

# MUSIC PLAY & MOVEMENT PROGRAM PROPOSAL

Proposal By:

Katie Kraft, owner

Magical music education from infancy through adulthood.

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### INTRODUCTION

Dear Esteemed School Director,

My name is Katie Kraft, owner of Accelerando Music and creator of the award-winning "Tots with Tempo" music play program (ages 0-5), recognized by Red Tricycle and Washington Family.

"Tots with Tempo" is a dynamic, play-based music and movement program that uses action songs to teach music fundamentals through movement, improvisation, speech-patterns, singing, group drumming, rhythm instrument exploration, and parachute/scarf play.

Our engaging weekly 30-minute classes, led by trained specialists who bring all materials, also feature special holiday and seasonal activities, as well as world folk song exploration to broaden children's musical horizons. To extend learning, we provide a weekly bilingual (English/Spanish) newsletter with at-home song videos and explanations of the musical skills being taught.

We are now scheduling **FREE 30-minute demonstrations** of "Tots with Tempo" for the 2025-2026 school year and would love to bring this enriching experience to your students and teachers. Please note: we offer ONE free 30-minute demonstration per school. You are welcome to divide the time between classes if you'd like multiple classes to experience a mini-demo.

I would welcome a brief call to discuss your school's needs and arrange a convenient demo. Please contact us at 201-294-7929 or info@accelerando-music.com to schedule your free demo. Thank you for your consideration. We look forward to the possibility of a musical partnership!

Sincerely,

Katie Kraft Owner, Accelerando Music <u>www.Accelerando-Music.com</u>



#### Here's what school directors are saying...

We have been using Accelerando Music at our Montessori School for several years and we love it. The teachers are amazing! They customize the songs and activities to the different age levels and keep the kids engaged. The children love their music classes and we love Accelerando!

~ Cathy Kalkus, Montessori School of Alexandria

Tots with Tempo is a fun way to engage students with music! Ms. Nicole is so engaging and energetic with our students. Students not only interact with the musical instruments, they also learn about them and how they are used. Incorporating music supports a student's entire development.

~ Shivron Smith, Principal AppleTree Southwest

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## TOTS WITH TEMPO —— ABOUT

Tots with Tempo is an award-winning early childhood music play and movement program for ages 0-5. Research shows that music education supports a healthy growth and development and we believe it should be an essential part of any early childhood curriculum.

Tots with Tempo harnesses a child's unique ability to imagine and create and merges this gift with an interactive music and movement experience. A hand drum becomes a steering wheel, sand blocks become a lumberjack's saw, a parachute becomes a sizzling pan to pop popcorn. If a child can imagine it, we can do it.





#### WEEKLY 30-MIN CLASSES

We will send a trained music specialist to come to your school for weekly 30minute music classes. We provide all instruments and materials.



## **SEASONAL ACTIVITIES**

In addition to our regular repertoire, your students wil enjoy themed classes based on seasons and holidays.



## BILINGUAL NEWSLETTER

Schools will receive a weekly bilingual newsletter with video and audio links outlining the skills being taught.



## ENGAGING VIDEOS

We have an active YouTube Channel filled with engaging videos of our favorite songs and activities from class.







Our children, ages 3 months through age 5, experience much pleasure and joy listening to, making and moving to music. We know that our weekly music classes are contributing to a stimulating and rich environment for all our children and serve to support each child's healthy growth and development.

~ Luellen Matthews, Crystal City Children's Center Director



## OUR CURRICULUM IN MORE DETAIL



Our ever-growing collection of over 200 songs and activities is complete with everything from action songs for movement and rhythm instruments to folk music from around the world to themed holiday tunes. Our weekly lesson plans will pull from a variety of sources and curricular categories to optimize engagement and learning and to fit in with the seasonal calendar.

