

2018 Corporate Sponsorship Opportunities

The Laguna Beach Music Festival enters its 16th season this year with a multi-day celebration of outstanding classical and contemporary concerts, community enrichment through outreach, and multiple special events.



save the date

 LAGUNA BEACH
MUSIC FESTIVAL | **FEB
7-11
2018**

A PRESENTATION OF THE PHILHARMONIC SOCIETY OF ORANGE COUNTY AND LAGUNA BEACH LIVE!

**the 2018 festival artistic director | tenor
NICHOLAS PHAN**

A multi-day celebration of classical and contemporary music, the 2018 Laguna Beach Music Festival offers a variety of concerts, special events and community outreach engagements featuring guest artistic director and tenor **Nicholas Phan**, along with guest artists.

www.LagunaBeachMusicFestival.com

A presentation of the
Philharmonic Society of Orange County and Laguna Beach Live!

The Festival

Laguna Beach Music Festival

Presented annually by the Philharmonic Society of Orange County and Laguna Beach Live!, the Laguna Beach Music Festival is a multi-day celebration featuring outstanding classical and contemporary concerts in intimate spaces, community outreach programs and dynamic special events.

The 16th Annual Festival will be held February 7-11, 2018 in Laguna Beach with Tenor, Nicholas Phan as the Guest Artistic Director. The Festival is committed to offering free outreach events for students, seniors and the community-at-large.

Nicholas Phan– Named one of NPR’s “Favorite New Artists of 2011,” American tenor Nicholas Phan is increasingly recognized as an artist of distinction. Praised for his keen intelligence, captivating stage presence and natural musicianship, he performs regularly with the world’s leading orchestras and opera companies. Also an avid recitalist, in 2010 he co-founded the Collaborative Arts Institute of Chicago (CAIC) to promote art song and vocal chamber music.

Joelle Harvey– A native of Bolivar, New York, soprano Joëlle Harvey has quickly established herself as a noted interpreter of a broad range of repertoire, specializing in Handel, Mozart, and new music. She is the recipient of a 2011 First Prize Award from the Gerda Lissner Foundation, a 2009 Sara Tucker Study Grant from the Richard Tucker Foundation, and a 2010 Encouragement Award (in honor of Norma Newton) from the George London Foundation.

Kelley O’Connor– Possessing a voice of uncommon allure, musical sophistication far beyond her years, and intuitive and innate dramatic artistry, the Grammy® Award-winning mezzo-soprano Kelley O’Connor has emerged as one of the most compelling performers of her generation.



Benefits for Corporate & Individual Sponsors

Enhance and build relationships

Relationship/business-building

The Festival provides sponsors with a number of opportunities to interact with prospective and current clients. These include intimate special events as well as the chance to attend concerts or provide tickets to others.

Reach of upscale, engaged consumers

Sponsors receive repeated exposure in a variety of ways: on the Philharmonic Society website, in articles, eBlasts and ads online, in print magazines, newspapers, in direct mailings (online and in the mail), in brochures and flyers, in the Festival program book and on signage at concerts and events in a number of locations.

This visibility for sponsors impacts a sizeable and appealing audience with over 1,300 people attending the 2017 Festival. About 60% of the audience comes from Laguna Beach and the other 40% from about 15 other communities in Orange County.

These Festival-goers were nearly evenly split between men and women and were active spenders—90% patronized Laguna Beach restaurants, shops and galleries during the Festival.

The number one reason people attend the Festival is to hear outstanding musicians in intimate settings. Another reoccurring reason audiences attend, is to support local community events.

Association with a high quality, popular event

The musicians and production values of the Festival are of the finest quality, assured by its highly regarded presenter, Philharmonic Society of Orange County.

This reputation has been built over a dozen plus years and the Festival's ongoing appeal was verified recently when 40% of the attendees indicated they were first time attendees with 60% returning year after year.

The success of last year's Festival bodes well for the 2018 Festival. 87% of those attending in 2017 reported that they planned to attend a future Laguna Beach Music Festival.

Recognition for enhancing cultural life in the area

Federal and state budget cutbacks have made it difficult for communities and schools to have access to the performing arts—and residents are very grateful to those organizations that step in to fill funding gaps.

Premier Programming

Schedule

Wed, Feb. 7, 5:30 p.m. | Opening Night Celebration Dinner and Festival Prelude – Celebrate the start of the Festival with a special 16th anniversary celebration featuring musical performances by 2018 Festival Artistic Director Nicholas Phan and friends. It's a sophisticated evening of delicious food and drink, intimate musical performances, and exclusive opportunity prizes at Laguna Beach's Seven Degrees. Mingle with the artists over dessert and champagne to close the evening.

