this form to:  
Tidewater Winds (757) 480-0953  
Attn: TW Auction  
PO Box 62000  
Virginia Beach, VA 23466

We gratefully acknowledge receipt of your generous contribution to our auction. Proceeds from the auction go to support our Free Summer Concert Series and our Education Program. Since Tidewater Winds is a non-profit organization, your donation may be deductible for Federal and State income tax purposes.  
Please keep a copy of this form as your tax receipt. Thank you for your consideration!

**Please complete this form carefully and completely to ensure accuracy in the Auction Catalog.**

This donation is...     Personal     Company

Business or Family Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_ email \_\_\_\_\_

Description of donation (please include listing of all items and/or special instructions):

Any restrictions and/or expiration dates: \_\_\_\_\_

Gift Certificate attached:  YES     NO    To be printed...     YES     NO    Value \$ \_\_\_\_\_

(Circle One) Appraised Valued Estimate Pick Up Date \_\_\_\_\_ Item Picked Up...     YES     NO

Donor Signature \_\_\_\_\_ Date \_\_\_\_\_

Tidewater Winds  
PO Box 62000  
Virginia Beach, VA 23466  
Office: (757) 480-0953  
[www.tidewaterwinds.org](http://www.tidewaterwinds.org)

**FOR OFFICE USE ONLY** Category (please check box)

- 100 Entertainment/Collectibles
- 200 Food Gift Card
- 300 Holiday Shopping
- 400 Services
- 500 For the Home

- 600 Children
- 700 Personal
- 800 OTHER
- 900 Art
- GS Grand Silent

Board or Committee Member \_\_\_\_\_ Item No. \_\_\_\_\_

Received Date \_\_\_\_\_ Data Entered by \_\_\_\_\_

# Holiday Program Ad Rates: December 4, 2023, 7:30 PM

**Sandler Center for the Performing Arts  
201 Market St, Virginia Beach, VA 23462**

Support Tidewater Winds Concert Band's community outreach and education programs with the purchase of a Holiday Program Advertisement. This is our only ticketed event and proceeds help offset our free summer concert series as well as our student engagement in music education programs. As Resident Artists with Sandler Center for the Performing Arts, you can be sure that Tidewater Winds delivers the highest caliber programming to the community. Our Annual Holiday Concert traditionally performs to a sold-out crowd at Sandler Center for the Performing Arts reaching almost 2,000 attendees in one concert!

## **AD RATES**

Full Back Ad (4.5 x 7.5) (1 spot) \$1,000

(VIP Guests, 10 comp tickets, link to website, stage promo, ad banner)

Full Page Ad (4.5 x 7.5) \$500 (6 comp tickets, link to website)

Half Page Ad (4.5 x 3.75) \$250 (4 comp tickets)

Quarter Page Ad (2.25 x 3.75) \$100 (2 comp tickets)

Business Card Ad \$50

## **Payment and Contact**

We accept Credit Cards, Paypal and Square over the phone.

Call 757-480-0953 or 757-214-4649

Checks made to:

**Tidewater Winds, PO Box 62000, Virginia Beach, VA 23466  
(Memo: Holiday Ad 2021)**

**All ads, artwork, logos and payments are due by November 10 to  
[executive@tidewaterwinds.org](mailto:executive@tidewaterwinds.org)**

• Name / Business / Contact:

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• Email / Web Site / Phone:

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• Address:

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# TIDEWATER WINDS CONCERT BAND

Thank You for considering a sponsorship or donation to Tidewater Winds. We are looking for an opportunity to share our love of music through your business, and equally, to promote your work. Please let us know of any additional partnership concepts that we could create together for the growth of our organizations and the enhancement of our communities.

**We look forward to working with you!**



**Tidewater Winds  
Executive Director, Michael K. Williams  
PO Box 62000  
Virginia Beach, VA 23466  
757-480-0953 (Office)  
757-214-4649 (Cell)**