



2017 Black Music Month Celebration 1st Annual Benefit Concert and Silent Auction

Thursday, June 8, 2017

5:30pm Reception & Silent Auction

7:00pm Concert

Hayti Heritage Center, 804 Old Fayetteville St, Durham NC 27701

SPONSORSHIP AND MARKETING OPPORTUNITIES

CONTACT:

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INTRODUCTION

Greetings! We would like to thank you in advance for taking the time to read and consider this proposal. BUMP: THE TRIANGLE is very excited to invite you to be a part of the 2017 Black Music Month Celebration, our 1st Annual Benefit Concert and Silent Auction. We look forward to your presence as we honor musical people and music traditions of the African Diaspora. This year we will honor organizations who have worked to bring empowering music experiences and opportunities to underserved youth. As you prepare to review this proposal, we want to share some key facts about the impact of music in preparing children and youth to be contributing members of the workforce and community:

- 🎵 In a high-level performance environment, hard work and dedicated practice predicts success far more than innate ability. Music performance offers opportunities to fail. Students learn the value of persistence, and of working hard.
- 🎵 Students develop the ability to consistently refine their thinking as part of the creative process, developing an ability to re-evaluate goals and objectives and, if needed, adjust their approach to the objective.
- 🎵 Through both the creative and reflective learning process, students gain greater capacity to question, interpret, and influence their own lives.
- 🎵 Students learn to think about problems from a variety of viewpoints and increase their problem-solving skills.
- 🎵 Through working together to create a finished product, students learn to incorporate different approaches and to leverage individual strengths for a higher-quality outcome.
- 🎵 Students learn to convey ideas and emotions through musical performance; in doing so they develop a greater awareness of nuance, complexity, structure, emphasis, and theme, which can enhance verbal and written communication skills.
- 🎵 Through the creative process, students strengthen their skills in synthesizing and evaluating information, and apply these skills to changing their assumptions and actions.

About BUMP: THE TRIANGLE

BUMP is a nonprofit music education organization dedicated to fostering urban youth empowerment through music of the African Diaspora, by promoting musical proficiency, cultural literacy and resilience. BUMP combines the power of music education with the cultural wealth of these music traditions. Our youth gain a tool-kit for life success: creativity, aspiration and excellence, global and cross-cultural awareness, positive racial identity, and a host of 21st century skills.

SPONSORSHIP AND MARKETING OPPORTUNITIES

The 2017 Black Music Month Celebration will unite our community around a cherished asset and provide opportunities to consider how our music can contribute to the greater good of our children and youth. Such an event presents an excellent opportunity for our corporate partners to not only show their commitment to supporting the community's youth, but also to showcase their brands. Please find the partnership levels below:

LEVEL	COMMITMENT	DETAILS
Village Advocate (Monthly Sustainer)	\$5 – \$500 per month	Recognition on website & social media Recognition in Benefit Concert program Plus more perks below based on total 12-month pledge amount
George Bridgetower Benefactor	\$500+	Recognition on website & social media Recognition in Benefit Concert program 2 Benefit Concert Tickets
Mahalia Jackson Mentor	\$1,000+	Recognition on website & social media 4 Benefit Concert Tickets Half page ad in Benefit Concert program VIP admission for 2 to 2017-2018 BUMP events
John Coltrane Councilor	\$2,500+	Recognition on website & social media 6 Benefit Concert Tickets Full page ad in Benefit Concert program Logo on table display VIP admission for 4 to 2017-2018 BUMP events
Global Griot Guide	\$5,000+	Recognition on website & social media 10 Benefit Concert Tickets Full page ad in Benefit Concert program Logo on table display 2-minute Presentation on stage VIP admission for 8 to 2017-2018 BUMP events
IN KIND DONATION OPPORTUNITIES		
Printing Sponsor Food Sponsor Beverage Sponsor A/V Sponsor Equipment Sponsor		

Thank you for taking the time to review this proposal. Please contact us with any questions.

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