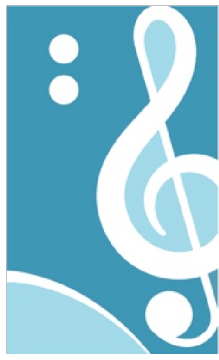




TIDEWATER WINDS  
CONCERT BAND

# Sponsorship Packet: 2025

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



# TIDEWATER WINDS CONCERT BAND

It is with great respect that I thank you for considering support for Tidewater Winds Concert Band. Since 1985, this organization has remained a treasure in Hampton Roads, and we are excited to share opportunities for you, your employees, and your business, to become further involved.

For forty years, our primary service has been to provide free, accessible summer concerts to communities throughout Hampton Roads. Thousands of audience members enjoy our programming designed to enrich people's lives, educate and inform, and offer quality entertainment to many who cannot afford the cost of a professional arts experience. Our 55-piece Band has grown to include 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 throughout the region and representing our full Concert Band program.

Our signature services include...

1. Our Free "Summer Concert Series" with up to 30 concerts
2. Music Education programs featuring "R.i.M.E. (Reading in Music Education) Project"
3. Our Student Intern Program serving up to 25 high school students
4. Community Engagement Concerts featuring our outreach ensembles

Tidewater Winds is serving a vital role in the region, together we can maintain these many community offerings. preserve of this unique American art-form and educate our students in and through music. Please consider a meaningful donation, sponsorship, or advertisement in our program guide. Your funds will not only strengthen our community but deliver powerful connections for all people.

Enclosed, you'll find information on sponsorship levels, donations and advertising opportunities to help celebrate the joy of music and 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 left in the country.
2. The Concert Band employs a roster of 65-musicians, 5 staff, 4 crew, and 45 volunteers.
3. Tidewater Winds outreach ensembles include the Woodwind Quartet, Brass Quintet, and The Little Big Band.
4. Founded by Maestro Sidney Berg in 1985, and we're still here.
5. The Band tours Hampton Roads cities each summer providing over 30 concerts, free and open to the public, and we pay every single musician. 6. Maintaining 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 40-years. We are proud of our direction.
9. Performing over 3,000 concerts since its inception.
10. Serving over 10,000 students in schools annually, and over 10,000 audience members each summer.

## **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 music should be 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, a healing resource, and shared activity promoting peace.

## **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.



# TIDEWATER WINDS CONCERT BAND

**\$100,000  
by New Years Eve!**

## **1985-2025, Our 40th Year! “Sustain the Winds” Campaign**

**“Celebrating our past; building our future!”  
Support music education, free concerts, and community.**



**From Berg to  
Brewington,  
the future is now!**

**40th Sustainer Donors**



**[www.tidewaterwinds.org](http://www.tidewaterwinds.org)**



# Tidewater Winds Monthly Membership



**Become a Tidewater Winds Member and know that you play a part in sustaining our organizations monthly financial needs and goals.**

**Your monthly donation of \$25 builds confidence in our long-term goals, and provides some exciting opportunities for new and returning members. We hope you'll join our team.**

**Sneak Peak Summer Guide**

**Annual Financial Report**

**Annual Board Meeting Invite**

**Brews with Brewington VIP**

**Summer Meet and Greet**

**Holiday VIP Meet and Greet**

**Silent Auction Early Viewing**

**Maestros Musings-Pre Concert Talks**

757-480-0953

office@tidewaterwinds.org

# **ANNUAL CORPORATE 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 (Small Business) - \$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.

## **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.

## **Moving Truck Sponsor** **\$5,000 / \$2,500 / \$1,000**

Perhaps the most critical piece of our needs, we don't perform if the equipment does not arrive on stage. Sponsor a truck for the summer to help us move our equipment to concerts across Hampton Roads, or better yet, buy us a box truck for the long haul and we won't have to rent again.

## **Crew Sponsor** **\$1000 / \$500 / \$250**

Tidewater Winds crew 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. It takes a small army to make music.

## **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 beer, themed music, and jazz standards. These outreach opportunities help build awareness and community participation!

## **Open Rehearsal Nights** **\$2,500 (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. Have a warehouse or large hall? Open your doors for our rehearsal.

## **Bacon & Brass** **\$1,000**

Be the force that brings CEOs to the breakfast table for Tidewater Winds. Bacon and Brass is a morning introduction to our work, building a Tidewater Winds business leader club, not just for sponsorships but for actionable goals for partnerships, connections, and comradery through Tidewater Winds. Gathering quarterly throughout the year, with words from our Maestro, Executive, and an inspiration guest speaker.

## **"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.

## **Student Internship** **\$250 per student (25 total)**

Up to 25 high school summer intern students will work side by side with our professional members. Students receive Master Classes, Private Lessons, Career Planning, Arts Administration introduction, Ensemble Coaching, Resume, Audition and repertoire planning.