#### MAIN CURRICULUM COLLECTION:

- Songs for hello/goodbye
- Bounces, tickles, fingerplays
- Songs using puppets
- Songs for action/movement
- Songs for hand drums
- Songs for rhythm instruments
- Songs for pitched instruments
- Songs for group drumming
- Folk songs from around the world
- Songs for parachute, scarves, and stretchy band
- Graduation songs, winter concert songs & extras

#### **HOLIDAY/SEASONAL COLLECTION:**

- September: Apple Songs
- October: Halloween Songs, Diwali
- November: Thanksgiving Songs
- December-January (Hanukkah, Christmas, Kwanzaa, New Year's Day)
- February: Valentine's Day Songs, Groundhog Day, Chinese New Year, Black History Month Activities
- March: St. Patrick's Day Songs, Women's History Month Activities
- April: Earth Day
- May-June: Cinco de Mayo, Mother's Day, & Father's Day Songs
- July-August: Summertime fun!



#### A TYPICAL CLASS OVERVIEW:

#### 1. WELCOME SONG

• Creates a familiar starting routine and sets the tone of positivity.

#### 2. FINGERPLAYS WITH PUPPETS OR VISUAL AIDS

- These are often familiar songs or chants
- Develops fine motor skills
- Builds early literacy readiness through rhyhming and rhythm.

#### 3. INTERACTIVE MOVEMENT/ACTION SONG(S)

- Develops gross motor skills
- · Builds sense of steady beat and rhythm
- Strengthens attention span and direction following skills

#### 4. INTERACTIVE INSTRUMENT SONG(S)

- Develops fine and gross motor skills
- Builds sense of steady beat and rhythm through speech patterns
- Strengthens listening and direction following skills
- Includes both new and repeated activities weekly

#### 5. PARACHUTE, STRETCHCY BAND, OR SCARF ACTIVITY

- Develops gross motor, coordination, and tracking skills
- Fosters teamwork and groupwork skills

#### 6. LISTENING AND RESPONSE ACTIVITY

- i.e. Body Percussion, Folk Dance, Partner Activity
- Develops aural skills and supports active listening skills

#### 7. PEEKABOO AND GOODBYE SONGS

- Supports a familiar routine
- Uses calm music to wind down in preparation for departure
- Fosters a loving environment and bond between teacher and students

We love the Tots with Tempo music classes offered by Accelerando Music!

Ms. Katie (the instructor) is like the Ms. Rachel of the DMV! The classes are well structured and so much fun, my little one is so engaged and we sing all the music at home all the time (it's on Spotify and Apple Music!). I hope to continue to foster a love of music in her and this program is an excellent start, highly recommend!

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## SAMPLE NEWSLETTERS (SENT WEEKLY)

#### **ENGLISH AND SPANISH VERSIONS**





## ALL-INCLUSIVE AFFORDABLE —— PRICING: 2025–2026

#### THE MORE CLASSES WE TEACH, THE MORE YOU SAVE!

- Pricing is based on 30-minute classes that meet WEEKLY.
- Biweekly is NOT available.
- Classes must meet on the same weekday to get the multi-class discounts.
- Maximum of 15 children/class
- Pricing is based on a "school year" length contract with the option to extend for the summer or do a special summer session.

#### **ALL-INCLUSIVE RATES PER CENTER:**

5+ CLASSES/WEEK- \$74.99/CLASS

4 CLASSES/WEEK- \$79.99/CLASS

3 CLASSES/WEEK-\$89.99/CLASS

2 CLASSES/WEEK- \$109.99/CLASS

1 CLASS/WEEK- \$150.00/CLASS

#### **BILLING DETAILS:**

- You will receive an invoice estimate on the 1<sup>st</sup> of the month and payment is due for that month on the 29<sup>th</sup>.
   You can opt for automatic billing, pay by check, or manage billing via our user-friendly portal system.
- There is no charge for cancelled classes due to school holidays or teacher unavailability.
- In the event our teacher is ill or unavailable to teach classes one day, we will do our best to provide a substitute. If no substitute is available, you will not be charged for that day.
- Pricing is all-inclusive and covers: weekly bilingual newsletter, weekly classes with music specialist, all instruments and materials, teacher travel/load-in/loadout time.





