



TIDEWATER WINDS
CONCERT BAND

SPONSORSHIP PACKET 2022

Dear Tidewater Winds Supporter,

It is with great respect that I thank you for your support of Tidewater Winds. Since 1985, this organization 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 to provide free and accessible concerts each summer to communities throughout Hampton Roads. Thousands of audience members enjoy our programming, designed to enrich people's lives by offering quality entertainment and artistic excellence. We recently enhanced our full concert band by offering small ensembles for community outreach and special projects. It is common to see our Woodwind Quartet, Brass Quintet and Little Big Band performing in local venues.

We promote an ambitious education plan supporting regional school districts' programs using Band Clinics, Master Classes, and Student Presentations. Our student intern program is praised as one of the most rigorous and fulfilling student music activities available. Middle and High School aged students audition for 25 intern positions to perform with our professional ensemble. These students receive master classes, private lessons, arts administration instruction and opportunities to mentor with their section leader. The Education Department of the Winds is finalizing a new model, and annual student-matinee literacy project designed to strengthen reading comprehension skills with elementary school students. This program aligns community and school partners to support literacy themed content designed to reenforce reading comprehension in the classroom through music programming.

Tidewater Winds serves 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 providing our sixty-five member concert band but will also strengthen our music education projects. Naming rights are available as well as enhanced media publicity.

Enclosed, you'll find information on sponsorship levels, donations and advertising opportunities to help celebrate the Winds. I look forward to talking to you personally about your choice of involvement and our long-term goals. I will see you at our concerts!

Sincerely,

Michael Kerry Williams
Executive Director
757-214-4649
executive@tidewaterwinds.org

SUMMER CORPORATE SPONSOR AND PROGRAM ADVERTISEMENT 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 MAY 30

- 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

Make checks payable to:
Tidewater Winds
PO Box 62000
Virginia Beach, VA 23466

Holiday Program Ad Rates due by November 10

Tidewater Winds is a resident ensemble with Sandler Center for the Performing Arts
201 Market St, Virginia Beach, VA 23462



Support Tidewater Winds Concert Band with the purchase of a Holiday Program Advertisement. This is our premier ticketed event and proceeds help offset our free summer concert series as well as our student 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, 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

• Name / Business / Contact:

• Email / Web Site / Phone:

• Address: _____

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
Honorary Board member Designation

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

STAGE MANAGERS (Individual)- \$500

Acknowledgement in program

SPECIAL EVENT SPONSORSHIP LEVELS



Sponsor A Concert

\$5,000 per concert (17 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.

Annual Golf Tournament (Fall Date TBA) \$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.

Swingin' at Top Golf

\$5,000 / \$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!

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 Greet

\$750

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 (20 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

\$100 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 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

Board or Committee Member _____ Item No. _____

Received Date _____ Data Entered by _____

Tidewater Winds Golf Tournament
Fall (Date TBA), Annually (Location TBA)
Registration will begin at 7 am, Shotgun Start at 8 am!



| | |
|---|--|
| <p>Presenting Sponsor \$2,500</p> <ul style="list-style-type: none"> • Banner with brand in prominent location • Two foursomes at the event • Company listed on our website | <p>Lunch Sponsor \$500</p> <ul style="list-style-type: none"> • Banner with Company brand in prominent location. • Company listed on our website. |
| <p>Event Sponsors \$1,500</p> <ul style="list-style-type: none"> • Banner with Company brand in prominent location. • One foursome at the event. • Company listed on our website. | <p>Beverage Sponsors (2) \$500</p> <ul style="list-style-type: none"> • Sign on beverage cart. • Company listed on our website. |
| <p>Longest Drive Sponsor \$200</p> <ul style="list-style-type: none"> • Sign on Longest drive hole | <p>Hole in one Sponsor \$250</p> <ul style="list-style-type: none"> • Sign on one hole |
| <p>Closest to the Pin Sponsor(4) \$200</p> <ul style="list-style-type: none"> • Sign on one par 3 hole | <p>Hole Sponsor \$150</p> <ul style="list-style-type: none"> • Sign on one hole |
| <p>Team Sponsor \$500</p> <ul style="list-style-type: none"> • One foursome | <p>Golf Ball Sponsor \$500</p> <ul style="list-style-type: none"> • Sign at driving range |
| | <p>Individual Golfer \$125</p> |



For more information please contact Tidewater Winds Board Treasurer Bart Barton at bart@ait-inc.net

Tidewater Winds Office 757-480-0953

Join the Tidewater Winds Golf Tournament
Fall (Date TBA), Annual (Location TBA)
Registration will begin at 7 am, Shotgun Start at 8 am!

Tidewater Winds Golf Tournament Registration 757-480-0953

NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

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 forall.

Tidewater Winds Memorial Funds

The Marty Brown Memorial Fund

Education

We remember Marty Brown fondly as the Business Manager and bookkeeper for Tidewater Winds. Her absence has been felt by so many among us. Please remember her by making a donation to the Marty Brown Memorial Fund to continue the support she provided to our Tidewater Winds community.

The Marty Einhorn Memorial Fund

Mentorship

The Hampton Roads arts community lost a champion when Marty Einhorn passed in 2021. A successful businessman and former President of our Board, he will forever be known as a just, honest and confident leader. Our student Mentor Program is rightfully named in his memory.

The Sid Berg Memorial Fund

Programming

Many local arts supporters remember Sid Berg as the founder of our organization. He built a legacy that continues to thrive and grow in the Hampton Roads Community. Make a memorial donation to support the work he began in 1985.

Become A Legacy Donor

Call us for a consultation on how you can support Tidewater Winds forever!

Tidewater Winds
Michael K. Williams, Executive Director
PO Box 62000
Virginia Beach, VA 23466

Office: 757-480-0953
Cell: 757-214-4649
executive@tidewaterwinds.org