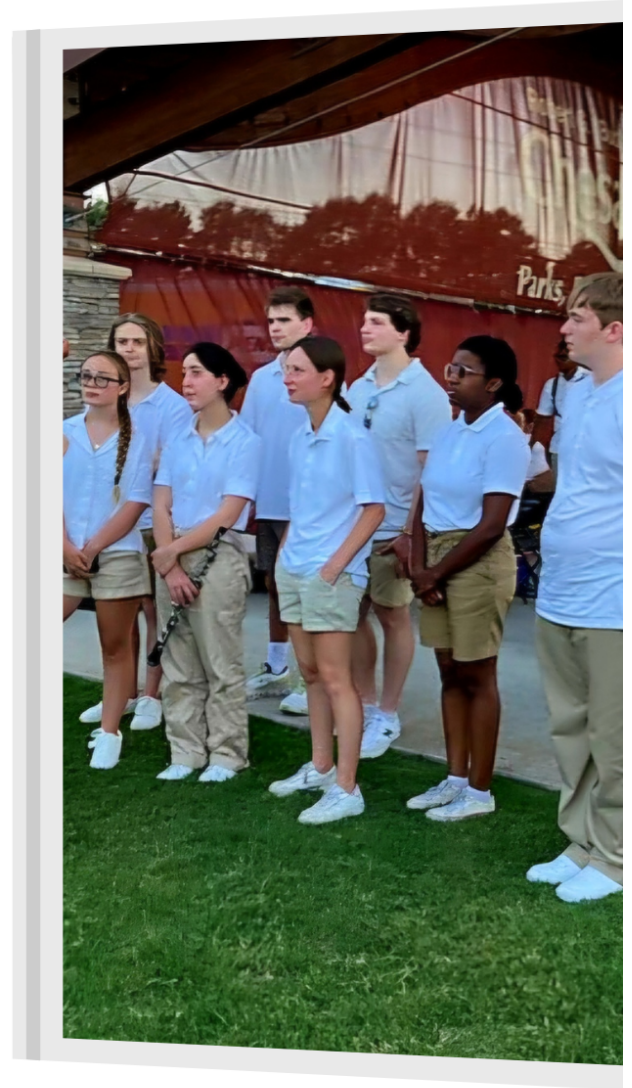


# Tidewater Winds Student Intern Sponsorships

## Sponsor a 2025 Student Intern

**\$250 per student  
provides...**

- Private Lessons
- Master Classes
- College Preparation
- Career Exploration
- Ensemble Training
- Performance



[Sponsor an Intern](#)

# 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

## READING IN MUSIC EDUCATION

**Funders: Support RiME  
and put your name on  
music and literacy!**

# R.I.M.E.

Providing literacy support to students and teachers through our published Pinocchio book, in-school music support, and main stage Pinocchio student matinee.

## SERVING OVER 7000 STUDENTS IN 5 SCHOOL DISTRICTS IN 2025

Third and fourth grade students and teachers in regional school districts can participate in this program designed to motivate students to read using theme and variation, character analysis, and powerfully staged music and storylines.



### PINOCCHIO STUDENT BOOK

Every student receives a copy of our own published Pinocchio book to use in the classroom with the teachers lessons and to keep. The book contains an appendix with pictures of the musicians and their instruments they will soon see on stage.



### STUDENT ENGAGEMENT

Our Teacher Lessons Plans for the classroom were created to support teachers using our curriculum approved materials that coincide with our performance and book.



### LITERACY & MUSIC

Following the in-school lessons, students attend our mainstage matinee with full concert band and guest artists Rainbow Puppets for a final, culminating production. Post-concert writing samples allow students to express their perspective on the program.

## CONTACT

📞 757-480-0953

✉ [office@tidewaterwinds.org](mailto:office@tidewaterwinds.org)

@tidewaterwinds

[www.tidewaterwinds.org](http://www.tidewaterwinds.org)






**With Tidewater Winds**


**Every Day is**

**VETERANS DAY**

## **The Honor Wall**

Tidewater Winds opens every concert with the National Anthem, closes with Servicemen and women on Parade, and celebrates our Military in all that we do. As a Concert  Band in the Sousa tradition, we honor all those who served and are serving this great Nation.

Honor your Patriots serving our country with recognition on our Honor Wall, send us a brief bio, words of appreciation, a picture, or just a name and rank, and they will hold a place in our hearts and on our page. A love offering of \$150 helps us store their place on our site.



**Call 757-480-0953**

**or**

**[office@tidewaterwinds.org](mailto:office@tidewaterwinds.org)**

**[www.tidewaterwinds.org](http://www.tidewaterwinds.org)**





# **TIDEWATER WINDS 40TH ANNIVERSARY GOLF**

## **TOURNAMENT**

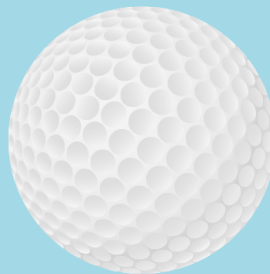
**ALL PROCEEDS SUPPORT TIDEWATER WINDS' LITERACY  
AND MUSIC EDUCATION INITIATIVES IN HAMPTON ROADS!**

**May 6,  
2025**



**Virginia  
Beach  
Nationals  
Golf Club**

**Player \$125  
Team \$500**



**Sponsorships  
Available**

**WWW.TIDEWATERWINDS.ORG**

**757-480-0953**

# 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

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

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



# Tidewater Winds Annual Program Ad Rates

## Summer Concert Guide OR Holiday Concerts Program Guide

Support Tidewater Winds Concert Band's community outreach and education programs with the purchase of a Program Advertisement. The proceeds help offset our free summer concert series as well as our student engagement in music education programs.

### PROGRAM 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: Program Ad)**

**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)**