Fri, Feb. 9, 8 p.m. | Opening Night Concert: Robert Clara, and Johannes – Opening night of the Laguna Beach Music Festival delves deep into one of the most fruitful musical relationships of all time, that between Robert and Clara Schumann and Johannes Brahms. The program features vocal and instrumental pieces by Bach and the Schumanns, as well as Brahms' irresistibly charming set of Liebeslieder Walzer ("Love-song Waltzes"), Op. 52, for vocal quartet and piano four-hands.

Sat, Feb. 10, 8 p.m. | Diaries: The Art of the Confessional – Many composers have turned to diaries for texts for some of their most profound and personal utterances. This evening explores that tradition, culminating in a world premiere multimedia event built around Leoš Janáček's powerful Diary of One Who Disappeared, with its exploration of the enduring power of love.

Sun, Feb. 11, 3 p.m. | The American Spirit – In his final program, "The American Spirit," Nicholas Phan and special guests take listeners on a musical road trip through the great American songbook, with a few side excursions into songs influenced by our great musical traditions. The program features everything from Bernstein and Copland to Broadway, Joan Baez, and Lennon and McCartney.



Laguna Beach Music Festival, Calder Quartet at Thurston

Recognition

Exclusive Corporate Concert Sponsor \$10,000 +

Marketing & Branding

- Corporate Logo recognition on Festival website
- Corporate Logo recognition on Save the Date postcards (12K), Festival Brochure (5K), Festival Program (1K), All print materials and poster during the Festival
- Full page Corporate Advertisement (supplied by sponsor) in Festival program
 - Deadline for print materials December 10
- Thanked at all concerts during introductory remarks



Nicholas Phan

Recognition & Press

- Year-round visibility as Exclusive Corporate Festival Sponsor on Festival website
- Named Corporate Sponsor of Festival, Including all events and concerts and listed in printed program
- Photo opportunity with artists and guests at your sponsored event



Joelle Harvey

VIP Services

- Concierge-level service for all Laguna Beach Music Festival events
- VIP Privileges at Friday & Saturday Concerts
- Invitation to purchase tickets to Private Salon and other special events
- Dessert on stage after select concert

Special Events & Concert Tickets

- Eight tickets to Festival's Opening Prelude
- Eight tickets to Friday Opening Night Concert & Dessert on stage
- Eight tickets to Saturday and Sunday main stage concert
- Eight Invitations to Private Wrap Party



Kelly O'Connor

Recognition

Individual Concert Sponsor \$10,000 +

Marketing & Branding

- Recognition on Festival website
- Recognition on Save the Date postcards (12K), Festival Brochure (5K), Festival Program (1K), All print materials and poster during the Festival
- Thanked at all concerts during introductory remarks

Recognition & Press

- Year-round visibility as Exclusive Individual Festival Sponsor on Festival website
- Named Exclusive Individual Sponsor of Festival, Including all events and concerts and listed in printed program
- Photo opportunity with artists and guests at your sponsored event

VIP Services

- Concierge-level service for all Laguna Beach Music Festival events
- VIP Privileges at Friday & Saturday Concerts
- Invitation to purchase tickets to Private Salon and other special events
- Dessert on stage after select concert

Special Events & Concert Tickets

- Eight tickets to Festival's Opening Prelude
- Eight tickets to Friday Opening Night Concert & Dessert on stage
- Eight tickets to Saturday and Sunday main stage concert
- Eight Invitations to Private Wrap Party



Nicholas Phan



Joelle Harvey



Kelly O'Connor

Recognition

Festival Sponsor \$5,000 +

Marketing & Branding

- Recognition on Festival website
- Recognition on Save the Date postcards (12K), Festival Brochure (5K), Festival Program (1K), All print materials and poster during the Festival

Recognition & Press

- Year-round visibility as Festival Sponsor on website
- Recognized as Festival Sponsor at all events and concerts and listed in printed program

VIP Services

- Concierge-level service for all Laguna Beach Music Festival events
- VIP Privileges at Friday & Saturday Concerts

Special Events & Concert Tickets

- Four tickets to Festival's Opening Prelude
- Four tickets to Friday Opening Night Concert & Dessert on stage
- Four tickets to Saturday and Sunday main stage concert
- Four Invitations to Private Wrap Party



Join us!

Help enrich the cultural life of our community.

Please contact: Talayeh Hamidi, Director of Events & Corporate Engagement Talayeh@philharmonicsociety.org

Laguna Beach Music Festival | www.lagunabeachmusicfestival.com