## TESTIMONIALS — & REVIEWS

I am proud to share with you testimonials and reviews from parents, families, schools, and teachers who have used Tots with Tempo for their children's music education. We have 100% 5-star reviews on all platforms!



#### "WE LOVE TOTS WITH TEMPO.."

We love Tots with Tempo! The class structure is great with lots of movement throughout the class, the chance to explore new instruments each week and a wonderful mix of well known and original songs..."



#### "SHE ABSOLUTELY LOVES THESE AMAZING SONGS..."

Today we were listening to TWT's St. Patrick's day songs and my daughter went into the cabinet for a cake pan (drum) and a wooden spoon (flute). I looked over and there she is, singing... "ovvvver the rainbow" with hands held high! She absolutely loves these amazing songs, and has so much fun!



#### "MY STUDENTS ARE OBSESSED WITH RHYTHM STICK TANGO..."

My students are obsessed with Rhythm Stick Tango and ask for it all the time. Having a performance mp3 included so we can perform it on our own is ideal. Love your work.



"THIS IS ABSOLUTELY THE BEST PROGRAM OUT THERE AND WE HIGHLY RECOMMEND..."



### "TOTS WITH TEMPO...[ENSURES] THAT LITTLE ONES DEVELOP AN EARLY AND GROWING APPRECIATION OF MUSIC..."

We have had the extreme pleasure of being a part of this wonderful weekly musical experience since my grandkids were babies - going on five years now! I cannot offer enough accolades to Katie Kraft and Tots with Tempo for helping to ensure that little ones develop an early and growing appreciation of music and have such fun doing it. I have been accompanying them each week to class and have as much fun as they do! Highly recommended!!!

## MEET THE OWNER —— & CREATOR



Katie Kraft is the creator of Accelerando Music and its Tots with Tempo early childhood curriculum. With a degree in Music from the University of Virginia, an Orff-Schulwerk Music Education pedagogy certification from Boston College, a K-12 teaching certification through Montclair University, and early childhood music training through Music Together in Bologna, Italy, Katie brings her passion and knowledge for music education to every Tots With Tempo class, song, and activity.

Katie graduated from The University of Virginia in 2003 and started teaching general music, chorus, and piano/guitar lessons at a K-6 elementary school in New Jersey. There, she discovered what a powerful role music can play in a child's life.

In 2009 she moved back home to Virginia to pursue her true passion: early childhood music. In June of 2009, she started Accelerando Music, Tots with Tempo's parent company. It wasn't long before Accelerando Music and Tots with Tempo were making a name for themselves across the Northern Virginia and D.C. circuit, winning awards such as "The Most Awesome Music Class for Kids" and "The Most Magical Music Class for Kids" by Red Tricycle readers, as well as "Best for Families" by Washington Family magazine voters.

When the pandemic hit in March of 2020, Katie was inspired to make Tots with Tempo virtually accessible to her classes' families. Tots with Tempo On Demand was the result, and today is the home of Tots with Tempo song videos, virtual classes, and the adventures of Miss Katie's class sidekick and Tots with Tempo's favorite musical marsupial, Rockin' Roo.

Today, Katie is married to Logan Kraft, a mechanical engineer by day and a musician by night! Katie and Logan have an acoustic duo together that performs at weddings, private functions, and events around the D.C. area. and two children, Holden and Jovie.

Katie has been ecstatic to welcome a new team of teachers to partner with as Accelerando Music and Tots with Tempo continue to grow. Our highly qualified teachers all have a music and education background, have been background checked, and go through a rigorous training when they join the team. Further, Katie creates a weekly training video and detailed lesson plan for all teachers to ensure that every AppleTree student will receive the same engaging lesson plan that will provide them with both a solid music foundation as well as spark a lifelong love of music and the arts.